

**TIMUCUAN FEDERATION  
ANNUAL  
ALEX'S LEMONADE STAND  
FUNDRAISER**



**LEMONADE FOR LIFE PARTNERS & RESPONSIBILITIES**  
**PUBLIC**

- Will provide tables.
- Will have garbage cans available.
- Will assign each stand a coordinator / liaison. That person is your contact for the day.
- Upon initial contact with your store, ask who will be your contact going forward.
- Liaison or on duty manager will have previously delivered lemonade (from Pepsi), event banners, Alex's Lemonade Stand balloons (blue and yellow), and other items for the stand, at the Customer Service counter or Store managers office.

**PEPSI**

Will donate lemonade. It will be delivered to each store mid-week (week of event), and ready to go the morning of the event.

**ALEX'S LEMONADE STAND FOUNDATION**

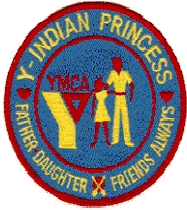
- Media support
- Signs/Literature

**ADVENTURE GUIDES & PRINCESSES**

Staffing and Smiles!

**ITEMS TO BRING TO THE STAND**

- **Large envelope with tribe name, store location to hand over to Nation Chief at end of event.**
- **Envelope should include money order made out to Alex's Lemonade Stand Foundation, coloring contest submissions and number of guides/princesses from each tribe that participated in the event.**
- Wear your tribe tee shirts and vests!
- Other tribal property (signs, etc.)
- Cell phone
- Cameras
- **Large cooler (ideally two) for storing ice**
- **Heavy-duty tape for securing signs, tribal property, etc.**
- Sunscreen
- Large jars / containers to collect donations. We have used large snack containers (e.g. pretzels, cheese balls from Sam's or Costco) successfully in the past. We taped a child-decorated "thank you" sign to the outside of the jar. We recommend cutting a large "deposit" slot in the lid to secure the donations a bit more. Last year, the Choctaw Nation used a large yellow plastic sand bucket for their donations, and it looked great.
- Second container and writing instrument for use with raffle tickets. You will be receiving raffle tickets and raffle info.



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### **WEEK BEFORE EVENT**

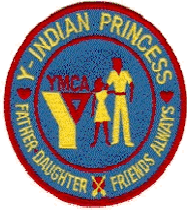
In past events, poor communication between tribes and the Publix Store Liaisons has resulted in day of the event issues. Many, many hours of preparation have been put into this event in order to assure our young guides and princesses receive the full benefit of the wonderful deed they are assisting in.

**It is of the utmost importance for a representative from each tribe to contact a publix store liaison at the store they will be visiting. It is best to stop in and meet with the stores representative a few days prior to the event.** Phone numbers of stores and liaisons are included with info package you received. Call your liaison, set up a time to stop in and introduce yourself. Thank them for their part in our event and touch base on how they can assist in making your stand as easy and FUN as possible.

Pass along the information regarding Alex and her battle with cancer. Explain to your guides and princesses, how/why Alex began selling lemonade to help battle Neuroblastoma. Give your children the chance to take ownership of what they are doing. Empower your children with the knowledge of who, what and how much they are helping. This is a perfect reason to schedule a tribe meeting and get them psyched and focused for the "JOB" of helping kids who need help. Positive reinforcement in explaining that our previous 5 Lemonade Stand events have raised over \$40,000. Break down \$40,000 into terms that they can appreciate, (Ex. At \$4.00 each that is equal to 10,000 school lunches, make your own examples). Empower the kids and remind them this is *their event* by adding personalized "extras" to your stand,

### **Coloring Contest**

We would like to offer our guides and princesses a chance to enter a coloring contest. Tribe Chiefs, should make copies of the coloring pages included in your tribe info packet. In it, you will find several different pages that can be used to enter the coloring contest. Make copies for your tribe members. Handmade pictures, relevant to the event, will gladly be accepted. Have your guides or princess color one of these pages, or create their own picture, and submit it to your Nation Chief with the donation proceeds following the event. Winning artists shall be featured on Alex's website. Jay and Liz Scott, Alex's parents, will be involved in judging your submitted pictures. **Be sure to have guides and princesses real names, indian names, and tribe name on the back of each picture so we can properly acknowledge the winning artists.**



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### **THE MORNING OF...**

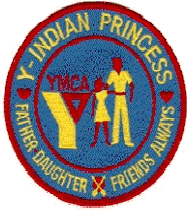
- Elect two people from your group to arrive ahead of time (around 1:15 p.m.) Introduce yourselves to the Publix liaison (with generous thanks!!).
- Ask Publix contact to assist in getting Lemonade to storefront, lemonade should be chilled. Get stock of lemonade in cooler and on ice at your lemonade stand.
- Set up event banner, tribal property, signs, etc.
- Set up donation jar(s). Tape "Checks payable to:" signs on table near jar(s).
- Establish a rotation to give everyone snack brakes.
- Designate one point person to be responsible for communicating needs to the Publix liaison throughout the day.
- Decorate table with Banner, yellow and Blue balloons

### **DURING THE EVENT**

- Publix stores participation will vary as individual store managers can decide what or how they choose to help with our event. **ANY PURCHASE THAT TRIBE MEMBERS MAKE (ICE, CASHIERS CHECK, HELIUM FOR BALLOONS ETC), CAN BE REIMBURSED FROM THE ALEXS LEMONADE STAND PROCEEDS.** Alex's Lemonade Stand has granted us permission to use the donation proceeds for any needs that Publix chooses not to assist us with.
- Publix would like us to give out full cans of Lemonade vs. pouring Lemonade in cups.
- **FULL CANS ONLY ARE TO BE DISTRIBUTED NO POURING OF CUPS WILL BE ALLOWED!**
- Keep the area around the stand neat and clean.
- Welcome visitors. Share flyers and information.
- Say THANK YOU!

### **A FEW WORDS ABOUT SAFETY:**

- Remember to assign someone to keep an eye on your child if you step away from the stand.
- Remind the kids about safety before the stand. Establish clear parameters of your "work area" to keep clear of the street as well as the entrance & exit of the store.
- **The best way to maintain the children's safety is by keeping them actively engaged!** Remember, this service project should empower the kids and teach them that volunteering is *fun!* Encourage them to have a rotation of specific duties including:
  - Handing out flyers
  - A popular job at our stand is holding up signs and yelling, "Come cure cancer, one cup at a time!"
  - If you are at a Publix not directly on a main street, you may want to establish a rotation of kids + one adult to take balloons and a sign to the main road to "advertise"



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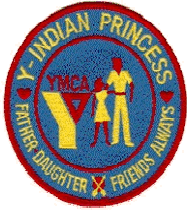


**AFTER THE EVENT**

- Do a general clean up of your site. We want to be invited back next year! ☺. Ask Publix if tables need to be put away before you leave.
- Have all volunteers sign the Thank You note template and add any personalized info (e.g., special thanks to your liaison, note any special touches your Publix store provided). Give this to your Nation Chief and we will forward thank-you notes to each Publix store as well as the regional office.
- Do preliminary money count. Publix stores have change counting device and turn change into bills. Usually, if asked, a manager will put machine in manager mode, thus avoiding the percentage cost to convert change to dollars.
- **Convert donations to money order made payable to "Alex's Lemonade Stand Foundation"**.
- **Get envelope to either Nation Chief or predetermined drop off location.**

**Please make sure that your large envelope has :**

- **Money order made out to Alex's Lemonade Stand Foundation for amount received.**
- **Coloring contest submissions and number of guides/princesses from each tribe that participated in the event.**
- **All Raffle tickets sold during event with name and phone numbers.**
- **Raffle drawing will be held in the evening following the event. Winners will be notified via telephone.**



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## **FREQUENTLY ASKED QUESTIONS**

### ***Can I get a receipt?***

Yes. Alex's Lemonade Stand Foundation is a 501(c)3 registered charities. Donations are tax-deductible. A tax receipt will be mailed to the address listed on any check donation. ENCOURAGE PEOPLE WITH THIS QUESTION TO MAKE THEIR DONATION BY CHECK. However, for those donating cash who are concerned with getting a receipt, offer to write down their name/address and amount donated. Then, just drop the info into the collection jar, and we will forward it to the appropriate charity.

### ***Where is this money going? What will donations be used for?***

Cash and checks will be sent to Alex's Lemonade Stand Foundation. Checks can be written to Alex's Lemonade Stand. Donations will be forwarded directly to support their missions:

ALEX'S LEMONADE STAND FOUNDATION is committed to:

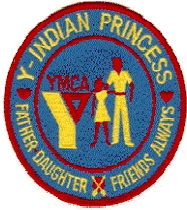
- Raising money and awareness for pediatric cancer causes, primarily research into new cures and treatments.
- Encouraging and educating others, especially children, to raise money for Alex's Lemonade Stand Foundation for childhood cancer.

### ***Why are you doing this event? **\*\*THIS IS ALMOST ALWAYS WHAT THE MEDIA WILL ASK\*\******

***BE SURE EVERYONE AT YOUR SITE KNOWS WHO WE'RE RAISING MONEY FOR!***

*It would be great to **TIE IT IN** with the Adventure Guides & Princesses program! e.g., We're a group of dads interested in developing really strong relationships with our kids. Because we're so thankful for our healthy children, we wanted to do something together to help other families....*

Familiarize your child with Alex's story and Alex's Lemonade Stand's mission. Your child should be able to articulate in his or her own words why he or she chose to participate in this event. Age appropriate examples include: To help other kids; To find a cure for cancer; To raise money for more medicines; It's fun to volunteer with our friends and our dads.... Let them read, or during a tribe meeting prior to the event, read to them, the following info about Alexandra Scott.



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## About Alex

Alexandra "Alex" Scott was born to Jay and Liz Scott in Manchester, Connecticut on January 18, 1996, the second of four children.

Shortly before her first birthday, Alex was diagnosed with neuroblastoma, a type of childhood cancer. On her first birthday, the doctors informed Alex's parents that if she beat her cancer it was doubtful that she would ever walk again. Just two weeks later, Alex slightly moved her leg at her parents' request to kick. This was the first indication of who she would turn out to be—a determined, courageous, confident and inspiring child with big dreams and big accomplishments.



By her second birthday, Alex was crawling and able to stand up with leg braces. She worked hard to gain strength and to learn how to walk. She appeared to be beating the odds, until the shattering discovery within the next year that her tumors had started growing again. In the year 2000, the day after her fourth birthday, Alex received a stem cell transplant and informed her mother, "When I get out of the hospital I want to have a lemonade stand." She said she wanted to give the money to the doctors to help them "help kids, like they had helped her". True to her word, she held her first lemonade stand later that year and raised an amazing \$2000 for "her hospital."

While bravely battling her own cancer, Alex continued to hold yearly lemonade stands in her front yard to benefit childhood cancer research. News spread of the remarkable sick child dedicated to helping other sick children. People from all over the world, moved by her story, held their own lemonade stands and donated the proceeds to Alex and her cause.

In August of 2004, Alex passed away at the age of 8, knowing that, with the help of others, she had raised over \$1 million to help find a cure for the disease that took her life. Alex's family—including brothers Patrick, Eddie, and Joey and supporters are committed to continuing her inspiring legacy through Alex's Lemonade Stand Foundation.