



Lemonade Day FAQ

What is Lemonade Day?

Lemonade Day is a **FREE**, community-wide, educational initiative designed to teach children how to start, own and operate their own business – a lemonade stand.

How did Lemonade Day get started?

Michael Holthouse, a Houston entrepreneur and philanthropist, co-founded Prepared 4 Life (P4L), a nonprofit that provides fun, proactive programs infused with life skills, character education and entrepreneurship. Inspired by the lessons he was able to teach his young daughter and her friend when they set up a lemonade stand, Holthouse launched Lemonade Day in Houston, Texas in 2007. It has now become P4L's number one outreach and educational priority.

When is Lemonade Day?

Lemonade Day takes place the first Sunday in May. It will be on May 6, 2012.

Who can participate?

Youth of all ages, from pre-K through high school, can register for an official Lemonade Day stand. Adults are needed to participate as mentors and volunteers. In addition, community support from schools, churches, businesses, and youth organizations is essential to the success of Lemonade Day.

How does it work?

Each child that registers for Lemonade Day receives a bright, yellow backpack with an informational workbook for the child and another for a responsible adult. The workbooks outline the steps needed to start a business, from setting a goal, creating a business plan, forming a budget and finding an investor to saving money and donating a portion back to their community. (Materials are available in Spanish.)

How does a child register?

Beginning in the spring, a child can register by completing a printed application available through participating partners, such as schools or youth organizations. Youth can register online at www.LemonadeDay.org. They can also sign up and receive a backpack at numerous events in the spring in each city.

What do children learn?

The objective of Lemonade Day is to teach youth how to start and run their own lemonade business. Children learn the entrepreneurial skills necessary to be successful in the future and become contributing members of their communities. The best part of the program for kids is that after covering their expenses and paying back their investors, they can keep what they earn. With this in mind, children are encouraged to open a youth savings account so their profits can continue to grow as well as give a portion of their earnings to charity.

Who can get involved and how?

Anyone and everyone can be involved in Lemonade Day. Young entrepreneurs with lemonade stands need mentors, investors, employees and customers! Sponsors and volunteers are also needed to make Lemonade Day a success. All money raised through local donations and sponsorships is used directly to support Lemonade Day in your city. [To get involved, please visit your local Lemonade Day website at \[www.LemonadeDay.org\]\(http://www.LemonadeDay.org\).](#)

How can I bring Lemonade Day to my community?

To learn how to bring Lemonade Day to your community, call 713.626.KIDS (5437).

www.LemonadeDay.org

Lemonade Day is the perfect opportunity for the entire community to come together and train the next generation of entrepreneurs.





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Business is Good...for Kids, our Communities, our Country, and our Future!

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Contents

Introduction	1
Problem Statement	1
Our Goal	2
Benefits	2
Implementation	2
Summary	3

Introduction

The endowment of our great country is our economy, which is driven by free-enterprise, the cornerstones of which are entrepreneurship and innovation.

Entrepreneurship is the past, present and undoubtedly the future of our nation, for the rich and the poor alike. No organization supports this concept more than Lemonade Day. For this reason, we wish to invite you to bring Lemonade Day to your community.

We propose that together we can provide the opportunity for every child in America to build their own “American Dream” through Lemonade Day. The time is now to come together to rebuild a sustainable economic future for America’s families and to give the children of this great country the tools to succeed in life.

Problem Statement

America was formed on a set of principles that all men were created equal and have the right to life, liberty and the pursuit of happiness. This sentiment is the foundation of the American Dream which drives people to follow their ambitions and work hard to achieve success. This spirit has created the greatest country in the world. Unfortunately with the breakdown of the family, a failing public education system and an increase in entitlements, the shift away from the principles of free enterprise is taking its toll on our great country. It is the intent of Lemonade Day to provide youth, of all socio-economic backgrounds and ethnicities, with first-hand experience of success by teaching them the steps to take control of their lives and become productive, contributing members of society.

Our Goal

Our goal is to inspire and empower youth to operate one million working lemonade stands spanning in excess of 100 cities in America on a single day by 2013. Our intent is to positively impact our youngest citizens and ultimately provide a focal point for the rest of the nation that will lead us back to the basics of rebuilding our country. The measurable outcomes are both quantitative and qualitative, both of which include the education of life skills, character, financial literacy, service-learning and more, all wrapped up in a fun and experiential learning event in which the entire community plays a role.

How is it Organized?

The national office of Lemonade Day is based in Houston TX, and its objective is to serve the greatest number of youth possible by supporting cities using a franchise model and operating with a license agreement.

When we go to a new community, we work with a successful local entrepreneur who is passionate about helping youth learn entrepreneurship. We then work to identify a local 501c3 which holds the Lemonade Day License and drives the day to day coordination of all the activities through a local City Director. Finally we help identify and secure a "Title Sponsor" who underwrites the local cost of the Lemonade Day backpack full of materials, and we have the basis of a new city leadership team.

Benefit 1

The principles that youth learn through Lemonade Day, are the same as starting any big company. They are all built step by step from a dream to a plan. The goal is to inspire youth to create a product, make a profit and give back to their community.

Benefit 2

Lemonade Day yields a strong sense of self-worth, pride in making their first dollar, and the heart to share with those in need. In 2010, 67,000 youth sold more than 5.2 million glasses, resulting in total revenue of \$6.8 million dollars. They gave over \$2 million dollars away to charities of their choice.

Benefit 3

Business is good for youth, our communities, our country and our future.

Implementation

As you well know, there are certain individuals in any city that make things happen. Get them involved and success is almost guaranteed. We are looking for those types of people that care about the youth of their community – their development and their future. Lemonade Day is a very visible and high impact Program and Event that will draw lots of media attention and engages the entire community. Steps to launch Lemonade Day into your community:

1. Host a community presentation inviting influential business, local government, media, community and youth focused leaders to learn about Lemonade Day and capture their interest in how to bring it to their city.

2. Form local leadership team and clarify roles & responsibilities.
3. Identify License Holder & execute the licensing agreement.
4. Hire City Director to run the program.
5. Secure Title Sponsor.
6. Create and finalize registration strategies (schools, youth organizations, registration events).
7. Build volunteer team
8. Order and distribute youth backpacks & materials; offer community resource trainings
9. Run Best Tasting Lemonade Contest to engage media (one week prior to the event).
10. Identify and send out VIP route to media.
11. LEMONADE DAY
12. Post event contests, press releases and celebration.

Summary

Can a month and a day change a child's life?

When you ask someone if they had a lemonade stand as a child, they know immediately. It is interesting how out of the thousands of days in our young lives, there are certain days that stand out above the rest. A child's first lemonade stand is one of those days. *Lemonade Day* takes that experience to a whole new level – because of the tools and support that are provided to help them learn and succeed. When children reflect on the event, they often summarize it in this way: “You mean all I have to do is set a goal, make a plan, follow that plan and I can accomplish

anything I want? How come no one ever told me this before?” The answer is that you cannot learn it by hearing it – they have to experience it. *Lemonade Day* lasts only a month and culminates on a single day, but the skills and insights that children learn change the way they look at the world forever. There are hundreds of youth and adult testimonials on how *Lemonade Day* changed the behavior and outlook of youth going forward.

Join us on this adventure!

Remember earning your first dollar? Be part of the vision...

www.LemonadeDay.org

