

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

The organization may have to use a copy of this return to satisfy state reporting requirements

2010

Open to Public Inspection

A For the 2010 calendar year, or tax year beginning and ending

B Check if applicable:
 Address change
 Name change
 Initial return
 Terminated
 Amended return
 Application pending

C Name of organization: **ALEX'S LEMONADE STAND FOUNDATION**
 Doing Business As
 Number and street (or P O box if mail is not delivered to street address) Room/suite
333 E. LANCASTER AVENUE 414
 City or town, state or country, and ZIP + 4
WYNNEWOOD, PA 19096
F Name and address of principal officer: **JASON SCOTT**
SAME AS C ABOVE

D Employer identification number: **56-2496146**

E Telephone number: **610-649-3034**

G Gross receipts \$: **10,322,556.**

H(a) Is this a group return for affiliates? Yes No
H(b) Are all affiliates included? Yes No
 If "No," attach a list (see instructions)

I Tax-exempt status: 501(c)(3) 501(c)() (insert no) 4947(a)(1) or 527

J Website: **WWW.ALEXSLEMONADE.ORG**

K Form of organization: Corporation Trust Association Other **FOUND** **L** Year of formation: **2005** **M** State of legal domicile: **PA**

Part I Summary

1 Briefly describe the organization's mission or most significant activities: THE FOUNDATIONS PURPOSE IS TO RAISE FUNDS FOR PEDIATRIC CANCER, TREATMENT AND RESEARCH. THE			
2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets			
3	Number of voting members of the governing body (Part VI, line 1a)	3	15
4	Number of independent voting members of the governing body (Part VI, line 1b)	4	13
5	Total number of individuals employed in calendar year 2010 (Part V, line 2a)	5	27
6	Total number of volunteers (estimate if necessary)	6	16000
7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	0.
7b	Net unrelated business taxable income from Form 990-T, line 34	7b	0.
8	Contributions and grants (Part VIII, line 1h)	Prior Year	6,266,988.
		Current Year	6,899,285.
9	Program service revenue (Part VIII, line 2g)		0.
10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)		124,764.
11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		555,312.
12	Total revenue add lines 8 through 11 (must equal Part VIII, column (A), line 12)		6,947,064.
13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)		4,408,693.
14	Benefits paid to or for members (Part IX, column (A), line 4)		0.
15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		1,007,816.
16a	Professional fundraising fees (Part IX, column (A), line 11e)		0.
16b	Total fundraising expenses (Part IX, column (D), line 25)		543,135.
17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)		656,196.
18	Total expenses Add lines 13-17 (must equal Part IX, column (A), line 25)		6,072,705.
19	Revenue less expenses Subtract line 18 from line 12		874,359.
20	Total assets (Part X, line 16)	Beginning of Current Year	9,982,997.
		End of Year	9,589,915.
21	Total liabilities (Part X, line 26)		285,939.
22	Net assets or fund balances Subtract line 21 from line 20		9,697,058.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

Signature of Officer: *JASON SCOTT* Date: **5/13/2011**

Type or print name and title: **JASON SCOTT**

Paid Print/Type preparer's name: **CHRISTOPHER M. PEKULA** Preparer's signature: *Christopher M. Pekula* Date: **5/12/2011** Check if self-employed: PTIN: **P00734965**

Preparer Use Only Firm's name: **RSM MCGLADREY, INC.** Firm's EIN: **41-1944416** Firm's address: **512 TOWNSHIP LN RD, 1 VALLEY SQ, STE 250 BLUE BELL, PA 19422-2700** Phone no.: **215-641-8600**

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response to any question in this Part III

Input box for Schedule O response

1 Briefly describe the organization's mission
THE FOUNDATION'S PURPOSE IS TO RAISE FUNDS FOR PEDIATRIC CANCER TREATMENT AND RESEARCH. THE FOUNDATION RAISES PUBLIC AWARENESS ABOUT PEDIATRIC CANCER, ENCOURAGES AND EDUCATES OTHERS, ESPECIALLY CHILDREN, TO RAISE FUNDS FOR SUCH PURPOSES.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?
If "Yes," describe these new services on Schedule O

Yes No (X) Yes (X) No

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?
If "Yes," describe these changes on Schedule O.

Yes No (X) Yes (X) No

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses
Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a (Code) (Expenses \$ 6,125,550. including grants of \$ 6,002,576.) (Revenue \$)
PEDIATRIC CANCER RESEARCH GRANT-MAKING PROGRAM

- FUND CUTTING EDGE CHILDHOOD CANCER RESEARCH PROJECTS THAT SEEK TO FIND BETTER TREATMENTS FOR, AND CAUSES OF, CHILDHOOD CANCER.
-FUND THE "A" AWARD, A PRESTIGIOUS AWARD GIVEN TO A LEADING YOUNG SCIENTIST IN THE FIELD OF CHILDHOOD CANCER.
-FUND CHILDHOOD CANCER NURSING RESEARCH WHICH SEEKS TO IMPROVE THE QUALITY OF LIFE FOR CHILDHOOD CANCER PATIENTS.
-CREATE AND OPERATE THE CHILDHOOD CANCER DATABASE, A LONGITUDINAL DATABASE WHICH TRACKS USER GENERATED INFORMATION FROM CHILDHOOD CANCER FAMILIES.

4b (Code) (Expenses \$ 806,825. including grants of \$) (Revenue \$)
PUBLIC AWARENESS AND EDUCATION

- RAISE FUNDS AND AWARENESS FOR CHILDHOOD CANCER.
-EFFECTIVELY ENCOURAGES VOLUNTEERISM TO TENS OF THOUSANDS OF INDIVIDUALS ANNUALLY ESPECIALLY AMONG YOUNG PEOPLE.
-HOST AN ANNUAL NURSING SYMPOSIUM WHICH EDUCATES CHILDHOOD CANCER NURSES ON HOW TO GET STARTED WITH RESEARCH PROJECTS THAT HAVE AN IMPACT ON THE LIVES OF CHILDHOOD CANCER PATIENTS.

4c (Code) (Expenses \$ 70,329. including grants of \$ 58,612.) (Revenue \$)
TRAVEL FOR PEDIATRIC CANCER PATIENTS AND THEIR FAMILIES

- THE TRAVEL FUND ASSISTS CHILDHOOD CANCER FAMILIES WHO ARE FORCED TO TRAVEL FOR TREATMENT FOR THEIR CHILDREN. THIS TRAVEL PUTS AN EXTREME FINANCIAL BURDEN ON THESE FAMILIES AND THE TRAVEL FUND SEEKS TO ALLEVIATE SOME OF THIS BURDEN.

4d Other program services (Describe in Schedule O)
(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses 7,002,704.

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>	X	
2 Is the organization required to complete Schedule B, Schedule of Contributors?	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>		X
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>		
6 Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9 Did the organization report an amount in Part X, line 21, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10 Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi endowments? <i>If "Yes," complete Schedule D, Part V</i>		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>	X	
b Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>		X
c Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>		X
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>		X
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>	X	
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI, XII, and XIII</i>	X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional</i>		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? <i>If "Yes," complete Schedule F, Parts I and IV</i>		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>	X	
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>	X	
20a Did the organization operate one or more hospitals? <i>If "Yes," complete Schedule H</i>		X
b <i>If "Yes" to line 20a, did the organization attach its audited financial statements to this return? Note. Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions)</i>		

Part IV Checklist of Required Schedules (continued)

	Yes	No
21 Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	X	
22 Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>	X	
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>		X
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25</i>		X
24b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
24c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
24d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>		X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>		X
26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If "Yes," complete Schedule L, Part II</i>		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? <i>If "Yes," complete Schedule L, Part III</i>		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)		
a A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
b A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i>		X
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1</i>		X
35 Is any related organization a controlled entity within the meaning of section 512(b)(13)?		X
a Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? Note. All Form 990 filers are required to complete Schedule O	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V

Table with columns for question number, question text, and Yes/No checkboxes. Includes questions 1a through 14b regarding Form 1096, Form W-2G, backup withholding, Form W-3, unrelated business gross income, foreign accounts, prohibited tax shelter transactions, annual gross receipts, and various organizational requirements.

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O See instructions

Check if Schedule O contains a response to any question in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year		
1b	Enter the number of voting members included in line 1a, above, who are independent		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	X	
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		X
6	Does the organization have members or stockholders?	X	
7a	Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body?	X	
7b	Are any decisions of the governing body subject to approval by members, stockholders, or other persons?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following		
8a	a The governing body?	X	
8b	b Each committee with authority to act on behalf of the governing body?	X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code)

		Yes	No
10a	Does the organization have local chapters, branches, or affiliates?		X
10b	b If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization?		
11a	Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form?	X	
11b	b Describe in Schedule O the process, if any, used by the organization to review this Form 990.		
12a	Does the organization have a written conflict of interest policy? If "No," go to line 13	X	
12b	b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	X	
12c	c Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done	X	
13	Does the organization have a written whistleblower policy?	X	
14	Does the organization have a written document retention and destruction policy?	X	
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
15a	a The organization's CEO, Executive Director, or top management official	X	
15b	b Other officers or key employees of the organization	X	
	If "Yes" to line 15a or 15b, describe the process in Schedule O (See instructions)		
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		X
16b	b If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?		

Section C. Disclosure

- 17** List the states with which a copy of this Form 990 is required to be filed **AL, AK, AR, AZ, CA, CO, CT, FL, GA, IL, KS, KY**
- 18** Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection Indicate how you make these available Check all that apply
 Own website Another's website Upon request
- 19** Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public
- 20** State the name, physical address, and telephone number of the person who possesses the books and records of the organization **JASON SCOTT - 610-649-3034**
29 EAST WYNNEWOOD ROAD, WYNNEWOOD, PA 19096

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed Report compensation for the calendar year ending with or within the organization's tax year

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation Enter -0- in columns (D), (E), and (F) if no compensation was paid
- List all of the organization's **current** key employees, if any See instructions for definition of "key employee "
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations
- List all of the organization's **former** directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
JEREMY NOWAK CHAIRMAN	1.00	X		X			0.	0.	0.	
JIM RUDOLPH DIRECTOR	1.00	X					0.	0.	0.	
JASON SCOTT EXECUTIVE DIRECTOR	40.00	X		X			106,639.	0.	13,173.	
ELIZABETH SCOTT V.P. OF DEVELOPMENT	40.00	X		X			78,990.	0.	7,387.	
LEWIS GANTMAN DIRECTOR	1.00	X					0.	0.	0.	
BILLY KING DIRECTOR	1.00	X					0.	0.	0.	
MARY AUSTEN DIRECTOR	1.00	X					0.	0.	0.	
STEPHEN COHN TREASURER	1.00	X		X			0.	0.	0.	
VIC DOOLAN DIRECTOR	1.00	X					0.	0.	0.	
ERIN FLYNN BLAIR DIRECTOR	1.00	X					0.	0.	0.	
JOCELYN HILLMAN SECRETARY	1.00	X		X			0.	0.	0.	
CORRINE SYLVIA DIRECTOR	1.00	X					0.	0.	0.	
CATHERINE MURPHY VICE CHAIRMAN	1.00	X		X			0.	0.	0.	
JEFFREY BENJAMIN DIRECTOR	1.00	X					0.	0.	0.	
MIKE GEORGE DIRECTOR	1.00	X					0.	0.	0.	
JAMES BOERCKEL CFO / CONTROLLER	40.00			X			82,944.	0.	11,455.	

Part VIII Statement of Revenue

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514		
Contributions, gifts, grants and other similar amounts	1 a	Federated campaigns	1a	56,940.				
	b	Membership dues	1b					
	c	Fundraising events	1c	510,274.				
	d	Related organizations	1d					
	e	Government grants (contributions)	1e					
	f	All other contributions, gifts, grants, and similar amounts not included above	1f	6,332,071.				
	g	Noncash contributions included in lines 1a-1f \$						
	h	Total. Add lines 1a-1f		6,899,285.				
	Program Service Revenue			Business Code				
2 a								
b								
c								
d								
e								
f		All other program service revenue						
g	Total. Add lines 2a-2f							
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)		67,154.			67,154.	
	4	Income from investment of tax-exempt bond proceeds						
	5	Royalties		293,375.			293,375.	
	6 a	Gross Rents	(i) Real	(ii) Personal				
		b	Less rental expenses					
		c	Rental income or (loss)					
		d	Net rental income or (loss)					
	7 a	Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other				
		b	Less cost or other basis and sales expenses					
		c	Gain or (loss)					
		d	Net gain or (loss)					
	8 a	Gross income from fundraising events (not including \$ 510,274. of contributions reported on line 1c) See Part IV, line 18	a		460,831.			
		b	Less direct expenses	b	226,287.			
		c	Net income or (loss) from fundraising events		234,544.			234,544.
	9 a	Gross income from gaming activities See Part IV, line 19	a		52,850.			
b		Less direct expenses	b	10,023.				
c		Net income or (loss) from gaming activities		42,827.			42,827.	
10 a	Gross sales of inventory, less returns and allowances	a		128,199.				
	b	Less cost of goods sold	b	84,577.				
	c	Net income or (loss) from sales of inventory		43,622.	43,622.			
Miscellaneous Revenue		Business Code						
11 a								
	b							
	c							
	d	All other revenue						
	e	Total. Add lines 11a-11d						
12	Total revenue See instructions		7,579,143.	41,958.	0.	637,900.		

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns
 All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D)

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21	6,002,576.	6,002,576.		
2 Grants and other assistance to individuals in the U.S. See Part IV, line 22	58,612.	58,612.		
3 Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	300,589.	103,095.	137,309.	60,185.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	785,021.	316,515.	223,969.	244,537.
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	24,848.	10,358.	6,857.	7,633.
9 Other employee benefits	109,460.	43,111.	33,319.	33,030.
10 Payroll taxes	83,881.	32,534.	27,349.	23,998.
11 Fees for services (non-employees)				
a Management				
b Legal	4,848.		4,848.	
c Accounting	22,588.		22,588.	
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other				
12 Advertising and promotion				
13 Office expenses	90,477.	25,442.	20,826.	44,209.
14 Information technology				
15 Royalties				
16 Occupancy	161,322.	62,877.	52,698.	45,747.
17 Travel	40,032.	33,729.	2,993.	3,310.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	42,807.	15,871.	14,722.	12,214.
23 Insurance	28,978.	11,272.	9,476.	8,230.
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24f. If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O.)				
a PRINTING	49,774.	23,394.	4,977.	21,403.
b PROMOTIONAL MATERIALS	75,390.	58,264.	2,768.	14,358.
c LICENSES AND FEES	47,442.	1,900.	41,606.	3,936.
d LONGITUDINAL DATABASE S	35,625.	35,625.		
e WEBSITE SERVICES	29,594.	20,677.	4,772.	4,145.
f All other expenses	184,385.	146,852.	21,333.	16,200.
25 Total functional expenses. Add lines 1 through 24f	8,178,249.	7,002,704.	632,410.	543,135.
26 Joint costs Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720). Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				

Part X Balance Sheet

		(A) Beginning of year		(B) End of year
Assets	1	Cash - non-interest-bearing	105,014.	1 526,657.
	2	Savings and temporary cash investments	9,576,288.	2 8,650,504.
	3	Pledges and grants receivable, net		3
	4	Accounts receivable, net	86,541.	4 147,655.
	5	Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of Schedule L		5
	6	Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions)		6
	7	Notes and loans receivable, net		7
	8	Inventories for sale or use	24,496.	8 54,354.
	9	Prepaid expenses and deferred charges	33,945.	9 23,661.
	10a	Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D	10a 274,933.	
	b	Less accumulated depreciation	10b 100,809.	10c 174,124.
	11	Investments - publicly traded securities	14,139.	11 4,210.
	12	Investments - other securities See Part IV, line 11		12
	13	Investments - program-related. See Part IV, line 11		13
	14	Intangible assets		14
	15	Other assets See Part IV, line 11	18,000.	15 8,750.
16	Total assets. Add lines 1 through 15 (must equal line 34)	9,982,997.	16 9,589,915.	
Liabilities	17	Accounts payable and accrued expenses	41,534.	17 60,160.
	18	Grants payable	0.	18 0.
	19	Deferred revenue	244,405.	19 415,720.
	20	Tax-exempt bond liabilities		20
	21	Escrow or custodial account liability Complete Part IV of Schedule D		21
	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons Complete Part II of Schedule L		22
	23	Secured mortgages and notes payable to unrelated third parties		23
	24	Unsecured notes and loans payable to unrelated third parties		24
	25	Other liabilities Complete Part X of Schedule D	0.	25 17,143.
	26	Total liabilities. Add lines 17 through 25	285,939.	26 493,023.
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27	Unrestricted net assets	9,610,033.	27 8,875,439.
	28	Temporarily restricted net assets	87,025.	28 221,453.
	29	Permanently restricted net assets		29
	Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 30 through 34.			
	30	Capital stock or trust principal, or current funds		30
	31	Paid-in or capital surplus, or land, building, or equipment fund		31
	32	Retained earnings, endowment, accumulated income, or other funds		32
	33	Total net assets or fund balances	9,697,058.	33 9,096,892.
34	Total liabilities and net assets/fund balances	9,982,997.	34 9,589,915.	

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	7,579,143.
2	Total expenses (must equal Part IX, column (A), line 25)	2	8,178,249.
3	Revenue less expenses. Subtract line 2 from line 1	3	<599,106.>
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	9,697,058.
5	Other changes in net assets or fund balances (explain in Schedule O)	5	<1,060.>
6	Net assets or fund balances at end of year. Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	9,096,892.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		X
2b	Were the organization's financial statements audited by an independent accountant?	X	
2c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	X	
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		X
3b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits		

Form 990 (2010)

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")	4281482.	5562352.	6097226.	6266988.	7370652.	29578700.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3	4281482.	5562352.	6097226.	6266988.	7370652.	29578700.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						1116735.
6 Public support. Subtract line 5 from line 4						28461965.

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
7 Amounts from line 4	4281482.	5562352.	6097226.	6266988.	7370652.	29578700.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	621,637.	746,922.	675,547.	566,207.	280,529.	2890842.
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV)	85,016.	81,391.	52,490.	37,808.	43,622.	300,327.
11 Total support. Add lines 7 through 10						32769869.
12 Gross receipts from related activities, etc. (see instructions)				12	1,099,507.	
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

14 Public support percentage for 2010 (line 6, column (f) divided by line 11, column (f))	14	86.85 %
15 Public support percentage from 2009 Schedule A, Part II, line 14	15	85.35 %
16a 33 1/3% support test - 2010. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization <input checked="" type="checkbox"/>		
b 33 1/3% support test - 2009. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization <input type="checkbox"/>		
17a 10% -facts-and-circumstances test - 2010. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization <input type="checkbox"/>		
b 10% -facts-and-circumstances test - 2009. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization <input type="checkbox"/>		
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions <input type="checkbox"/>		

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support (Subtract line 7c from line 6)						

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 Total support (Add lines 9, 10c, 11, and 12)						

14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here**

Section C. Computation of Public Support Percentage

15 Public support percentage for 2010 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2009 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2010 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2009 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2010. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization

b 33 1/3% support tests - 2009. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ Complete if the organization answered "Yes," to Form 990,
Part IV, line 6, 7, 8, 9, 10, 11, or 12.
▶ Attach to Form 990. ▶ See separate instructions.

OMB No 1545-0047

2010
Open to Public
Inspection

Name of the organization **ALEX'S LEMONADE STAND FOUNDATION** Employer identification number **56-2496146**

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate contributions to (during year)		
3 Aggregate grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?		<input type="checkbox"/> Yes <input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?		<input type="checkbox"/> Yes <input type="checkbox"/> No

Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7

1 Purpose(s) of conservation easements held by the organization (check all that apply).

Preservation of land for public use (e.g., recreation or education) Preservation of an historically important land area

Protection of natural habitat Preservation of a certified historic structure

Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ _____

4 Number of states where property subject to conservation easement is located ▶ _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶ _____

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ \$ _____

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? Yes No

9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items.

(i) Revenues included in Form 990, Part VIII, line 1 ▶ \$ _____

(ii) Assets included in Form 990, Part X ▶ \$ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items

a Revenues included in Form 990, Part VIII, line 1 ▶ \$ _____

b Assets included in Form 990, Part X ▶ \$ _____

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply)

- a Public exhibition
- b Scholarly research
- c Preservation for future generations
- d Loan or exchange programs
- e Other _____

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIV and complete the following table

- c Beginning balance
- d Additions during the year
- e Distributions during the year
- f Ending balance

	Amount
1c	
1d	
1e	
1f	

2a Did the organization include an amount on Form 990, Part X, line 21? Yes No

b If "Yes," explain the arrangement in Part XIV

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the year end balance held as

- a Board designated or quasi-endowment _____ %
- b Permanent endowment _____ %
- c Term endowment _____ %

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by

- (i) unrelated organizations
- (ii) related organizations

	Yes	No
3a(i)		
3a(ii)		
3b		

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

4 Describe in Part XIV the intended uses of the organization's endowment funds

Part VI Land, Buildings, and Equipment. See Form 990, Part X, line 10

Description of investment	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements		25,163.	3,931.	21,232.
d Equipment		47,752.	34,667.	13,085.
e Other		202,018.	62,211.	139,807.
Total. Add lines 1a through 1e (Column (d) must equal Form 990, Part X, column (B), line 10(c))				174,124.

Part VII Investments - Other Securities. See Form 990, Part X, line 12

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
(I)		
Total. (Col (b) must equal Form 990, Part X, col (B) line 12.)		

Part VIII Investments - Program Related. See Form 990, Part X, line 13

(a) Description of investment type	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
(10)		
Total. (Col (b) must equal Form 990, Part X, col (B) line 13.)		

Part IX Other Assets. See Form 990, Part X, line 15

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
Total. (Column (b) must equal Form 990, Part X, col (B) line 15)	

Part X Other Liabilities. See Form 990, Part X, line 25

1. (a) Description of liability	(b) Amount
(1) Federal income taxes	
(2) DEFERRED RENT	17,143.
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
(11)	
Total. (Column (b) must equal Form 990, Part X, col (B) line 25)	17,143.

FIN 48 (ASC 740) Footnote. In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740).

Part XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	7,579,143.
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	8,178,249.
3	Excess or (deficit) for the year Subtract line 2 from line 1	3	<599,106.>
4	Net unrealized gains (losses) on investments	4	<1,060.>
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV)	8	
9	Total adjustments (net) Add lines 4 through 8	9	<1,060.>
10	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9	10	<600,166.>

Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1	Total revenue, gains, and other support per audited financial statements	1	7,840,835.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
a	Net unrealized gains on investments	2a	<1,060.>
b	Donated services and use of facilities	2b	64,179.
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV)	2d	198,573.
e	Add lines 2a through 2d	2e	261,692.
3	Subtract line 2e from line 1	3	7,579,143.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV)	4b	
c	Add lines 4a and 4b	4c	0.
5	Total revenue Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	7,579,143.

Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

1	Total expenses and losses per audited financial statements	1	8,441,001.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25		
a	Donated services and use of facilities	2a	64,179.
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIV)	2d	198,573.
e	Add lines 2a through 2d	2e	262,752.
3	Subtract line 2e from line 1	3	8,178,249.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV)	4b	
c	Add lines 4a and 4b	4c	0.
5	Total expenses Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	8,178,249.

Part XIV Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, line 2, Part XI, line 8, Part XII, lines 2d and 4b, and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

PART XII, LINE 2D - OTHER ADJUSTMENTS:

COST OF MERCHANDISE SALES OFFSET	84,577.
GALA/EVENT EXPENSES	103,973.
EVENT EXPENSES - RAFFLE	10,023.
TOTAL TO SCHEDULE D, PART XII, LINE 2D	198,573.

PART XIII, LINE 2D - OTHER ADJUSTMENTS:

Schedule D (Form 990) 2010

Part XIV Supplemental Information (continued)

COST OF MERCHANDISE SALES OFFSET	84,577.
GALA/EVENT EXPENSES	103,973.
EVENT EXPENSES - RAFFLE	10,023.
TOTAL TO SCHEDULE D, PART XIII, LINE 2D	198,573.

FORM 990, SCHEDULE D, PART X, LINE 2: MANAGEMENT EVALUATED THE FOUNDATION'S TAX POSITIONS AND CONCLUDED THAT THE FOUNDATION HAD TAKEN NO UNCERTAIN TAX POSITIONS THAT REQUIRE ADJUSTMENT TO THE FINANCIAL STATEMENTS TO COMPLY WITH THE PROVISIONS OF FASB ASC TOPIC 740-10. CONSEQUENTLY, NO ACCRUAL FOR INTEREST AND PENALTIES WAS DEEMED NECESSARY FOR THE YEAR ENDED DECEMBER 31, 2010. THE FOUNDATION FILES INCOME TAX RETURNS IN THE U.S. FEDERAL JURISDICTION. GENERALLY, THE FOUNDATION IS NO LONGER SUBJECT TO INCOME TAX EXAMINATIONS BY THE U.S. FEDERAL, STATE OR LOCAL TAX AUTHORITIES FOR YEARS BEFORE 2007.

Part II Fundraising Events. Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

		(a) Event #1	(b) Event #2	(c) Other events	(d) Total events	
		GALA SPECIAL EVENT (event type)	LA GREAT CHEF EVENT (event type)	1 (total number)	(add col (a) through col (c))	
Revenue	1	Gross receipts	593,286.	296,787.	81,032.	971,105.
	2	Less Charitable contributions	470,974.	39,300.		510,274.
	3	Gross income (line 1 minus line 2)	122,312.	257,487.	81,032.	460,831.
Direct Expenses	4	Cash prizes				
	5	Noncash prizes				
	6	Rent/facility costs				
	7	Food and beverages				
	8	Entertainment				
	9	Other direct expenses	151,028.	60,610.	14,649.	226,287.
	10	Direct expense summary Add lines 4 through 9 in column (d)				(226,287)
	11	Net income summary Combine line 3, column (d), and line 10				234,544.

Part III Gaming. Complete if the organization answered "Yes" to Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col (a) through col (c))	
Revenue	1	Gross revenue		52,850.	52,850.	
	2	Cash prizes				
Direct Expenses	3	Noncash prizes				
	4	Rent/facility costs				
	5	Other direct expenses		10,023.	10,023.	
	6	Volunteer labor	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input checked="" type="checkbox"/> No	
	7	Direct expense summary Add lines 2 through 5 in column (d)			(10,023)	
	8	Net gaming income summary Combine line 1, column d, and line 7			42,827.	

9 Enter the state(s) in which the organization operates gaming activities PA

a Is the organization licensed to operate gaming activities in each of these states? Yes No

b If "No," explain _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? Yes No

b If "Yes," explain _____

- 11 Does the organization operate gaming activities with nonmembers? Yes No
- 12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming? Yes No
- 13 Indicate the percentage of gaming activity operated in
- | | | | |
|-------------------------------|-----|--------|---|
| a The organization's facility | 13a | .00 | % |
| b An outside facility | 13b | 100.00 | % |
- 14 Enter the name and address of the person who prepares the organization's gaming/special events books and records

Name ▶ JASON SCOTT

Address ▶ 29 EAST WYNNEWOOD ROAD - WYNNEWOOD, PA 19096

- 15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? Yes No
- b If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ _____ and the amount of gaming revenue retained by the third party ▶ \$ _____
- c If "Yes," enter name and address of the third party

Name ▶ _____

Address ▶ _____

16 Gaming manager information:

Name ▶ JASON SCOTT

Gaming manager compensation ▶ \$ 106,639.

**

Description of services provided ▶ JASON'S MAIN RESPONSIBILITY IS AS EXECUTIVE DIRECTOR AND OFFICER, HOWEVER A MINOR PART OF HIS RESPONSIBILITIES FOR THIS YEAR INCLUDED THE OVSIGHT OF THE RAFFLE TICKET SALES AND ACTUAL

Director/officer Employee Independent contractor

17 Mandatory distributions

- a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? Yes No
- b Enter the amount of distributions required under state law to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____

Part IV Supplemental Information. Complete this part to provide the explanations required by Part I, line 2b, columns (iii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also complete this part to provide any additional information (see instructions)

SCHEDULE G, PART III, LINE 16, DESCRIPTION OF SERVICES PROVIDED:

JASON'S MAIN RESPONSIBILITY IS AS EXECUTIVE DIRECTOR

AND OFFICER, HOWEVER A MINOR PART OF HIS RESPONSIBILITIES FOR THIS

YEAR INCLUDED THE OVSIGHT OF THE RAFFLE TICKET SALES AND ACTUAL

DRAWING FOR THE ONE RAFFLE THE ORGANZIATION HELD DURING THE YEAR.

**SCHEDULE I
(Form 990)**

Department of the Treasury
Internal Revenue Service

**Grants and Other Assistance to Organizations,
Governments, and Individuals in the United States**

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.
▶ Attach to Form 990.

OMB No 1545-0047

2010

Open to Public
Inspection

Name of the organization

ALEX'S LEMONADE STAND FOUNDATION

Employer identification number
56-2496146

Part I General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States

Part II Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Check this box if no one recipient received more than \$5,000. Part II can be duplicated if additional space is needed

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
ALFRED I DUPONT HOSPITAL FOR CHILDREN - 1600 ROCKLAND ROAD - WILMINGTON, DE 19803	58-0011241	501(C)(3)	101,000.	0.			PEDIATRIC CANCER RESEARCH
BAYLOR COLLEGE OF MEDICINE 6621 FANNIN HOUSTON, TX 77030	74-1613878	501(C)(3)	273,697.	0.			PEDIATRIC CANCER RESEARCH
CANCER RESEARCH CENTER OF HAWAII 1236 LAUHALA ST HONOLULU, HI 96813	99-6000354	501(C)(3)	40,000.	0.			PEDIATRIC CANCER RESEARCH
CHILDREN'S HOSPITAL OF LOS ANGELES 4650 SUNSET BLVD. LOS ANGELES, CA 90027	95-1690977	501(C)(3)	65,150.	0.			PEDIATRIC CANCER RESEARCH
CHILDREN'S MEMORIAL HOSPITAL 2300 CHILDREN'S PLAZA CHICAGO, IL 60614	36-2170833	501(C)(3)	102,356.	0.			PEDIATRIC CANCER RESEARCH
CINCINNATI CHILDREN'S HOSPITAL MEDICAL CENTER - 3333 BURNET AVENUE - CINCINNATI, OH 45229	31-0833936	501(C)(3)	222,000.	0.			PEDIATRIC CANCER RESEARCH

2 Enter total number of section 501(c)(3) and government organizations

3 Enter total number of other organizations

44.
0.

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule I (Form 990) (2010)

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
DANA-FARBER CANCER INSTITUTE 44 BINNEY STREET BOSTON, MA 02115	04-2263040	501(C)(3)	372,260.	0.		PEDIATRIC CANCER RESEARCH	
GEORGETOWN UNIVERSITY 37 AND O STREET, NW WASHINGTON, DC 20007	53-0196603	501(C)(3)	101,000.	0.		PEDIATRIC CANCER RESEARCH	
HUNTSMAN CANCER INSTITUTE 75 SOUTH 2000 EAST, RM 211 SALT LAKE CITY, UT 84112	87-6000525	501(C)(3)	75,000.	0.		PEDIATRIC CANCER RESEARCH	
KANSAS MEDICAL CENTER RESEARCH INSTITUTE, INC. - 3901 RAINBOW BOULEVARD - KANSAS CITY, KS 66160	48-1108830	501(C)(3)	50,000.	0.		PEDIATRIC CANCER RESEARCH	
MASSACHUSETTS GENERAL HOSPITAL 55 FRUIT STREET BOSTON, MA 02114	04-2697983	501(C)(3)	127,063.	0.		PEDIATRIC CANCER RESEARCH	
MEMORIAL SLOAN-KETTERING CANCER CENTER - 1275 YORK AVENUE - NEW YORK, NY 10065	13-1924236	501(C)(3)	240,000.	0.		PEDIATRIC CANCER RESEARCH	
SEATTLE CHILDREN'S HOSPITAL AND REGIONAL MEDICAL CENTER - 4800 SAND POINT WAY NE, MS B6553 - SEATTLE, WA 98105	91-1156519	501(C)(3)	62,500.	0.		PEDIATRIC CANCER RESEARCH	
ST. JUDE CHILDREN'S RESEARCH HOSPITAL - 262 DANNY THOMAS PLACE - MEMPHIS, TN 38105	62-0646012	501(C)(3)	44,850.	0.		PEDIATRIC CANCER RESEARCH	
SUNY UPSTATE MEDICAL UNIVERSITY 750 EAST ADAMS ST. SYRACUSE, NY 13210	14-1368361	501(C)(3)	24,892.	0.		PEDIATRIC CANCER RESEARCH	

LHA

Schedule I (Form 990)

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990) Part II)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
THE CHILDREN'S HOSP. OF PHILA. 34TH ST AND CIVIC CNTR BLVD. PHILADELPHIA, PA 19104	23-1352166	501(C)(3)	1,522,554.	0.			PEDIATRIC CANCER RESEARCH
THE JOHNS HOPKINS UNIVERSITY SCHOOL OF MEDICINE - 733 NORTH BROADWAY - BALTIMORE, MD 21205	52-0595110	501(C)(3)	85,400.	0.			PEDIATRIC CANCER RESEARCH
THE OHIO STATE UNIVERSITY 1960 KENNY ROAD COLUMBUS, OH 43210	31-6401599	501(C)(3)	62,500.	0.			PEDIATRIC CANCER RESEARCH
UNIVERSITY OF ARIZONA 1501 N CAMPBELL AVE TUCSON, AZ 85724	74-2652689	501(C)(3)	25,000.	0.			PEDIATRIC CANCER RESEARCH
UNIVERSITY OF CALIFORNIA SAN FRANCISCO - 505 PARNASSUS AVE - SAN FRANCISCO, CA 94103	94-6036493	501(C)(3)	8,935.	0.			PEDIATRIC CANCER RESEARCH
UNIVERSITY OF UTAH 2001 BEACON STREET, STE 208 BOSTON, MA 02135	04-3180414	501(C)(3)	215,632.	0.			PEDIATRIC CANCER RESEARCH
CHILDRENS MERCY 2401 GILHAM ROAD KANSAS CITY, MO 64108	44-0605373	501(C)(3)	40,000.	0.			PEDIATRIC CANCER RESEARCH
DUKE UNIVERSITY 433A MSRB I, 103 RESEARCH DRIVE (B) DURHAM, NC 27710	56-0532129	501(C)(3)	251,908.	0.			PEDIATRIC CANCER RESEARCH
THE REGENTS OF THE UNIVERSITY OF CALIFORNIA - 10920 WILSHIRE BLVD. - LOS ANGELES, CA 90024 LHA	95-6006143	501(C)(3)	324,145.	0.			PEDIATRIC CANCER RESEARCH

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II)							
(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
UNIVERSITY OF ROCHESTER 601 ELMWOOD AVE. ROCHESTER, NY 14642	16-0743209	501(C)(3)	141,500.	0.			PEDIATRIC CANCER RESEARCH
UNIVERSITY OF TEXAS HEALTH SCIENCE CENTER AT SAN ANTONIO - 7703 FLOYD CURL DRIVE - SAN ANTONIO, TX 78229	74-6000203	501(C)(3)	78,779.	0.			PEDIATRIC CANCER RESEARCH
VANDERBILT UNIVERSITY MEDICAL CENTER - 3319 WEST END AVE. SUITE 100 - NASHVILLE, TN 37203	62-0476822	501(C)(3)	141,000.	0.			PEDIATRIC CANCER RESEARCH
WASHINGTON UNIVERSITY 660 SOUTH EUCLID AVE. CAMPUS BOX 80 ST. LOUIS, MO 63110	43-0653611	501(C)(3)	62,500.	0.			PEDIATRIC CANCER RESEARCH
AFLAC CANCER CENTER AND BLOOD DISORDERS SERVICE OF CHILDREN'S HEALTHCARE OF - 5455 MERIDIAN MARK RD. - ATLANTA, GA 30342	58-2367819	501(C)(3)	125,000.	0.			PEDIATRIC CANCER RESEARCH
CHILDREN'S HEALTH CARE 2525 CHICAGO AVE SOUTH, MS 17-750 MINNEAPOLIS, MN 55404	41-1754276	501(C)(3)	10,000.	0.			PEDIATRIC CANCER RESEARCH
CHILDREN'S HOSPITAL DENVER 13123 EAST 16TH AVENUE AURORA, CO 80045	84-0166760	501(C)(3)	78,080.	0.			PEDIATRIC CANCER RESEARCH
CHILDREN'S HOSPITAL OF BOSTON 300 LONGWOOD AVENUE BOSTON, MA 02115	04-2774441	501(C)(3)	100,000.	0.			PEDIATRIC CANCER RESEARCH
NEW YORK UNIVERSITY SCHOOL OF MEDICINE - 630 WEST 168TH STREET - NEW YORK, NY 10032 LHA	13-5562308	501(C)(3)	<50,000.	0.			PEDIATRIC CANCER RESEARCH

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
UNIVERSITY OF FLORIDA 1600 SW ARCHER RD GAINSVILLE, FL 32610	59-6002052	501(C)(3)	125,000.	0.			PEDIATRIC CANCER RESEARCH
FRED HUTCHINSON CANCER RESEARCH CENTER - 1100 FAIRVIEW AVE N. - SEATTLE, WA 98109	23-7156071	501(C)(3)	41,400.	0.			PEDIATRIC CANCER RESEARCH
OREGON HEALTH & SCIENCE UNIVERSITY 3181 SW SAM JACKSON PARK ROAD, MAILCODE CDRCP - PORTLAND, OR 97239	23-7083114	501(C)(3)	21,221.	0.			PEDIATRIC CANCER RESEARCH
SANFORD-BURNHAM MEDICAL RESEARCH INSTITUTE - 10901 NORTH TORREY PINES ROAD - LA JOLLA, CA 92037	51-0197108	501(C)(3)	50,000.	0.			PEDIATRIC CANCER RESEARCH
STANFORD UNIVERSITY 1050 ARASTRADERO RD. PALO ALTO, CA 94304	94-1156365	501(C)(3)	83,817.	0.			PEDIATRIC CANCER RESEARCH
STOWERS INSTITUTE FOR MEDICAL RESEARCH - 1000 EAST 50TH STREET - KANSAS CITY, MO 64110	20-2993509	501(C)(3)	100,000.	0.			PEDIATRIC CANCER RESEARCH
COLUMBIA UNIVERSITY 161 FORT WASHINGTON AVE NEW YORK, NY 10032	13-5598093	501(C)(3)	65,500.	0.			PEDIATRIC CANCER RESEARCH
U TEXAS SOUTHWESTERN MEDICAL CENTER @ DALLAS - 5323 HARRY HINES BLVD - DALLAS, TX 75235	75-6002868	501(C)(3)	62,500.	0.			PEDIATRIC CANCER RESEARCH
UNIVERSITY OF COLORADO DENVER 13001 EAST 17TH PLACE AURORA, CO 80045 LHA	84-6000555	501(C)(3)	41,085.	0.			PEDIATRIC CANCER RESEARCH

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
UNIVERSITY OF PITTSBURGH PO BOX 371220 PITTSBURGH, PA 15213	25-0965591	501(C)(3)	62,222.	0.			PEDIATRIC CANCER RESEARCH
YALE SCHOOL OF MEDICINE 333 CEDAR ST NEW HAVEN, CT 06520	06-0646973	501(C)(3)	200,000.	0.			PEDIATRIC CANCER RESEARCH

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 22
Part III can be duplicated if additional space is needed

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
MEDICAL TRAVEL ASSISTANCE	300	58,612.	0.	FMV	

Part IV Supplemental Information. Complete this part to provide the information required in Part I, line 2, and any other additional information

SCHEDULE I, PART I, LINE 2: GRANTS ARE MONITORED THROUGH THE SUBMISSION OF YEARLY PROGRESS REPORTS. INVESTIGATORS MUST DEMONSTRATE SATISFACTORY COMPLETION OF PROPOSED RESEARCH OBJECTIVES AND APPROPRIATE BUDGET EXPENDITURES. CONTINUED SUPPORT FOR SECOND AND THIRD YEARS OF FUNDING IS CONTINGENT UPON A NONCOMPETITIVE REVIEW OF THE YEARLY REPORTS AND BUDGET BY ALSF'S SCIENTIFIC ADVISORY BOARD. A FINAL REPORT IS DUE AT THE CONCLUSION OF THE GRANT.

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.
▶ Attach to Form 990 or 990-EZ.

OMB No 1545-0047

2010

Open to Public
Inspection

Name of the organization

ALEX'S LEMONADE STAND FOUNDATION

Employer identification number

56-2496146

FORM 990, PART I, ITEM K, OTHER ORGANIZATION TYPE:

FOUNDATION

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

FOUNDATION RAISES PUBLIC AWARENESS ABOUT PEDIATRIC CANCER, ENCOURAGES
AND EDUCATES OTHERS, ESPECIALLY CHILDREN, TO RAISE FUNDS FOR SUCH
PURPOSES. PLEASE SEE BELOW FOR A COMPLETE LIST OF OUR MOST SIGNIFICANT
ACTIVITIES.

FORM 990, PART VI, SECTION A, LINE 2: JASON SCOTT AND ELIZABETH SCOTT ARE
HUSBAND AND WIFE.

ELIZABETH SCOTT AND ERIN FLYNN BLAIR ARE SISTERS.

FORM 990, PART VI, SECTION A, LINE 6: ALEX'S LEMONADE STAND FOUNDATION
HAS ONE CLASS OF MEMBERS WHOSE VOTING AND OTHER RIGHTS AND INTERESTS SHALL
EQUAL EXCEPT FOR THE RIGHTS GIVEN TO JASON SCOTT AND ELIZABETH SCOTT FOR
APPOINTING AND REMOVING MEMBER OF THE CORPORATION AS NOTED IN PART VI, LINE
7A.

FORM 990, PART VI, SECTION A, LINE 7A: THE INITIAL MEMBERS OF THE
CORPORATION CONSIST OF JASON SCOTT AND ELIZABETH SCOTT. THE INITIAL
MEMBERS MAY, FROM TIME TO TIME, BY UNANIMOUS VOTE, NAME ONE OR MORE
ADDITIONAL PERSONS TO BE MEMBERS OF THE CORPORATION. EACH MEMBER OF THE
CORPORATION SHALL REMAIN A MEMBER UNTIL HIS OR HER RESIGNATION, DEATH, OR
IN THE CASE OF ANY MEMBER NAMED BY THE INITIAL MEMBERS, HIS OR HER REMOVAL
BY A UNANIMOUS VOTE OF THE INITIAL MEMBERS. UPON THE DEATH OR RESIGNATION

Name of the organization

ALEX'S LEMONADE STAND FOUNDATION

Employer identification number

56-2496146

OF THE LAST LIVING MEMBER OF THE CORPORATION, THOSE PERSONS THEN SERVING AS DIRECTORS OF THE CORPORATION SHALL, WITHOUT FURTHER ACTION, BECOME MEMBERS OF THE CORPORATION.

FORM 990, PART VI, SECTION B, LINE 11: FORM 990 IS PRESENTED TO THE FINANCE COMMITTEE FOR INITIAL APPROVAL. ONCE APPROVED BY THE FINANCE COMMITTEE IT IS THEN SENT TO THE FULL BOARD FOR FINAL APPROVAL.

FORM 990, PART VI, SECTION B, LINE 12C: ALL BOARD MEMBERS ARE GIVEN THE CONFLICT OF INTEREST POLICY UPON JOINING THE BOARD TO REVIEW. BOARD MEMBERS ARE REQUIRED TO NOTIFY THE ORGANIZATION OF ANY CONFLICTS THAT ARISE AND ARE NOT ALLOWED TO VOTE OR PARTICIPATE IN BOARD MATTERS IN WHICH THEY HAVE A CONFLICT. THE SCIENTIFIC REVIEW BOARD ARE EACH GIVEN A CONFLICT OF INTEREST POLICY. MEMBERS RECUSE THEMSELVES FROM VOTING ON A PROJECT WHERE A CONFLICT OF INTEREST EXISTS.

FORM 990, PART VI, SECTION B, LINE 15: THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS DID A REVIEW AND COMPENSATION COMPARISON FOR KEY STAFF. THE PROCESS CONSISTED OF PERFORMING A JOB REVIEW WHICH INCLUDED INTERVIEWING KEY STAFF AND CONSTITUENTS REGARDING JOB PERFORMANCE AND INTERACTIONS. A COMPENSATION COMPARISON WAS PERFORMED LOOKING AT SIMILAR SIZE ORGANIZATIONS AND SIMILAR JOBS. BASED ON THE RESULTS OF THIS REVIEW A RECOMMENDATION WAS MADE TO THE FULL BOARD REGARDING SALARIES AND THE FULL BOARD HAD A VOTE ON THE MATTER.

FORM 990, PART VI, LINE 17, LIST OF STATES RECEIVING COPY OF FORM 990:
AL, AK, AR, AZ, CA, CO, CT, FL, GA, IL, KS, KY, ME, MD, MA, MI, MN, MS, NH, NJ, NM, NY, NC, ND, OH
OK, OR, PA, RI, SC, TN, UT, VA, WA, WV, WI, HI, TX, VT

Name of the organization ALEX'S LEMONADE STAND FOUNDATION	Employer identification number 56-2496146
--	--

FORM 990, PART VI, SECTION C, LINE 19: OUR FINANCIAL INFORMATION IS AVAILABLE THROUGH 3RD PARTY WEBSITES. OUR FINANCIAL INFORMATION, CONFLICT OF INFORMATION POLICY AND GOVERNING DOCUMENTS ARE ALL AVAILABLE UPON REQUEST THROUGH ALEX'S LEMONADE STAND FOUNDATION (ALSF).

FORM 990, PART XI, LINE 5, CHANGES IN NET ASSETS:
NET UNREALIZED LOSSES ON INVESTMENTS: -1,060.

FORM 990, PART XII, LINE 2C: THE PROCESS HAS NOT CHANGED FROM THE PRIOR YEAR.

FORM 990, PART I, LINE 1 - MOST SIGNIFICANT ACTIVITIES: THE FOLLOWING IS A LIST OF OUR MOST SIGNIFICANT ACTIVITIES:

-RAISE FUNDS AND AWARENESS FOR CHILDHOOD CANCER.

-FUND CUTTING EDGE CHILDHOOD CANCER RESEARCH PROJECTS THAT SEEK TO FIND BETTER TREATMENTS FOR AND CAUSES OF CHILDHOOD CANCER.

-FUND THE "A" AWARD, A PRESTIGIOUS AWARD GIVEN TO A LEADING YOUNG SCIENTIST IN THE FIELD OF CHILDHOOD CANCER.

-FUND CHILDHOOD CANCER NURSING RESEARCH WHICH SEEKS TO IMPROVE THE QUALITY OF LIFE FOR CHILDHOOD CANCER PATIENTS.

-OPERATE TRAVEL FUND WHICH ASSISTS CHILDHOOD CANCER FAMILIES WHO ARE FORCED TO TRAVEL FOR TREATMENT FOR THEIR CHILDREN. THIS TRAVEL PUTS AN EXTREME FINANCIAL BURDEN ON THESE FAMILIES AND THE TRAVEL FUND SEEKS TO ALLEVIATE SOME OF THIS BURDEN.

-HOST AN ANNUAL NURSING SYMPOSIUM WHICH EDUCATES CHILDHOOD CANCER

Name of the organization ALEX'S LEMONADE STAND FOUNDATION	Employer identification number 56-2496146
---	---

NURSES ON HOW TO GET STARTED WITH RESEARCH PROJECTS THAT HAVE AN IMPACT ON THE LIVES OF CHILDHOOD CANCER PATIENTS.

-CREATE AND OPERATE THE CHILDHOOD CANCER DATABASE. A LONGITUDINAL DATABASE WHICH IS TRACKS USER GENERATED INFORMATION FROM CHILDHOOD CANCER FAMILIES.

-EFFECTIVELY ENCOURAGES VOLUNTEERISM TO TENS OF THOUSANDS OF INDIVIDUALS ANNUALLY ESPECIALLY AMONG YOUNG PEOPLE.

FORM 990, PART I, LINE 6: ALEX'S LEMONADE STAND FOUNDATION HAS VOLUNTEERS THAT ASSIST IN MANY CAPACITIES. VOLUNTEERS GIVE THEIR TIME BY HOSTING LEMONADE STANDS, ASSISTING AT VARIOUS SPECIAL EVENTS, HELPING OUT WITH OFFICE TASKS, AND LENDING THEIR EXPERTISE TO ADVISORY BOARDS.

FORM 990, PAGE 1, LINE 19: THE 2010 DEFICIENCY OF \$599,106 WAS MAINLY DUE TO A BOARD OF DIRECTORS APPROVED ADDITIONAL ALLOCATION OF GRANTS AMOUNTING TO \$1,500,000 IN FISCAL YEAR 2010.



Alex's Lemonade Stand Foundation

Financial Report
December 31, 2010

Alex's Lemonade Stand Foundation

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Independent Auditor's Report

To the Board of Directors
Alex's Lemonade Stand Foundation
Wynnewood, Pennsylvania

We have audited the accompanying statements of financial position of Alex's Lemonade Stand Foundation as of December 31, 2010 and 2009, and the related statements of activities, functional expenses and cash flows for the years then ended. These financial statements are the responsibility of the Foundation's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Alex's Lemonade Stand Foundation as of December 31, 2010 and 2009, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

McGladrey & Pullen, LLP

Blue Bell, Pennsylvania
May 10, 2011

Alex's Lemonade Stand Foundation

**Statements of Financial Position
December 31, 2010 and 2009**

	2010	2009
Assets		
Cash and cash equivalents	\$ 5,456,271	\$ 6,876,806
Investments	3,725,099	2,818,635
Contributions and other receivables	147,655	86,541
Prepaid expenses	23,661	33,945
Inventories	54,354	24,496
Leasehold improvements, net of accumulated depreciation of \$3,931 in 2010 and \$261 in 2009	21,233	21,734
Equipment, net of accumulated depreciation of \$34,667 in 2010 and \$27,014 in 2009	13,085	20,739
Other assets, net of accumulated amortization of \$62,211 in 2010 and \$30,727 in 2009	139,806	82,101
Security deposit	8,750	18,000
Total assets	\$ 9,589,914	\$ 9,982,997
Liabilities and Net Assets		
Liabilities		
Accounts payable and accrued expenses	\$ 60,161	\$ 41,534
Deferred revenue	415,718	244,405
Deferred rent	17,143	-
Total liabilities	493,022	285,939
Commitments (Notes 5, 7, 8 and 9)		
Net Assets		
Unrestricted	8,875,439	9,610,033
Temporarily restricted	221,453	87,025
Total net assets	9,096,892	9,697,058
Total liabilities and net assets	\$ 9,589,914	\$ 9,982,997

See Notes to Financial Statements.

Alex's Lemonade Stand Foundation

**Statement of Activities
Year Ended December 31, 2010**

	Unrestricted	Temporarily Restricted	Total
Support and Revenue			
Contributions from Lemonade Stands	\$ 2,785,980	\$ -	\$ 2,785,980
Contributions and grants	3,442,129	213,750	3,655,879
Gala special event	593,286	-	593,286
Other special events	377,819	-	377,819
Less: Cost of direct benefit to donors	(122,312)	-	(122,312)
License and royalties	293,375	-	293,375
Merchandise sales	128,199	-	128,199
Contributed services	64,179	-	64,179
Interest income	67,154	-	67,154
Realized and unrealized losses on investments, net	(2,724)	-	(2,724)
Net assets released from restrictions:			
Satisfaction of purpose restrictions	79,322	(79,322)	-
Total support and revenue	7,706,407	134,428	7,840,835
Expenses			
Program services:			
Pediatric cancer research (Note 5)	6,125,550	-	6,125,550
Public awareness and education	891,402	-	891,402
Travel program	70,329	-	70,329
Total program services	7,087,281	-	7,087,281
Supporting services:			
General and administrative	696,589	-	696,589
Fund-raising	657,131	-	657,131
Total supporting services	1,353,720	-	1,353,720
Total expenses	8,441,001	-	8,441,001
Change in net assets	(734,594)	134,428	(600,166)
Net assets, beginning	9,610,033	87,025	9,697,058
Net assets, ending	\$ 8,875,439	\$ 221,453	\$ 9,096,892

See Notes to Financial Statements.

Alex's Lemonade Stand Foundation

Statement of Activities

Year Ended December 31, 2009

	Unrestricted	Temporarily Restricted	Total
Support and Revenue			
Contributions from Lemonade Stands	\$ 2,223,567	\$ -	\$ 2,223,567
Contributions and grants	3,540,198	59,021	3,599,219
Gala special event	506,358	-	506,358
Other special events	48,137	-	48,137
Less. Cost of direct benefit to donors	(92,291)	-	(92,291)
License and royalties	439,508	-	439,508
Merchandise sales	113,521	-	113,521
Contributed services	102,704	-	102,704
Interest income	126,699	-	126,699
Realized and unrealized losses on investments, net	(9,090)	-	(9,090)
Net assets released from restrictions:			
Satisfaction of purpose restrictions	56,977	(56,977)	-
Total support and revenue	7,056,288	2,044	7,058,332
Expenses			
Program services:			
Pediatric cancer research	4,438,776	-	4,438,776
Public awareness and education	591,899	-	591,899
Travel program	56,946	-	56,946
Total program services	5,087,621	-	5,087,621
Supporting services			
General and administrative	817,245	-	817,245
Fund-raising	286,262	-	286,262
Total supporting services	1,103,507	-	1,103,507
Total expenses	6,191,128	-	6,191,128
Change in net assets	865,160	2,044	867,204
Net assets, beginning	8,744,873	84,981	8,829,854
Net assets, ending	<u>\$ 9,610,033</u>	<u>\$ 87,025</u>	<u>\$ 9,697,058</u>

See Notes to Financial Statements.

Alex's Lemonade Stand Foundation

**Statement of Functional Expenses
Year Ended December 31, 2010**

	Programs			General and Administrative	Fund-raising	Total
	Pediatric Cancer Research	Public Awareness and Education	Travel Program			
Grants to others	\$ 5,002,576	\$ -	\$ -	\$ -	\$ -	\$ 5,002,576
Grant to The Children's Hospital Foundation (Note 5)	1,000,000	-	-	-	-	1,000,000
Medical advisory board honorarium	26,500	-	-	-	-	26,500
Longitudinal database services	35,625	-	-	-	-	35,625
Salaries	42,487	357,052	9,791	345,421	298,843	1,053,594
Payroll taxes and benefits	9,628	84,729	1,926	83,381	70,539	250,203
Legal and accounting	-	-	-	91,615	-	91,615
Computer supplies	-	10,665	-	9,270	6,628	26,563
Licenses and fees	-	1,900	-	41,606	13,959	57,465
Office supplies	-	11,214	-	12,801	8,187	32,202
Travel	-	33,729	-	2,993	3,310	40,032
Patient and family travel	-	-	58,612	-	-	58,612
Childhood cancer symposium	-	22,953	-	-	-	22,953
Nurse researcher workshop	-	27,573	-	-	-	27,573
Student leadership academy	-	21,302	-	-	-	21,302
Subscriptions	-	-	-	2,884	-	2,884
Sponsorship	-	3,580	-	-	-	3,580
Postage	-	8,932	-	3,573	32,156	44,661
Printing	-	23,394	-	4,977	21,403	49,774
Miscellaneous	-	17,694	-	4,241	-	21,935
Lemonade from Lemons	-	1,318	-	-	-	1,318
Promotional materials	-	58,264	-	2,768	14,358	75,390
Other special events	-	-	-	-	75,259	75,259
Gala special event	-	-	-	-	28,714	28,714
Professional services - public relations	-	9,391	-	-	5,283	14,674
Office rent	-	55,582	-	46,566	40,421	142,569
Office repairs and maintenance	-	5,876	-	4,939	4,290	15,105
Office utilities	-	7,295	-	6,132	5,326	18,753
Insurance	-	11,272	-	9,476	8,230	28,978
Telephone	-	5,296	-	4,452	3,866	13,614
Website services	-	20,677	-	4,772	4,145	29,594
Cost of merchandise sold	-	84,577	-	-	-	84,577
Depreciation	-	3,624	-	4,426	3,273	11,323
Amortization	8,734	3,513	-	10,296	8,941	31,484
Total expenses	\$ 6,125,550	\$ 891,402	\$ 70,329	\$ 696,589	\$ 657,131	\$ 8,441,001

See Notes to Financial Statements

Alex's Lemonade Stand Foundation

**Statement of Functional Expenses
Year Ended December 31, 2009**

	Programs			General and Administrative	Fund-raising	Total
	Pediatric Cancer Research	Public Awareness and Education	Travel Program			
Grants to others	\$ 4,330,697	\$ -	\$ -	\$ -	\$ -	\$ 4,330,697
Medical advisory board honorarium	25,000	-	-	-	-	25,000
Longitudinal database services	25,429	-	-	-	-	25,429
Salaries	40,529	267,469	9,203	366,829	149,313	833,343
Payroll taxes and benefits	8,387	54,529	1,944	78,879	30,734	174,473
Legal and accounting	-	-	-	106,746	-	106,746
Computer supplies	-	286	-	19,376	-	19,662
Licenses and fees	-	-	-	34,086	12,610	46,696
Office supplies	-	467	-	28,582	633	29,682
Travel	-	38,198	-	4,914	1,981	45,093
Patient and family travel	-	-	45,799	-	-	45,799
Childhood cancer symposium	-	22,528	-	-	-	22,528
Subscriptions	-	-	-	3,833	-	3,833
Sponsorship	-	2,380	-	-	-	2,380
Postage	-	8,909	-	3,494	33,533	45,936
Printing	-	19,451	-	4,302	17,051	40,804
Miscellaneous	-	21,369	-	3,168	-	24,537
Lemonade from Lemons	-	25,268	-	-	-	25,268
Promotional materials	-	26,162	-	10,065	4,336	40,563
Other special events	-	-	-	-	10,666	10,666
Gala special event	-	-	-	-	18,002	18,002
Professional services - public relations	-	3,600	-	-	-	3,600
Office rent	-	-	-	59,582	-	59,582
Office repairs and maintenance	-	-	-	145	-	145
Office utilities	-	-	-	7,945	-	7,945
Office moving	-	-	-	15,214	-	15,214
Insurance	-	-	-	25,691	-	25,691
Telephone	-	-	-	5,877	-	5,877
Strategic planning	-	-	-	6,611	-	6,611
Website services	-	25,570	-	2,901	7,403	35,874
Cost of merchandise sold	-	75,713	-	-	-	75,713
Depreciation	-	-	-	16,734	-	16,734
Amortization	8,734	-	-	12,271	-	21,005
Total expenses	\$ 4,438,776	\$ 591,899	\$ 56,946	\$ 817,245	\$ 286,262	\$ 6,191,128

See Notes to Financial Statements.

Alex's Lemonade Stand Foundation

Statements of Cash Flows
Years Ended December 31, 2010 and 2009

	2010	2009
Cash Flows from Operating Activities		
Change in net assets	\$ (600,166)	\$ 867,204
Adjustments to reconcile change in net assets to net cash used in operating activities:		
Depreciation	11,323	16,734
Amortization	31,484	21,005
Realized and unrealized losses on investments, net	2,724	9,090
Contribution of marketable equity securities	(4,081)	(12,331)
Donation of office equipment	-	2,000
Deferred rent	17,143	-
Changes in operating assets and liabilities:		
Contributions and other receivables	(61,114)	(64,601)
Prepaid expenses	10,284	(5,218)
Inventories	(29,858)	(4,542)
Security deposit	9,250	(8,750)
Accounts payable and accrued expenses	18,627	38,779
Deferred revenue	171,313	26,185
Grants payable	-	(2,310,596)
Net cash used in operating activities	(423,071)	(1,425,041)
Cash Flows from Investing Activities		
Purchase of equipment and leasehold improvements	(3,169)	(33,310)
Purchase of other assets	(89,189)	(15,607)
Purchase of investments	(3,325,968)	(5,579,253)
Sales of investments	2,420,862	5,093,000
Net cash used in investing activities	(997,464)	(535,170)
Net decrease in cash and cash equivalents	(1,420,535)	(1,960,211)
Cash and cash equivalents, beginning	6,876,806	8,837,017
Cash and cash equivalents, ending	<u>\$ 5,456,271</u>	<u>\$ 6,876,806</u>

See Notes to Financial Statements.

Alex's Lemonade Stand Foundation

Notes to Financial Statements

Note 1. Organization and Significant Accounting Policies

Organization and Nature of Activities Alex's Lemonade Stand Foundation (the "Foundation") was established as a Pennsylvania nonprofit organization on January 17, 2005 for the following purposes:

- to raise funds for pediatric cancer care, treatment and research, including research focused on new cures and treatments;
- to raise public awareness about pediatric cancer; and
- to encourage and educate others, especially children, to raise funds for such purposes

The Foundation is supported through a mix of grassroots fund-raising events (primarily lemonade stands), corporate sponsorships and grants, grants from philanthropic sources and license and merchandising arrangements. Funds are used primarily to support grants to leading research institutions in the United States for pediatric cancer research and clinical trials. Smaller amounts support education and public awareness activities undertaken directly by the Foundation's staff.

A summary of the Foundation's significant accounting policies is as follows

Accounting Standards Codification (ASC) The Foundation's accounting policies, which are detailed below, are in accordance with the Financial Accounting Standards Board (FASB) Accounting Standards Codification™ ("ASC")

Basis of Presentation: The Foundation is required to report information regarding its financial position and activities according to three classes of net assets, as applicable: unrestricted net assets, temporarily restricted net assets and permanently restricted net assets.

Use of Estimates: The preparation of financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses, including functional allocations, during the reporting period. Actual results could differ from those estimates.

Cash and Cash Equivalents: Cash and cash equivalents consist of cash accounts at financial institutions and a non-bank money market account.

Investments Investments in equity securities with readily determinable fair values and all negotiable certificates of deposit are stated at fair value measured as described below. Interest and dividend income is recognized when earned. Any unrealized gains or losses are reported in the statements of activities as a change in unrestricted net assets, unless explicit donor intent or law restricts their use.

Valuation of Investments: The fair value of each investment is determined at the statement of financial position date in accordance with FASB ASC Topic 820, *Fair Value Measurements and Disclosures*. Accordingly, fair value refers to the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants in the market in which the reporting entity transacts, and fair value measurements are separately disclosed by level within the fair value hierarchy.

Investments measured and reported at fair value are classified and disclosed in one of the following categories

Level 1: Unadjusted quoted prices in active markets for identical assets or liabilities.

Level 2: Observable inputs other than Level 1 prices such as quoted market prices for similar assets or liabilities; quoted prices in markets that are not active; or other inputs that are observable or can be corroborated by observable market data for substantially the full term of the assets or liabilities.

Alex's Lemonade Stand Foundation

Notes to Financial Statements

Note 1. Organization and Significant Accounting Policies (Continued)

Valuation of Investments (Continued):

Level 3: Unobservable inputs that are supported by little or no market activity that are significant to the fair value of the assets or liabilities. Level 3 assets and liabilities include financial instruments whose value is determined using pricing models, discounted cash flow methodologies, or other valuation techniques, as well as instruments for which the determination of fair value requires significant management judgment or estimation.

The following is a description of the valuation methodologies used for instruments measured at fair value. These valuation methodologies were applied to all of the Foundation's financial assets and liabilities that are carried at fair value as of December 31, 2010 and 2009.

Investments: The fair value of securities is the market value based on quoted market prices, when available, or market prices provided by recognized broker dealers (Level 1). When listed prices or quotes are not available, fair value is based upon quoted market prices for similar or identical assets or other observable inputs (Level 2) or significant management judgment or estimation based upon unobservable inputs due to limited or no market activity of the instrument (Level 3).

Inventories: Inventories consisting of merchandise held for sale are stated at the lower of cost, determined by the first in, first out method, or market.

Leasehold Improvements: Leasehold improvements are recorded at cost for purchased items, or if donated, at the estimated fair value at the date of donation. The leasehold improvements are depreciated on a straight-line basis over the lease term of 7 years.

Equipment: Equipment is recorded at cost for purchased items, or if donated, at the estimated fair value at the date of donation. The equipment is depreciated on a straight-line basis over the estimated useful lives of the respective assets, 5 years.

Other Assets: Other assets consist of amounts expended for website development costs and internal use software. The costs are being amortized on a straight-line basis over 60 months.

Deferred Revenue. Deferred revenue consists of amounts received in advance for a gala event to be held in the next fiscal year. Amounts will be recognized as revenue when such event occurs.

Contributions: Contributions from lemonade stand events conducted by others (grassroots fund-raising) are recognized as revenue when such amounts are received by the Foundation. Other contributions and grants, including unconditional promises to give, are recognized as revenue in the period the promises to give are received and as assets, decrease in liabilities or expenses depending on the form of the benefits received. Contributions receivable represent unconditional promises to give by donors and are recorded at net realizable value if expected to be collected in one year. Conditional contributions are not recognized until the conditions are satisfied.

Contributions received are recorded as unrestricted, temporarily restricted, or permanently restricted support, depending on the existence and/or nature of any donor restrictions. Support that is restricted by the donor is reported as an increase in unrestricted net assets if the restriction expires in the same reporting period in which the support is recognized. All other donor-restricted support is reported as an increase in temporarily or permanently restricted net assets, depending on the nature of the restriction. When a temporary restriction expires (that is, when a stipulated time restriction ends or purpose restriction is accomplished), temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions.

Alex's Lemonade Stand Foundation

Notes to Financial Statements

Note 1. Organization and Significant Accounting Policies (Continued)

Exchange Transactions: The Foundation records revenues from exchange transactions as increases in unrestricted net assets to the extent that the earning process is complete. These transactions include license fees, royalty revenues and merchandise sales.

Grants to Others: The Foundation has established a medical advisory board to review grant applications based on Foundation grant guidelines. The medical advisory board makes grant recommendations to the Foundation's Board of Directors who have final authority over grantmaking decisions. Unconditional grants to be awarded to others are recorded as an expense and liability when approved by the Foundation's Board of Directors and communicated (promised) to the grantee.

Conditional commitments and intentions to award grants to others that are not promises to give are not recorded as an expense and liability unless they become unconditional promises.

Contributed Services: The Foundation recognizes contributions of services received if such services (a) create or enhance non-financial assets, or (b) require specialized skills, and are provided by individuals possessing those skills and would typically need to be purchased if not contributed.

Of the \$64,179 received as contributed services in 2010, the Foundation recorded \$64,179 as management and general expenses in the accompanying statement of activities. Of the \$102,704 received as contributed services in 2009, the Foundation recorded \$77,275 as management and general expenses and \$25,429 as program services in the accompanying statement of activities.

In addition, the Foundation receives services from a large number of volunteers who give significant amounts of their time to the Foundation's administration and management, fund-raising, education, and public awareness program services. No amounts have been reflected for these types of donated services, as they do not meet the criteria outlined above.

Functional Allocation of Expenses The costs of providing the Foundation's program and other activities have been summarized on a functional basis in the statements of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

Costs of Direct Benefits to Donors: The Foundation conducts special events in which a portion of the gross proceeds paid by the participant represents payment for the direct costs of the benefits received by the participant at the event. The direct costs of the special events which ultimately benefit the donor rather than the Foundation are recorded as a deduction from the special events revenue

Income Taxes: The Foundation is generally exempt from federal income taxes under the provisions of Section 501(c)(3) of the Internal Revenue Code. In addition, the Foundation qualifies for charitable contribution deductions and has been classified as an organization that is not a private foundation. Income which is not related to exempt purposes, less applicable deductions, is subject to federal and state corporate income taxes. The Foundation had no unrelated business income for the years ended December 31, 2010 and 2009.

Management evaluated the Foundation's tax positions and concluded that the Foundation had taken no uncertain tax positions that require adjustment to the financial statements to comply with the provisions of FASB ASC Topic 740-10. Consequently, no accrual for interest and penalties was deemed necessary for the years ended December 31, 2010 or 2009. The Foundation files income tax returns in the U S federal jurisdiction. Generally, the Foundation is no longer subject to income tax examinations by the U S federal, state or local tax authorities for years before 2007.

Reclassifications: Certain items in the 2009 financial statements have been reclassified to conform to the 2010 presentation.

Alex's Lemonade Stand Foundation

Notes to Financial Statements

Note 1. Organization and Significant Accounting Policies (Continued)

Subsequent Events: The Foundation has evaluated its subsequent events (events occurring after December 31, 2010 through May 10, 2011), which represents the date the financial statements were available to be issued.

Note 2. Concentration of Credit Risk

The Foundation maintains cash and cash equivalents in various financial institutions and a non-bank money market account that is uninsured. Beginning December 31, 2010 through December 31, 2012, the Federal Deposit Insurance Corporation ("FDIC") fully insures the total non-interest bearing cash balances in a financial institution. Interest bearing balances are insured up to \$250,000. At December 31, 2010, the Foundation had uninsured balances of \$5,235,832 that are included in cash and cash equivalents

The Foundation has purchased from a broker negotiable certificates of deposit, in which the Foundation receives pass through depository insurance up to \$250,000 at each financial institution. As of December 31, 2010, all of the Foundation's negotiable certificates of deposit were insured by the FDIC.

Note 3. Investments

Investments consist of the following as of December 31:

	2010	2009
Marketable equity securities	\$ 4,210	\$ 14,139
Negotiable certificates of deposit	3,720,889	2,804,496
	<u>\$ 3,725,099</u>	<u>\$ 2,818,635</u>

The negotiable certificates of deposit have original maturities ranging from eleven to fourteen months and eight to thirteen months for the years ended December 31, 2010 and 2009, respectively.

Note 4. Fair Value Measurements

Fair Value on a Recurring Basis: The tables below presents the balance of assets measured at fair value on a recurring basis as of December 31, 2010 and 2009, respectively.

	<u>Fair Value Measurements at Reporting Date Using</u>			
	Assets Measured at Fair Value December 31, 2010	Quoted Prices in Active Markets for Identical Assets (Level 1)	Significant Other Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)
<u>Assets</u>				
Marketable equity securities	\$ 4,210	\$ 4,210	\$ -	\$ -
Negotiable certificates of deposit	3,720,889	-	3,720,889	-

Alex's Lemonade Stand Foundation

Notes to Financial Statements

Note 4. Fair Value Measurements (Continued)

Fair Value on a Recurring Basis (Continued):

	Assets Measured at Fair Value December 31, 2009	Fair Value Measurements at Reporting Date Using		
		Quoted Prices in Active Markets for Identical Assets (Level 1)	Significant Other Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)
<u>Assets:</u>				
Marketable equity securities	\$ 14,139	\$ 14,139	\$ -	\$ -
Negotiable certificates of deposit	2,804,496	-	2,804,496	-

There was no change in the valuation techniques used to measure fair value of marketable equity securities and negotiable certificates of deposit in the years ended December 31, 2010 and 2009.

At December 31, 2010 and 2009, the Foundation did not have any financial instruments that are recorded at fair value on a non-recurring basis.

Note 5. Grant to The Children's Hospital Foundation

During 2010, the Foundation expressed its intention to give \$2,000,000 to fund pediatric cancer research to The Children's Hospital Foundation, the charitable, tax-exempt organization benefiting The Children's Hospital of Philadelphia. The Foundation paid \$1,000,000 in 2010 and its intention is to give the remaining portion in two installments of \$500,000 each by December 2012 and 2013.

Note 6. Restrictions on Net Assets

Temporarily restricted net assets as of December 31, 2010 and 2009 consist of the following:

	2010	2009
Purpose restricted:		
Pediatric cancer research - The Butterfly Foundation Cancer Epidemiology Awards	\$ -	\$ 28,004
Pediatric cancer research - I Care I Cure Childhood Cancer Foundation	210,750	50,000
Lemonade from Lemons School Program	10,703	9,021
	<u>\$ 221,453</u>	<u>\$ 87,025</u>

Alex's Lemonade Stand Foundation

Notes to Financial Statements

Note 7. Retirement Plan

The Foundation offers eligible employees the opportunity to participate in a Simple IRA plan whereby employees may elect to contribute up to 100% of their income on a pre-tax basis, subject to limitations specified by the Internal Revenue Code. The Foundation matches the employee's contribution on a one to one basis, up to 3% of compensation. The Foundation made matching contributions into the Plan of approximately \$30,098 and \$13,855 during the years ended December 31, 2010 and 2009, respectively.

Note 8. Operating Lease

The Foundation leases office space under a noncancellable operating lease agreement which expires December 31, 2016 with options to renew for three additional periods of one year each. The lease requires the Foundation to pay base rental payments, additional rent, and the real estate taxes assessed on the property. Additional rent is the increase in the landlord's annual operating costs over the base amount of the landlord's actual operating costs during calendar year 2009. Additional rent will not be assessed to the Foundation until 2011. Future minimum lease payments at December 31, 2010 are:

<u>Years Ending December 31,</u>	
2011	\$ 113,571
2012	119,571
2013	125,571
2014	131,571
2015	137,571
Thereafter	<u>143,571</u>
Total Payments	<u>\$ 771,426</u>

Rent expense for the years ending December 31, 2010 and 2009 was \$142,569 and \$59,582, respectively, which includes \$16,048 and \$-0-, respectively, for real estate taxes assessed. Also included in rent expense is the allocation of rent based on a straight-line amortization of the total rent payments due under the lease over the term of the lease.

Note 9. Conditional Commitments

The Foundation has conditional commitments to fund various medical research grants. The funding of the grants is conditional upon a non-competitive review and demonstration of satisfactory completion of proposed research objectives and appropriate budget expenditures, and therefore are not recorded in financial statements. Conditional commitments for future grant payments at December 31, 2010 are:

<u>Years Ending December 31,</u>	
2011	\$ 3,035,386
2012	966,006
2013	<u>250,000</u>
	<u>\$ 4,251,392</u>