

## ABOUT THE PROGRAM

### What is Lemonade Day?

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

### When is Lemonade Day?

This year Lemonade Day **Coastal Alabama** will be held on [April 18, 2020](#)

### What do children learn?

The objective of Lemonade Day is to teach youth how to start, own and operate their own business – a lemonade stand. Children learn the entrepreneurial skills necessary to be successful in the future and become contributing members of their communities. They learn how to create a budget, set profit-making goals, serve customers, repay investors and give back to the community. For kids, one of the best parts is that after covering their expenses and paying back their investors, they can keep what they earn. We encourage them to spend some of their profit as a reward for their hard work, save some of their profit for a rainy day or to re-invest in their business, and share some of their profit with the community that supported them.

### How did Lemonade Day get started?

Lemonade Day was founded in 2007 by Michael Holthouse. As an INC. Magazine Entrepreneur of the Year and a two-time “Inc. 500 Fastest Growing Company” winner, Michael is passionate about entrepreneurship and proactively supports youth and experiential learning through his foundation Prepared 4 Life.

### How much does it cost to participate in Lemonade Day?

Lemonade Day is a free program for all youth. The curriculum, activities, services, products and resources of Lemonade Day are made possible by the generous donations of individuals, corporations, community organizations and foundations.

### How old do you have to be to participate in Lemonade Day?

Lemonade Day is open to Kindergarten – 5<sup>th</sup> grade. The curriculum is written to target youth in grades 3-5 however, the material can be adapted for older or younger audiences.

### What happens to the money raised on Lemonade Day?

The money made at each stand on Lemonade Day belongs to the youth participants who operate that stand. 100% of what they make is their business profit. The Lemonade Day curriculum encourages them to spend some, save some, and share some.

## REGISTRATION

### How does my child register?

Registration will open [March 1, 2020](#) and stays open all the way up to Lemonade Day. The sooner you register, the more time your child will have to find a location and plan their stand. Registration can also be accomplished at numerous events held across the city – check the city events section of the website.

### What do we do after we register?

If you register online, you will receive instructions on where to go to get the Lemonade Day backpack and materials. If you register at an event, you will either receive physical materials at the event or information on where to go to access the online version.

### Where is the training for Lemonade Day?

The Lemonade Day curriculum walks you through everything you need to know to start your lemonade business. Families (or mentors) work through the curriculum together with their participants to make a plan, build a stand, and execute their plan on Lemonade Day. There are also events throughout the spring available to help youth with the lessons developing a recipe, creating their plan, taste test contest, etc.

## LOGISTICS

### Where can my child set up their lemonade stand?

A child has a number of options when determining a location for their lemonade stand. Some participants set up in front of their homes while others request to set up in front of a local business in hopes of getting more traffic. If you do have a business site in mind, be sure to have your child ask for permission early for the best chance of success. Check out our [website](#) for a list of location options and details.

### How will customers know where to find us?

Once you have your location determined, you'll need to add your stand on the map. It's easy and you can use our **Brand Your Stand** tool on the website to include the hours of operation and special features of your new business.

### Do we need a health permit to participate in Lemonade Day?

No! Our local Mayor will issue a proclamation allowing all students in grades K-5<sup>th</sup> to open and operate a lemonade stand on lemonade day without any permits or licensing required.

### Can we set up our lemonade stand on a different day?

Many times youth decide they like the opportunity to make their own money and want to continue throughout the year. We encourage that! If you choose to participate on a day other than Lemonade Day, please be sure to set up your stand on private property with the permission of the owner and to follow all licensing & permitting requirements.

## COMMUNITY PARTICIPATION

### How can schools participate in Lemonade Day?

There are many ways schools and classrooms participate effectively in Lemonade Day all over the country. In fact, many schools have incorporated Lemonade Day as part of their curriculum. To learn more, contact [Penny@mygulfoastchamber.com](mailto:Penny@mygulfoastchamber.com)

### How can community members participate?

On Lemonade Day, everyone has a job! Lemonade Day is as much about community and engagement as it is about supporting young entrepreneurs. On Lemonade Day, we hope you'll be out there buying glasses of lemonade and getting to know the young entrepreneurs in your community. There's also plenty to do in the months and weeks leading up to Lemonade Day. You may want to mentor youth, serve as a guest speaker in schools, donate, sponsor stands in front of your business, help stuff backpacks or any number of volunteer activities. For more information on getting involved contact [Penny@mygulfoastchamber.com](mailto:Penny@mygulfoastchamber.com)

### How do I bring Lemonade Day to my community?

To learn how to bring Lemonade Day to your community, contact our national office at [www.LemonadeDay.org](http://www.LemonadeDay.org).

