



WHEN LIFE GIVES YOU LEMONS,



MAKE LEMONAID!



ANNOUNCING lemonAID day IN SUPPORT OF FACS FOUNDATION

On June 8th, 2024, FACS Foundation will launch a new fundraising event across Waterloo Region to raise money for summer camp funding as well as other programs that build resilience among children and youth.

There's an old saying "When life gives you lemons, make lemonade."

In just a few words, it captures the essence of resilience, the ability to bounce back from adversity, to withstand difficulty and keep moving forward.

WHY IS RESILIENCE SO IMPORTANT?

Research shows resilience can develop through opportunities in community. We know that there are children and youth who have not had the kinds of opportunities that build resilience, but the good news is, **it's not too late.**

Certain activities contain the necessary elements that create the ideal conditions for resilience to develop. Summer camp, music lessons, sports, art – they all have what is needed to help contribute to a child develop resilience:

- Positive adult connections
- Learning a new skill
- Social interaction with peers

Caring supportive communities help individuals build resilience. Individual **AND** community resilience builds capacity to address social issues using solutions inspired by and intended for the community itself.





WHAT IS LEMONAID DAY?

lemonAID day started in Niagara with a child who wanted to help other kids. He chose to raise money for the children's aid foundation in Niagara to send kids to summer camp through the sale of lemonade at stands across the region. And now?

2023 LEMONAID DAY IN NIAGARA

100

BOOTHS

With a minimum of 4 participants each

100K

RAISED IN ONE DAY!

From lemonade sales and donations.

THE RESULT? 500 KIDS SENT TO CAMP!

And now, Niagara is generously allowing other children's aid foundations in the province to replicate the event in their communities with the hope that the event will eventually be a province wide initiative on behalf of children's aid foundation across the province.

WHO CAN PARTICIPATE?

Our focus is on inspiring kids to get involved – kids helping kids! We are often asked by families how they can introduce their children to giving back. We are happy to say that **lemonAID day** is the perfect solution. Kids learn about what the needs are right here in our community as well as customer service skills, public relations, and communications – all valuable tools in their personal and future professional lives.

lemonAID day is the perfect event for families, sports teams, neighbours, businesses, schools, churches, any group, to get involved in the community and to have fun doing it!





HOW DOES IT WORK?



*Groups sign-up through our **lemonAID day** Event Page hosted by Canada Helps. That serves as registration and fundraising site.*

WHEN DOES REGISTRATION TAKE PLACE?

Registration opens on May 13th. Teams can pick up their supplies at The Family Centre the week of June 3rd.



WHAT DO TEAMS RECEIVE?

The team will receive the following materials to run their stand:

- Lemonade concentrate (enough to make 100 cups of lemonade)
- A drink dispenser
- 100 cups
- Two branded t-shirts
- Booth signage
- A laminated QR code directing donors to the online fundraising page
- One acrylic box to place on the stand for cash donations on-site

DO TEAMS HAVE TO PROVIDE ANYTHING?

Teams will provide whatever they need for their actual stand:

- Tables
- Chairs
- Ice
- Cash float for sales (in case someone wants change)
- decorations
- additional directional signage



Teams will be encouraged to decorate their lemonAID day stands and submit images through social media using #lemonaiddaywr to win prizes!