



Lemonade Day!®

Lemonade Day is committed to preparing youth for life through a unique entrepreneurial and experiential program infused with life skills, character development, financial and business literacy, mentorship, and career exploration.

Entrepreneurs take risks, believing they can realize their dream if they work hard, take responsibility, and act as good stewards of their resources. Today's youth share that optimism but lack the life skills, mentorship, and work experience necessary to be successful. Lemonade Day inspires children in grades K-8 to have an entrepreneurial mindset through the real-world experience of starting their own business – a lemonade stand, the quintessential first business for young entrepreneurs.

The Lemonade Day curriculum offers an innovative hybrid approach to STEM, Social and Emotional Learning, and project-based education. It is designed to help youth build the critical foundational skills necessary to succeed in life. This evidence-based curriculum teaches kids how to set a goal, make a plan, and work the plan – centered around a 3-pronged approach to spend, save and share.



My Lemonade Day!™

My Lemonade Day is an animated digital experience bringing the Lemonade Day curriculum to life. It is a flexible 4-module, 22-lesson program that can be taught during the school day or after school to students grade K through 8. The Lemonade Day lessons are generally taught in 4-one hour sessions in a four week period.



1. MY GOALS



2. MY PLAN



3. MY STAND



4. MY RESULTS

STUDENTS WILL...

- Be introduced to an entrepreneurial growth mindset
- Engage and have fun in a project-based experience
- Discover personal strengths and passions
- Receive a comprehensive and thorough understanding of entrepreneurship and advance skill acquisition to launch a real business with selling experience
- Ideate, create a pitch for funding, and run a real business
- Learn goal setting, developing a business plan, financial literacy, marketing, charity
- Solve real-world problems with support from a strong educator and adult mentor

Together with you, we are creating a new generation of entrepreneurs - future change-makers.

LITTLE LEMMY PROGRAM PACKAGES

\$250

- Up to 25 kids
- Ideal for a single classroom or small group



\$1,000

- Up to 125 kids
- Ideal for a youth organization or summer camp



\$500

- Up to 50 kids
- Ideal for multiple classrooms or large youth groups



\$2,000

- Up to 250 kids
- Ideal for a grade level or a school



\$750

- Up to 75 kids
- Ideal for multiple classrooms or large youth groups



\$3,500

- Up to 500 kids
- Ideal for a school district



IF YOUR GROUP DOES NOT FIT INTO THE CATEGORIES ABOVE, PLEASE CONTACT US FOR CUSTOM PRICING INFO@LEMONADEDAY.ORG

ALL PACKAGES INCLUDE:

- Fixed number of My Lemonade Day App seats (digital platform) based on your selected package

My Lemonade Day App is available on IOS and Android mobile devices/tablets and on Chromebooks with access to the Google Play store

- Includes a limited library of training tools and resources (videos/PDFs)

AVAILABLE FOR PURCHASE:

- Youth Backpack Set - \$10

Generic backpacks + printed workbooks (available for purchase via online store)

- Teen Backpack Set - \$10

Generic backpacks + printed workbooks (available for purchase via online store)

These packages are for licensed Lemonade Day curriculum only. They do not include the trainings or resource materials that are reserved for the licensed community-wide program package. That package would include a guide to engage local government officials; ability to use the Lemonade Day National brand to fundraise; guide to secure local funding and identify strategic partners; guide to host Pitch Competition, Best Tasting and Best Stand Contest; a personalized and customizable website and marketing assets; guide to engage media; participation data on youth users.

PRICES AND PACKAGE BENEFITS ARE LISTED AS OF JANUARY 2024 AND ARE GOOD FOR 1 YEAR.

Value, Benefits and Opportunities:

- Curriculum aligns with TEKS and Common Core Curriculum Standards and The Search Institute's 40 Developmental Assets
- Mentor/educator toolkit provided with resources and tips on how to teach lessons
- Curriculum that can accommodate any teaching timeline
- Official Lemonade Day branded stand signage provided
- Summary of results and impact provided upon completion of the program
- Ability to fundraise within boundaries of group service area (for example, a teacher/classroom can fundraise from parents and/or school administrators; or a church group can fundraise from church parishioners, but are not permitted to fundraise beyond physical boundaries to businesses or charitable groups)
- Opportunity to pair high school students with elementary/middle school students in collaborative entrepreneurship mentorship training program
- Option to purchase additional training resources and toolkits upon request

If you're interested in expanding your opportunities with Lemonade Day, [contact us](#) for information on how to bring the community-wide, licensed program to your city.

Library of Resources (Videos and Digital Files):

- Lemonade Day Organization Overview
- Lemonade Day Program Overview and Implementation Training
 - Why LD is important to teachers, parents and students
 - How LD curriculum correlates to Common Core Curriculum Standards and Search Institute's 40 Development Assets
 - Mentor / Teacher Guide
 - LD Program Do's and Don'ts
- My Lemonade Day App Overview and Resources
- Peer Support Training – Tips & Tricks from Educators, Youth Leaders and Parents

