

ROBIN HOOD lemonaid

FIGHT POVERTY ONE GLASS OF LEMONADE AT A TIME

Even something as simple as a lemonade stand can go a long way when it comes to fighting poverty. On a hot summer day, grab your kids, grandkids, nephews and nieces and take a stand against poverty. By opening a Lemonaid stand, your children and teens will learn how the smallest efforts can make a big difference to feed, shelter, heal and teach New Yorkers in need. And you'll have fun too! All it takes is a few simple steps:

STEP 1—OPEN A STAND ON A WARM SUNNY DAY:

When running a Lemonaid stand, a few materials are mandatory for success: a table, some signs and, of course, pitchers of the most refreshing lemonade. Grab some markers and poster board and explain how you, together with Robin Hood, are fighting poverty in NYC. For the tastiest lemonade, stir up one of our easy recipes on the back of this card. Nothing goes better with lemonade than some cookies, so be sure to bring some along. And don't forget the ice!

STEP 2—IT'S FREE!

Woo your neighbors by offering free lemonade! Then kindly ask for a donation of their choice. Once you tell them how even the smallest donation will help make a big change in the lives of poor New Yorkers, they will be sure to donate to your cause. Take a look at the enclosed poverty stats to help explain to your friends and neighbors why they should support your stand.

STEP 3—EXPLAIN WHY YOU ARE TAKING A STAND:

Make it clear that you feel passionate about fighting poverty. Help your children or teens get prepared to answer some basic questions about Robin Hood or those living in poverty in NYC. For more about Robin Hood or poverty in NYC, visit robinhood.org.

- 100% of your donation will go directly to the community-based organizations that Robin Hood supports
- We invest in the best! From the thousands of groups out there, Robin Hood has identified just over 200 of the most effective poverty-fighting organizations

STEP 4—HAVE FUN:

Sell lots of lemonade to your friends and neighbors. Nothing is more memorable than a great afternoon with your family!

STEP 5—SEND US YOUR DONATION AND PHOTOS:

Contact lemonaid@robinhood.org and send us photos of your Lemonaid stand! Visit robinhood.org/lemonaid to donate your funds received or send in a check payable to Robin Hood.

ROBINHOOD.ORG/LEMONAID

