

Lemonade Day!



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- Lemonade Day is nationwide program that teaches children how to start, own and operate their first business ... a lemonade stand.
- This program was started in Houston in 2007 and has since expanded to over 50 cities and 200,000 youth in 2013.
- Lemonade Day operates on a franchise model. Each city who becomes an official Lemonade Day city must secure a nonprofit organization to sign and hold the license. In Odessa (and Midland to follow), Townsquare Media will take over the license holders obligations and ensure the brand standards of Lemonade Day are upheld, receive and distribute monies from sponsors, and be known in the city as a partner to the presenting organization of Lemonade Day.

Why AVID?

- The curriculum of Lemonade Day has the same priorities and goals as the AVID program; strategies to develop critical thinking, literacy, and math skills across all content areas, including entrepreneurship and financial literacy skills. The impact of the program in the youth who participate includes a new understanding of the process to take to start their own business as well as character and leadership skills, collaboration, networking, a new confidence in abilities they didn't know they were capable of, and a new awareness of social responsibility.

What responsibilities does AVID have with Lemonade Day?

- Assist in getting the Lemonade Day program out to the kids and their parents.



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What does AVID receive?

- 10% of the net revenues generated by the program and 100% of secondary donations.
- Official Nonprofit for *Lemonade Day*
- Prominent logo placement on all printed and electronic materials; Entrepreneur's Guide, Caring Adult Guide, Lemonade Day Backpack, Event Posters, Brochures, Letterhead, Volunteer T-Shirts, Save the Date announcements, Promotional event materials
- Logo featured in all email blasts to Lemonade registrants
- Recognition in all promotional materials and all broadcast media
- Inclusion in press releases and interview opportunities
- Opportunity to participate in the VIP Media Tour on Lemonade Day
- AVID information/handout included in every backpack (optional & provided by AVID)
- Invitations to the Midland Lemonade Day Wrap-up Event
- Employee volunteer opportunities (optional)



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Learning financial literacy through a lemonade stand

By PAMELA YIP pyip@dallasnews.com

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Ashley Landis/Staff Photographer

Ten-year-old Mikaila Ulmer (left) of Austin, CEO of BeeSweet Lemonade, asks contestant Madyson Mitchell questions while judging the Advocare Best Tasting Lemonade Contest recently at NorthPark Center in Dallas. For a young entrepreneur still learning about finance, Mikaila Ulmer has done pretty well for herself and her company.



Mikaila, 10, is chief executive of BeeSweet Lemonade, which she launched at age 4 1/2 after participating in a children's business competition and in Lemonade Day, a national program that teaches children financial literacy by empowering them to open their own business — a lemonade stand. **BeeSweet has been so successful that Whole Foods is now carrying the drink, and in March, Mikaila accepted a \$60,000 investment offer from Daymond John of *Shark Tank* in exchange for a 25 percent stake in the company.**