



(Draft template letter for Parents)

Dear Parents,

This year our class will be participating in Lemonade Day, a free program that teaches youth in grades 4th – 6th how to start, own, and operate their own business- a lemonade stand.

Lemonade Day was started in Houston, TX in 2007 and has since expanded to over 60 cities nationwide with more than a million youth participating to date. Lemonade Day Fond du Lac Area will celebrate its 6th year locally in 2020 and is a program of Envision Greater Fond du Lac. The program is free for all youth grades 4th – 6th thanks to the generous contributions of area sponsors. Additional program details are available at <https://lemonadeday.org/fond-du-lac-area>.

The objective of Lemonade Day is to teach children 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 investor, 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, and share some of their profit with the community that supported them.

Insert your school/organization's specific information here: (i.e. our group will meet in the gym every Wednesday from 3:30 – 4:30 p.m. starting March 6)

We would like to encourage you to ask your child about their Lemonade Day progress through the lessons. Your child will be given a Youth Entrepreneur Workbook and a parent Mentor Guide that you can use to help bring the lessons to life and reinforce the teaching that's being done in the classroom.

The culminating event is a county wide Lemonade Day on **Saturday, May 2, 2020** when your child will have the opportunity to set up for business in public areas of the city with adult supervision.

Optional paragraph: If you would like to volunteer to help with lessons, provide ingredients for our lemonade recipe, or help us with building our stand, please let me know. Please let me know if you would like to volunteer and what areas you would like to volunteer for.

Your role in this experience will include:

- Mentor your child on his/her business plan using the parent Mentor Guide

- Provide your child with a start -up loan for supplies or help them with their loan pitch to someone else
- Provide transportation to the grocery store for supplies
- Provide transportation and supervision for them on Lemonade Day
- Help them enter their business results online to qualify for prizes
- Remember...the more decisions your child makes about his/her business, the greater the learning will be!

Sincerely,

(Teacher)

Lemonade Day Fond du Lac Area is a program of Envision Greater Fond du Lac. For more information visit <https://lemonadeday.org/fond-du-lac-area> or call 920-921-9500.

