



What is Lemonade Day?

Lemonade day is practical education programme for children between 8 & 16 years old, in Applicable Entrepreneurial Skills, which prepares them for the business world once they leave school and even during their school term. Kids are put into business with a structure where they have to think outside the box to compete in the real business environment. Instead of just teaching children the theory they actually have to apply what they learn and discover during Lemonade day. This is done by setting up and running their lemonade stands in groups or individuals. They also learn to “Spend some, Save some and Share some” of their proceeds.

Why Lemonade?

Now we all have dreamt of that “Big Idea” that will make us rich, right? Well how many people have come up with that “Big Idea” and implemented it? How many people are still waiting, still employed, waiting for the right moment to start their own business? Waiting for that “Light bulb” moment!

By giving the children a focus, direction and a system that is recognised and works, they have a higher success rate to actually apply and implement what they learn from this program, instead of waiting! Waiting for employment in a country where we have little or no industry to employ them. A country where there is high unemployment!

Kids are not limited to just Lemonade, they are encouraged to make themselves different from the rest.

For those lucky enough to find employment, this programme will help them understand how a business operates and how crucial their roll is in the success of the business that employ them.

How does Lemonade Day work?

Lemonade Day is set for the month of September nationally, but can be run any time of the year. During this month children are encouraged to run their lemonade stands. These stands can be in front of their homes; at schools, festivals, sports events or at a busy shopping centre. A training session, about a month prior to the event, is held during which the 14 step program is presented to the children by Roundtable.

The 14 steps are as follow:

Step 1: Setting Goals

Step 2: Planning and Budgeting

Step 3: Finding an Investor.

Roundtable is to take on the role as investor, but not just handing the ingredients over, the children must apply for this and an evaluation of their “business plan” must be done before “approving” the investment. The children must sign a loan agreement (as provided in the training books) with repayment stipulated! Life is not handed to you on a silver platter for free! This is a very crucial lesson.

Step 4 & 5: Site Selection, Advertising

Step 6: Building a Stand

Step 7 & 8: Purchasing, Making Healthy Lemonade

Step 9 & 10: Setting Up, Running Your Business

Step 11: Business Results & Accounting,

Step 12 & 13: Saving & Sharing

Children learn to “Spend some, Save some and Share some with a charity of their choice”.

Step 14: Business Reflections and future plans (After Lemonade Day)

Competition Time

During Lemonade Day a competition is run amongst the stands where the Mayor, Businesses and public to rate each stand. Prizes are handed out at the end of the day/weekend/event.

All winners and competition entries is send to Lemonade Day Africa for evaluation, where a national winner is appointed.

Conclusion

Lemonade Day Africa is not a onetime event, it’s here to change the trajectory of this country! Lemonade Day Africa is here to empower the future of our country through the youth and make a real difference in our children’s lives.

A success story a want to share with you, is one of Bongi. Bongi came on our pilot program that was run in Knysna. Bongi stood every day, refused to leave until all his lemonade was sold! He caught the attention of some of the locals and business people. He impressed so much that he received a bursary to a private school, where he is currently excelling in his education.

Bongi is not the only success that came out of the pilot program, 45 other kids all made a profit of between R200-R400. The majority of them have gone on to run other little ventures, earning them money.

Regards,

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