

Lemonade Day!™

WASHINGTON D.C.

Parent Information Sheet

What is Lemonade Day DC?

Lemonade Day is a community-wide educational program designed to teach youth how to start, own and operate their own business through a lemonade stand. It gives youth the opportunity to learn valuable life skills through real-life experience. Lemonade Day came to DC in 2013, and has been taught in DC public and charter schools as well as various recreational and community organizations in all 8 wards of DC. Since its inception, over 3,000 students in grades 4-7 have participated in the program.

Set a goal. Make a plan. Work the Plan. Achieve your dreams.

As a participant in Lemonade Day, your child will be mentored by students from the George Washington University. All youth receive an official Lemonade Day backpack, workbook, and t-shirt. Students will be mentored during class or during Lemonade Day club time on Wednesdays, Thursdays, or Fridays based on teacher preferences. We will also schedule one "Financial Friday" with an exciting guest speaker. During these sessions, the GW mentors and youth will work together to:

- Set Goals
- Plan for Success
- Create a Budget
- Find an Investor
- Advertise their Business
- Set up for Business
- Provide Good Customer Service
- Account for Business Results
- Make spending decisions



Lemonade Day DC
April 29, 2017!

Your Role as a Caring Adult

As the caring adult of a Lemonade Day Participant, you have a few key roles.

Curriculum Assistance In order for your child to maximize the benefit of this program, be sure to ask your child financial literacy questions and basic business questions after every session to ensure s/he has mastered the lessons core concepts and will be ready to apply them to his/her stand. This will ensure the student is ready to become their own boss. If your child has fallen behind, work with him/her to finish up any outstanding lessons by using the online resources on the Lemonade Day website.

Find an Investor It is crucial that your child has secured someone to lend or donate money, which is what we call an investor, to get supplies for the lemonade stand. If you are financially able, consider being an investor for your child. If you do agree to become the

investor, be sure your child pays you back (with interest!) to get the full effect of the lesson.
Some Caring Adults

allow their children to pay them back in other ways: chores, babysitting younger siblings, etc. This is totally ok! The point is that your child has earned the money they receive from you. If you cannot make that financial investment, please check in with your child to ensure s/he has asked someone else to take on this role. Other common investors include relatives, community leaders, local store owners, neighbors, or friends.

Find a Location Most importantly, you will be required to stay with your child during Lemonade Day on April 29th, for as long as s/he would like to set up (at least one Caring Adult must be present on Lemonade Day at the locations chosen; students and volunteers are not responsible for participants on Lemonade Day). Lemonade Day is setting up Stand Hub locations throughout the city for your child's stand. The Stand Hubs are safe areas and will have Lemonade Day Volunteers there throughout the day (they will not be able to support your child if the Caring Adult has to leave). Students are allowed to set up lemonade stands anytime between 10 am and 4pm! If you would like to set up at another location outside of the Lemonade Day Stand Hubs, that is up to your discretion. However, Lemonade Day Volunteers will not be able to provide support or supplies outside of the Stand Hub locations. If you and your participant decide to do this, please find a safe area wherever you would like and let us know (one exception: Public Parks Property, such as the monuments). For more details on Lemonade Day stand setup, visit <https://lemonadeday.org/washington-dc>.

Send Us The Results Once Lemonade Day has ended, be sure to report the results to us via our website, so we can tell everyone what a great success your child was! When you submit your business results you will automatically be entered into local and national contests. You will also have the option of obtaining a digital badge, which can be used as a competitive advantage on high school applications and summer jobs.
<https://lemonadeday.org/washington-dc/business-results>

Lemonade Day DC Lesson Schedule

1. March 22nd, 24th, or 30th - Lessons 1-2
2. April 5th, 6th, or 7th - Lessons 3-6
3. April 12th, 13th, or 14th - Lessons 7-9
4. April 21-28th - Final Preparation & Financial Friday

LEMONADE DAY DC is SATURDAY, APRIL 29th, 2017

Questions?

Browse <http://dc.lemonadeday.org/>

Email lemonadedaydc@gmail.com

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