



Midwest Veterinary Supply is Fighting Childhood Cancer, One Cup and One E-Collar at a Time.

Mission

To change the lives of children with cancer through funding impactful research, raising awareness, supporting families, and empowering everyone to help cure childhood cancer.

About Alex's Lemonade Stand

When Alex, who was diagnosed with childhood cancer just before her first birthday, was 4, she told her parents she wanted to set up a front yard lemonade stand. Her plan: to give the money to doctors to help them find a cure. Alex continued to set up lemonade stands every year. As news spread, people everywhere were inspired to start their own lemonade stands — donating the proceeds to her cause.

In 2004 when Alex passed away at the age of 8 — her stand and inspiration had raised more than \$1 million towards finding a cure. Alex's Lemonade Stand Foundation (ALSF) was started by her parents in 2005.

How Midwest Veterinary Supply Is Helping

Let's help end childhood cancer. Every contribution counts. When clinics purchase Midwest Veterinary Supply's exclusive mVet Lemon E-Collar, 100% of the net profits will be donated to Alex's Lemonade Stand. Your donation will go towards treatments, research, and programs to make a child's challenging diagnosis more manageable.



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Why Alex's Lemonade Stand

Since their foundation in 2005 Alex's Lemonade Stand has:

Funded more than 1,000 cutting-edge research projects at nearly 150 institutions.

Created a Travel For Care program that grants families funds and resources to seek treatments that may not be available at their local institution.

Created a SuperSibs program that provides support to all members of the family, including siblings who are affected by their brother or sister's cancer diagnosis.

Been named one of Charity Navigator's "10 Best Medical Research Organizations" in the United States.

#1

Childhood cancer is the leading cause of death by disease in the United States for children under 19 years old.

1 in 285 children in the United States will be diagnosed with cancer by the time they're 20 years old.

1 in 285

4%

Childhood cancer research receives just 4% of the annual budget from the National Institutes of Health

Source: alexslemonade.org



alexlemonade.org



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