

**ABOUT THE PROGRAM****What is Lemonade Day?**

Lemonade Day is a FREE community-wide, educational initiative designed to teach children how to start, own and operate their own business—a lemonade stand.

**When is Lemonade Day?**

This year Lemonade Day is **Saturday, June 1st**.

**What do children learn?**

Children learn 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. 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 or to re-invest in their business, and share some of their profit with the community that supported them.

**How much does it cost to participate in Lemonade Day?**

Lemonade Day is a **FREE** program for all youth. The curriculum, activities, services, products and resources of Lemonade Day are made possible by the generous donations of individuals, corporations, community organizations and foundations.

**How old do you have to be to participate in Lemonade Day?**

Lemonade Day is open to youth of all ages. The curriculum is written to target youth in grades 3-5 however, the material can be adapted for older or younger audiences.

**What happens to the money raised on Lemonade Day?**

The money made at each stand on Lemonade Day belongs to the youth participants who operate that stand. 100% of what they make is their business profit. The Lemonade Day curriculum encourages them to spend some, save some, and share some.

**REGISTRATION****How does my child register?**

The sooner you register, the more time your child will have to plan their stand. Registration is easy peasy lemon squeezy! You can complete it at

<https://lemonadeday.org/elkhart-county>

**What do we do after we register?**

Bring your registration email to one of the following pick up locations:

Greater Elkhart Chamber of Commerce: M-F 8am-5pm 418 S Main St.  
Goshen Chamber of Commerce: M 9am-4pm T-F 8am-4pm 232 S Main St.  
Middlebury Chamber of Commerce: M-F 10am-5:30pm Sat 9am-4pm  
201 S. Main St.

Nappanee Chamber of Commerce: M-F 8am-5pm 302 W Market St.

Wakarusa Chamber of Commerce: T-F 9am-12:30pm 100 Kemar St.

Town of Bristol: M-F 8am-4pm 303 E Vistula St

**March 11th:** Middlebury Library Mario Day Party 3-6pm 101 E. Winslow St.

**March 30th:** Elkhart County Fairgrounds Easter Extravaganza 17746-D CR 34  
Goshen 8am - 1pm

**April 27th:** Wakarusa Maple Syrup Festival 100 W. Waterford St. 10am - 2pm

**May 3rd:** Goshen First Fridays Downtown Goshen 5-8pm

**May 4th:** Elkhart Farmer's Market 200 Nibco Pkwy 9am-12pm

**Where is the training for Lemonade Day?**

The Lemonade Day curriculum walks you through everything you need to know to start your lemonade business. Families (or mentors) work through the curriculum together with their participants to make a plan, build a stand, and execute their plan on Lemonade Day.

**LOGISTICS****Where can my child set up their lemonade stand?**

Some participants set up in front of their homes while others request to set up in front of a local business in hopes of getting more traffic. If you do have a business site in mind, be sure to have your child ask for permission early for the best chance of success. Check out your city's website for a list of location options and details. **Check out our website for different Sweet Spot locations throughout the county! Your child will have the option to register for spots in front of pre-approved organizations.**

**How will customers know where to find us?**

Once you have your location determined, you can add your stand on the map. It's easy and you can use our **Brand Your Stand** tool on our website to include the hours of operation and special features of your new business. **BE ONE OF THE FIRST 20 to brand your stand this year and receive a FREE corrugated LEMONADE STAND from Welch Packaging.**

**Do we need a health permit to participate in Lemonade Day?**

No permit is required. We have taken care of that for you!

**Can we set up our lemonade stand on a different day?**

Many times, youth decide they like the opportunity to make their own money and want to continue throughout the year. We encourage that! If you choose to participate on a day other than Lemonade Day, please be sure to set up your stand on private property with the permission of the owner. **Participants have until August 15th to turn in their results online!**

**COMMUNITY PARTICIPATION****How can schools participate in Lemonade Day?**

There are many ways schools and classrooms participate effectively in Lemonade Day all over the country. In fact, many schools have incorporated Lemonade Day as part of their curriculum.

**How can community members participate?**

On Lemonade Day, everyone has a job! Lemonade Day is as much about community and engagement as it is about supporting young entrepreneurs.

On Lemonade Day, we hope you'll be out there buying glasses of lemonade

and getting to know the young entrepreneurs in your community. There's also plenty to do in the months and weeks leading up to Lemonade Day.

You may want to mentor youth, serve as a guest speaker in schools, donate,

sponsor stands in front of your business, help stuff backpacks or any number of volunteer activities.

**For more information on getting involved**

**contact Megan Hartman [Megan.Hartman@ja.org](mailto:Megan.Hartman@ja.org) 260.463.1589**

