



# Lemons to Lemonade Fundraiser Toolkit



Twenty years ago, Cure JM co-founders Tom and Shari Hume set up the Foundation's first-ever DIY fundraiser to seed important new research funding. What was the fundraiser of choice? Considering the couple had young children, a lemonade stand was the perfect fit to launch a rare disease nonprofit during humble beginnings.

Fast forward 20 years and \$23 million invested in juvenile myositis research later, we have come full circle paying homage to our early DIY roots. You guessed it! In 2023 we are bringing this simple yet effective fundraiser back. We are excited to introduce our grassroots "Lemons to Lemonade 4 Kids" initiative aiming to have families from around the country join our efforts!

## Join the effort in 4 easy steps!

1. Email [Betsy.Leon@curejm.org](mailto:Betsy.Leon@curejm.org) with the subject "Lemonade 4 a Cure" and she will send you back your participation kit and help you every step of the way.
2. Hold your lemonade stand  
[Sign to print](#)  
[About us to print](#)
3. Donate the proceeds at [www.curejm.org/donate](http://www.curejm.org/donate) with "Lemonade 4 a Cure" in the memo.
4. Send your photos to [betsy.leon@curejm.org](mailto:betsy.leon@curejm.org) - the first 20 photos submitted will receive a limited edition thank you gift for the participants



# Lemons To Lemonade For Kids



## Our Story – Humble Beginnings

Twenty years ago, Cure JM co-founders Tom and Shari Hume set up the Foundation's first-ever DIY fundraiser to seed important new research funding. What was the fundraiser of choice? Considering the couple had young children, a lemonade stand was the perfect fit to launch a rare disease nonprofit during humble beginnings.

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## About Lemons to Lemonade 4 Kids

As parents, patients, and supporting family members, we understand that a juvenile myositis diagnosis can be one of life's "lemons." We've decided to turn our lemons into sweet lemonade in support of our mission of finding better treatments and a cure for JM.

All proceeds benefit Cure JM Foundation, a nonprofit dedicated to funding research and improving the lives of children battling juvenile myositis.

Make a gift! Help Kids. Scan the QR code below or visit [curejm.org/donate](https://curejm.org/donate)





Your gift will be put to work immediately, so we can:

- Pursue promising new treatments
- Advance four clinical trials
- Fund our largest-ever grant cycle, including investigating a new type of gene therapy
- Help JM patients get the best care



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“This organization helped my child get an early diagnosis, most certainly made a difference in my child’s quality of life and will hopefully make a difference in her disease outcome.” — Dawn

“Cure JM Foundation was my flashlight in a pitch dark tunnel. I am grateful for the endless information, support, and knowledge I find there.” — Erika

“We are deeply grateful for the tremendous role Cure JM has played in raising awareness of JM and advocating for children and families. Through Cure JM’s outstanding commitment to the well-being of these young patients and its generous donations to research, Cure JM has touched the lives of many individuals.”  
— Lauren M. Pachman, M.D.  
Professor of Pediatrics, Northwestern University’s Feinberg School of Medicine”



*Dedicated to finding a cure and better treatments for Juvenile Myositis and improving the lives of families affected by JM*





# Thanks to you, children are winning their fight against Juvenile Myositis.



Your gift will be put right to work to help find better treatments and help kids get the best care.

Make a gift at [www.curejm.org/donate](http://www.curejm.org/donate)



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