



# 2022 Annual Report

January 1, 2022 - December 31, 2022

## A note from our Executive Director, Jess Obert:

Hello, and welcome to our very first Annual Report! Back in 2018 when Payton held her first lemonade stand raising an incredible \$800, I never would have imagined that we'd be where we are now telling you about how this past year we've raised over \$230,000 for kids facing hardships. But alas, here we are, and we have so many exciting things to tell you; from Payton throwing out the first pitch at a Reds game, to making national news for our 5th Annual Lemonade Stand, to having an incredibly successful holiday campaign, and everything in between! We were able to develop new relationships with nonprofits whose missions align with ours, while also strengthening current ones, and coming up with new ways to work together allowing us to help even more children facing hardships. It takes a village to keep this running and we are so thankful for ours! Our over 7,000 donors, volunteers, hosts, sponsors and friends in the media make this all possible and we are truly grateful for them. We're excited to share this report with you and, as always, remember to follow us on social media [@paytonslimonadestand](https://www.instagram.com/paytonslimonadestand).



### A special 'thank you' to the following organizations that provided grants to Payton's Lemonade Stand in 2022:

- Matthew 25 Ministries
- Magnified Giving
- Wohlegemuth Herschede Foundation
- Bud Scholl Foundation

**SAVE THE DATE!** Our 6th Annual Payton's Lemonade Stand will be held on Saturday, July 29th, 2023! We'll have more stands than ever before!

## Who We Helped in 2022...



## 5th Annual Payton's Lemonade Stand 🍋

Our 5th Annual Payton's Lemonade Stand went off without a hitch! It was the most gorgeous Saturday morning with a temperature hovering right around 70 degrees – a rarity for July! We had grown from the prior year, too. **We went from 29 to 50 stands and from 9 to 15 sponsors!** What was once only children in their driveways has grown to include hosts such as fire departments, sports teams, Girl Scout troops, nonprofits, and local businesses.

**Together, we raised over \$85,000 for kids facing medical, personal, and economic hardships!** What made this event extra sweet was that it was covered on the national news by ABC World News Tonight! Talk about a pinch yourself moment!

While we take great pride in raising the amount that we did, we also pride ourselves on how Payton has inspired so many other kids to get involved in philanthropy, and experience the true joy in giving back. We had over **200 kids** participate in our event last summer, and looking back at the pictures and seeing the smiles on their faces as they served up some ice cold lemonade, reminds us of all of the good still in this world.

We are busy planning for our **6th Annual Payton's Lemonade Stand**, and it's already looking like it will be bigger than 2022! **It will take place on Saturday, July 29th, so be sure to save the date!** We hope you'll consider stopping by a stand near you and supporting these sweet kids on their philanthropic journey.



Thank you to our men and women in uniform who support Payton's Lemonade Stand every summer either by hosting their own stand or paying our hosts a visit! We are so grateful for your support and for all you do to keep our communities safe!



## 2nd Annual Lemon Giving Tree Campaign

Our 2nd Annual Holiday Lemon Giving Tree campaign grew exponentially last year! We had **20 lemon trees located at various local businesses throughout Cincinnati and Northern Kentucky**, all collecting gifts for kids facing hardships during the holidays. We grew to incorporate virtual trees for those that included a business with employees outside of Cincinnati, a few local families, and even a Girl Scout troop.

In all, **we collected over \$20,000 in gifts and gift cards!** What we love about this campaign is that it's not just any gifts that are collected. Instead, we work from wishlists provided to us by those we support. Gifts collected through these lemon trees are items that are needed and requested among the kids that they serve.

See the snapshot below to see what we collected and the impact it had!



If you think your place of business, your family, or a sports team that you support would like to host a lemon giving tree next holiday season, please reach out to us at [info@paytonslimonadestand.org](mailto:info@paytonslimonadestand.org).

## Host Celebration at Kirkwood Adventure Park

Another **BIG thank you to Matthew 25 Ministries** who allowed us to spoil our hosts with a big celebration at their very own Kirkwood Adventure Park in Wilmington, OH. Our hosts and their families enjoyed the water obstacle course, putt putt, canopy trails, games, pizza, ice cream and so much more! We can't wait to come back for another celebration this summer!



## Thank You Volunteers for 2,000 Hours

We could not possibly do what we do without the help of our incredible volunteers. The support from members in our community wanting to get more involved has been invaluable. **Last year our volunteers donated more than 2,000 hours of their time!** From hosting a stand to wrapping gifts, dropping off donations, sorting shirts, and everything in between – they do it all!



**Our hosts were invited to walk the field at Great American Ball Park and Payton threw out the first pitch at the Cincinnati Reds game!**

## Payton's Playroom at Madi's House

Steve and Julie Raleigh presented Payton with the opportunity to design a playroom at Madi's House for the children of adults battling mental health and addiction. Your donations allowed us to design and build this space that will open in 2023!



## Our Team

- Payton Obert, Founder
- Jess Obert, Executive Director
- Mike Obert, Board Member
- Presley Obert, Sweetest Assistant
- Maura Cagney Tipton, Board Member
- Nichole Lawrence, Board Member
- Emily Osterkamp, Board Member
- Chris LaTulippe, Board Member
- Brian Bain, Board Member



PLS board members getting ready to prepare and serve a meal to families staying at Ronald McDonald House.

## 2022 Financial Snapshot

**Beginning Net Assets (Cash):**  
\$52,661.00

### Revenue

Donations: \$103,430.67  
Grants: \$42,505  
In-Kind Donations: \$87,645.54  
**Total Revenue: \$233,581.21**

### Expenses\*

Kids Serving Kids: \$85,854.68  
Community For Kids: \$89,124.75  
Administrative: \$10,526.50  
Fundraising: \$18,761.31  
**Total Expenses: \$204,267.24**

**Change in Net Assets (Cash):**  
**\$29,313.97**

**Year-End Net Assets (Cash):**  
**\$81,974.97**

\*Expenses include Cash & In-Kind Donations.  
\*Visit our website for full financial statements.

**We would love for you to consider making a donation to Payton's Lemonade Stand to allow us to continue sweetening the lives of kids facing medical, personal, and economic hardships through 2023! [Click here to donate!](#)**



**To learn more, visit [paytonslimonadestand.org](http://paytonslimonadestand.org).**

**Follow along with us on social media - [@paytonslimonadestand](https://www.instagram.com/paytonslimonadestand).**



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