



2023 Annual Report

January 1, 2023 - December 31, 2023

A Note from Executive Director, Jess Obert

We are so excited to be releasing our 2nd Annual Report. It's our chance to fill you in on all of the exciting things that took place in 2023. And let's just say, it was one for the books!

From launching our Community Serving Kids program, to raising over \$100k at our 6th Annual Payton's Lemonade Stand, to ending the year with our biggest Lemon Giving Tree collection to date; it was a year to remember for sure. We met new friends, recruited more hosts, established new partnerships, and helped more kids than ever before. It will be hard to top 2023, but we feel up to the challenge! As always, we are eternally grateful for all of your kindness, generosity, and support!

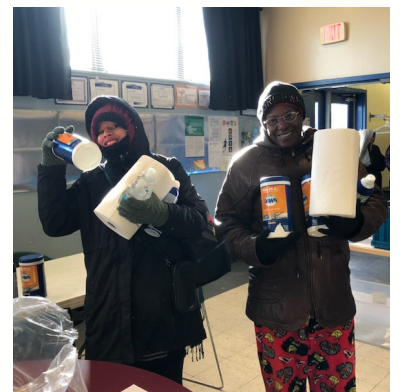


SAVE THE DATE! Our 7th Annual Payton's Lemonade Stand will be held on Saturday, July 27th, 2024!



Introducing Community Serving Kids

In January of 2023, we launched our Community Serving Kids program. Here, we team up with community partners and are able to deliver truckloads of much needed items to places such as underfunded schools, local food pantries, struggling communities, and nonprofits who serve kids facing hardships. Items delivered can be shampoo, soap, lotion, batteries, toys, cleaning supplies, hygiene kits, paper towels, toilet paper, and so much more. By year end, we had delivered over 163,000 pounds of products valued at over \$2 million! So many kids and their families now have access to essential items without having to worry about how they'll be able to afford it. We are so incredibly thrilled with the success of this program and we look forward to seeing it grow in 2024.



6th Annual Payton's Lemonade Stand

Our 2023 Annual Lemonade Stand was our hottest event yet, but that didn't stop the crowds from showing up! We had **70 stands** set up all throughout **Ohio, Kentucky, Indiana, and Florida!** Some new hosts joining in on the fun included the residents at Northgate Park Senior Living Facility and even the marketing team at Kings Island! We were also happy to welcome back local girl scout troops, cheer squads, fire departments, loyal local businesses, our top sponsor, Dwyer Insurance, and of course, all of the excited little entrepreneurs in their driveways. **Together, in just three hours, we raised over \$100,000!**

It brings us so much joy to see a community of both kids and adults coming together to raise money for kids in our community facing hardships. For many families, friends, and businesses, it has become a summer tradition of giving back and we are so grateful for the continued support. Our 7th Annual Payton's Lemonade Stand is shaping up to be even bigger! It will take place on **Saturday, July 27th, 2024!** If you think you might be interested in hosting a stand or sponsoring the event, please email us at info@paytonslimonadestand.org.



Thank you to those 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!



2023 RMH Young Philanthropist Award

A very sweet surprise... Back in May, Payton was recognized at the Ronald McDonald House Annual Donor Reception where she was presented with the **2023 Young Philanthropist Award** for her extraordinary work helping the guest families living at Cincinnati's Ronald McDonald House. It's the first award of its kind as they have only recognized adult donors in years past. However, after seeing the work being done by young philanthropists like Payton, they decided to start incorporating youth into the program and Payton was so humbled to be the first awardee!

3rd Annual Lemon Giving Tree Campaign

Our 3rd Annual Lemon Giving Tree Campaign was incredibly successful! **27 local businesses** across the tri-state area all hosted a Lemon Giving Tree adorned with lemon tags in their office space this past holiday season – it was a sea of yellow amongst the red and green! These businesses loved that it gave their employees, clients, and customers an easy and meaningful way to give back to their community. **We collected over \$28,000 worth of brand new toys, coats, gift cards, socks, underwear, hats, gloves, shoes, pajamas, and so much more!** We delivered these items to places like **Hope's Closet, UpSpring, Ronald McDonald House, Shriner's Burn Hospital, Crossroad Health Center, A Kid Again and Madi's House.**

In addition, we were able to make monetary donations to **Toys for Tots, A Kid Again, and Rising Stars of America**, so that the kids they serve could also be helped. So many parents felt a bit of relief knowing they had help and so many children were smiling a bit brighter over the holidays because of the generosity of our lemonade community!

If your place of business, your family, or a sports team that you support would like to host a lemon giving tree in 2024, please reach out to us at info@paytonlemonadestand.org.

Payton's Playroom at Madi's House

Did you hear? We officially opened **Payton's Playroom at Madi's House!** What was once a dark, cold, and unkept garage has been transformed into a beautiful and vibrant playroom! Kids now have a space to flourish and play while their parent attends important programming to help them on their recovery journey. Payton teamed up with the talented Janet Baltzersen, from **Rusty Fig Redesign**, and together, they brought the room to life!



Payton's First Annual Swinging For Sweetness Golf Outing

Coming in 2024... Payton's First Annual Swinging For Sweetness Golf Outing! This event has been years in the making and we couldn't pass up an opportunity to raise more money for kids facing hardships. This one of a kind event will take place on **Monday, May 6th, 2024**, at the exquisite **Clovernook Country Club**. Golfers get to enjoy lunch, golf with cart, swag bags, drinks, a reception with food, prizes, a silent auction, several raffle baskets, an incredible bourbon raffle and much more! Go grab three of your friends and get your foursome signed up today! Spots are limited. We also have opportunities for sponsorships if you know of a business that would be interested. **Email info@paytonslimonadestand.org to inquire!**



Sleep in Heavenly Peace Bed Build

Last July & September, we teamed up with **Blue Alliance IT, MI Homes, and a local nonprofit, Sleep In Heavenly Peace**, and built over **150 beds** for local kids who currently sleep on the floor. Our volunteers spent the afternoon sanding, hammering, nailing, branding, you name it – they did it! We also had help tying blankets and decorating pillow cases! Shortly thereafter, beds were delivered to kids on the waitlist. It was so heartwarming to know that over 150 kids were taken off of that waitlist and could enjoy a nice, warm bed; a luxury that all kids should have. We hope to do another bed build in the fall of this year!



Thank You Volunteers for Over 4,000 Hours

We could not possibly do what we do without the help of our incredible volunteers. The support from members in our lemonade community wanting to get more involved has been invaluable. Last year our volunteers donated **more than 4,000 hours** of their time! From hosting a stand to distributing gifts, dropping off donations, baking cookies, and everything in between – they do it all! We recently created a Volunteer Group on Facebook with opportunities to get involved. If you would like to join the group, email info@paytonslimonadestand.org.

Donor Spotlight

Thank you to **ERP Suites** who chose Payton's Lemonade Stand as their 2024 charity! In 2023, they invited Payton to speak at a meeting and share her story with the company and they surprised her with a **\$10,000 donation** to kick off the partnership! We are so excited about this and can't wait to see what they are able to do for us this year!



In October, we were invited to partake in a video production highlighting the **2023 Bengal Fan of the Year, Tony Da Tiger!** He's a big supporter of Payton's Lemonade Stand and it was so surreal to be featured on the big screen at **Paycor Stadium**.

Over 300 Meals Served

Over the course of 2023, we made a few visits to Ronald McDonald House to prepare and serve meals to their families. We invited board members, donors, volunteers, and hosts! With each visit, we walked away with a deeper appreciation for all that they do for children and families facing hardships. We are so humbled to be able to play a small part in all of the amazing work that they do.



Our Team

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

Enclosed is a donation card. We would love for you to consider making a donation so that we can continue to sweeten the lives of kids facing medical, personal, and economic hardships all year long. Thank you for your continuous generosity!



2023 Financial Snapshot

Beginning Net Assets (Cash):
\$81,974.97

Revenue

Donations & Interest: \$146,499.75
Grants: \$48,803.85
In-Kind Donations: \$2,099,118.96
Total Revenue: \$2,294,422.56

Expenses*

Kids Serving Kids: \$100,547.11
Community For Kids: \$2,109,992.55
Administrative: \$14,650.63
Fundraising: \$25,579.97
Total Expenses: \$2,250,770.26

Change in Net Assets (Cash):
\$43,652.30

Year-End Net Assets (Cash):
\$125,627.27

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



To learn more, visit paytonslimonadestand.org.

Follow along with us on social media - @paytonslimonadestand.



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