

2025 ANNUAL REPORT

January 1, 2025 - December 31, 2025

A Note from Executive Director, Jess Obert

2025 marked a powerful year of growth and impact for Payton's Lemonade Stand. Through expanded programs, strong community partnerships, and an ever-widening reach, we were able to stand beside more individuals and families than ever before. **Some highlights include:**

 Our **Birthday Bundle Campaign** reached more children than ever before, ensuring kids experiencing hardship were given proper swimwear so they could join their peers in making memories at the pool.

 Our **2nd Annual Swinging for Sweetness Golf Outing** sold out at Clovernook Country Club, bringing supporters together for a day of fun while raising critical funds to support our year-round programs.

 **The Tamron Hall Show** shared Payton's story on a national stage, expanding awareness of our mission and inspiring generosity far beyond our local community.

 Our **8th Annual Payton's Lemonade Stand** event raised more than \$150,000 and collected over 8,000 books, providing essential funding to help us meet growing needs and sustain impactful programming.

 Our **Lemon Giving Trees** collected over 3,400 gifts and gift cards, bringing comfort, joy, and tangible support to families during the holiday season.

None of this impact would be possible without the generosity of our donors, sponsors, volunteers, and community partners. Your belief in our mission fuels every program, every smile, and every child we can serve. Because of you, hope continues to show up.



A Noteworthy Donation

Access to technology can be life-changing, especially for children facing housing instability. In 2025, Payton's Lemonade Stand was proud to donate **20 brand-new iPads** to **UpSpring**, an organization dedicated to supporting local children experiencing homelessness.

These devices are being used to promote academic success by giving students access to essential learning tools while also helping them build confidence and familiarity with technology. This donation helped remove barriers to learning and empowered students with skills they can carry with them well beyond the classroom.

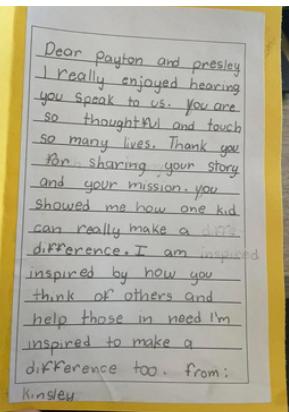


2026 Events

- **March 8-22, 2026 - Birthday Bundle Fundraiser**
- **Spring 2026 - Bed Build with Sleep in Heavenly Peace**
- **May 18, 2026 - 3rd Annual Swinging for Sweetness Golf Outing**
- **July 25th, 2026 - 9th Annual Payton's Lemonade Stand**

Empowering Youth is at the Heart of Everything We Do

In 2025, Payton, alongside her best assistant, Presley, traveled near and far sharing our story and inspiring young people to believe in their ability to create change. One especially meaningful moment was Payton's invitation to serve as a guest speaker at **Magnified Giving's "It's Up to YOUlt" Fall Dinner**, where she shared a message she delivers to youth everywhere: it only takes one person to make a difference. No matter your age, the power to create change lives within you. Seeing heartfelt notes like this one reminds us just how deeply our story resonates, and how powerful youth-led impact can truly be.



Hosts on the Farm

In 2025, some of our lemonade stand hosts visited **Hopefull Pastures** to see how their efforts support healing for vulnerable kids and families through animal-assisted programs. We're so proud of their hearts for service and excited to continue partnering with this incredible organization!



Did you know we have our very own Cincy Hat?

In partnership with **Ted Karras** and **The Cincy Hat Foundation**, we created a one-of-a-kind design that gives supporters a meaningful way to give back. Every purchase helps further our mission, proof that doing good can look pretty great, too. To order yours, visit thecincyhat.com while supplies last!

Our biggest "pinch me" moment of 2025 came with an unexpected email from The Tamron Hall Show! - What?!

After discovering Payton's Lemonade Stand while researching show content, their team invited us to be part of the show's **1,000th episode**, a truly celebratory milestone. Before we knew it, we were on a plane to **New York City** for the experience of a lifetime. From private drivers and hair and makeup to meeting the one and only **Tamron Hall** herself, every moment felt surreal. Most meaningful of all was the opportunity to share our story far beyond our local community, an honor that was nothing short of magical. [Click to watch!](#)



From Outside the Fence to In the Pool

One of our very favorite things we do is just around the corner! Our **Birthday Bundle Campaign** returns this March, and we are so excited to build on last year's incredible success. In honor of Payton and Presley's March birthdays, we raise funds to give children from low-income families the opportunity to do something every child deserves, join their peers at the neighborhood pool.

Years ago, we learned that many children were being turned away each summer simply because they didn't have proper swim attire, leaving them to watch from outside the fence. That doesn't happen anymore. Thanks to our generous donors, we're able to provide the CRC, with **hundreds of brand-new swimsuits, towels, goggles, flip flops, sunscreen, and more**, ensuring every child is able to swim. The smiles on their faces and the confidence they gain in their new attire is enough to bring tears to your eyes.

Every child deserves to make childhood memories at the pool. Your support this March makes that possible. Please consider donating to our **Birthday Bundles** by scanning the QR code or visiting paytonslemonadestand.org/donate.



A Hole-In-One for Our Mission

Our sold-out 2nd Annual Swinging for Sweetness Golf Outing was a sweet success raising an incredible **\$77,000!** Golfers, volunteers, and sponsors came together for a day on the links, all in support of a great cause. From delicious food and bourbon raffles to one-of-a-kind goodie bags and prizes you'll wish you won, this outing truly delivers an experience unlike any other.

We're thrilled to invite you to our **3rd Annual Swinging for Sweetness Golf Outing on May 18th** at **Cloverhook Country Club**. Spots fill fast so grab your foursome or sponsorship today and be part of something sweet. Scan the QR code to lock in your spot or email info@paytonslemonadestand.org.





When a Community Shows Up: Payton's 9th Annual Lemonade Stand

On a hot summer day, we took over the Tri-State with more than **100 lemonade stands** hosted by fire departments, cheer squads, senior living communities, local businesses, Kings Island, kids in their own driveways, and so many others. Our community showed up in a BIG way.

Together, we poured back into our community, one glass of lemonade at a time, raising more than **\$150,000** to support our mission. And, it got even sweeter. Alongside the lemonade, we collected a record-breaking **8,000 books** for our friends at **Queen City Book Bank**, helping ensure even more children have access to books and learning resources.

What we love most is witnessing the excitement of our hosts as they prepare to give back in such a meaningful way, helping peers in their own communities who are facing hardship. Being able to foster that spirit of philanthropy is the core of our work. For countless families and businesses, Payton's Lemonade Stand has become a cherished annual tradition, a day dedicated to generosity, connection, and purpose. If you would like to join us as a host or sponsor for our 9th Annual Payton's Lemonade Stand on **July 25th, 2026**, please reach out to us at info@paytonslemonadestand.org. We would love to welcome you to the lemonade family and see you experience the true joy of giving back.



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!



A sweet testimony from one of our lemonade stand hosts...

"It's an honor to host a lemonade stand each year for Payton's Lemonade Stand. We are proud to support a cause that gives so much back to the community and to children in need. Being part of something that spreads kindness, hope, and generosity is truly a blessing! Each year, we are amazed by the outpouring of support – from generous donations and heartfelt words to warm hugs. The kindness of our community never fails to inspire us, and we're grateful to play a small part in making a big difference." – Nicole K.

We Ended 2025 with a Bang! Over \$70,000 in Gifts Collected for Kids in Need

This year, **50 local businesses** hosted their very own Lemon Giving Tree, setting the stage for an outpouring of generosity across the Tri-State. As tags disappeared off trees and gifts poured in, volunteers crisscrossed the region collecting them, and our gift pile quickly grew to more than **3,400 items valued over \$70,000**.

In the weeks leading up to Christmas, it became a race against time. An incredible army of volunteers stepped in to sort, value, wrap, and organize each gift, ensuring that every partner organization received exactly what they requested and what their families needed most. Together, we supported more than ten local organizations, helping them provide a truly magical holiday for the children and families they serve. Vans, cars, and trucks were filled with brand-new coats, toys, socks, crafts, baby dolls, gift cards, teen items, blankets, and so much more.

To everyone who picked a lemon tag or shopped our Amazon Wish List this holiday season, thank you. Because of you, thousands of children and families facing unimaginable hardships felt seen, supported, and remembered during the holidays.



Organizations Payton's Lemonade Stand Helped in 2025

Anderson Ferry Food Pantry
Aubrey Rose Foundation
Bethany House
BLOC Ministries
Building Blocks for Kids
CCHMC
Children's Law Center
Cincinnati Hornets
Cincinnati Public Schools
Cincinnati Recreation Commission

Congenital Heart Alliance of Cincinnati
Crossroad Community Health Center
DCCH
Flutterby
Hope's Closet
Lighthouse Youth & Family Services
Madis House
Magnified Giving
Master Provisions
Matthew 25 Ministries

Mental Matters Mission
Network for Hope
Pathways to Home
Promise Center
Queen City Book Bank
Rising Stars of America
Ronald McDonald House
Saint Leo's Food Pantry
Seton High School
Shriners Hospital

St Ignatius
St. Leo's Food Pantry
Tabitha's Closet
Table of Hope
The Dragonfly Foundation
The Help Squad
Threads of Hope
Toys For Tots Butler County
Tri-County Soul Ministries
UpSpring
Villages at Roll Hill

Helping Kids Heal

In 2025, we were honored to support Mental Matters Mission, founded by Dr. Jennifer McConnell, with a \$2,000 donation and \$700 in Uber gift cards to help ensure kids and families could get to their therapy appointments. This incredible local organization is dedicated to getting more children and young adults (ages 0–25) into therapy – regardless of their financial situation – by removing barriers like cost and transportation. We're inspired by the life-changing work Dr. McConnell and her team are doing and grateful to call both her and Traci friends and partners. Together, we look forward to continuing our shared mission of helping kids overcome life's hardest challenges with access, hope, and healing.



Our Room at Ronald McDonald House



365 Nights



1 Family



86 Miles

Thanks to your incredible generosity, we continued sponsoring a room at Ronald McDonald House Cincinnati last year. While it's heartbreaking that families have to be away from their homes, we are grateful to provide them with a comforting stay as they seek medical care for their child. In 2025, 1 family traveled from Hillsboro, KY, to stay in our room for the entire year. Our hearts are with them!

Our Team

Payton Obert, Founder

Jess Obert, Executive Director

Mike Obert, Board Member

Presley Obert, Sweetest Assistant

Nichole Lawrence, Board Member

Chris LaTulippe, Board Member

Brian Bain, Board Member

Michelle Alteneau, Board Member

Enclosed is a donation card. We would love for you to consider making a donation so that we can continue to pour back into our community and support the kids who need us most. Thank you for your continuous generosity!



To learn more, visit paytonslemonadestand.org. Follow along with us on social media - @paytonslemonadestand.



info@paytonslemonadestand.org
PO Box: 367 Miamitown, OH 45041

2025 Financial Snapshot

Beginning Net Assets (Cash):

\$151,343.30

Revenue

Donations & Interest: \$202,083.09

Grants: \$21,239.68

In-Kind Donations: \$800,363.52

Total Revenue: \$1,023,686.29

Expenses*

Kids Serving Kids: \$129,415.20

Community For Kids: \$762,525.69

Administrative: \$23,679.26

Fundraising: \$85,151.25

Total Expenses: \$1,000,771.40

Change in Net Assets (Cash):

\$22,914.89

Year-End Net Assets (Cash):

\$174,258.19

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