



THE BEEHIVE ALLIANCE LEMONADE STAND

CREATING A BUZZ AROUND PEDIATRIC BEHAVIORAL
AND MENTAL HEALTH **ONE CUP AT A TIME**

INFORMATION PACKET 2026

Raise Funding
Increase Awareness
Amplify The Voices of Experts
Combat Stigmas from the Ground Level

WHO IS THE BEEHIVE?

OUR PARTNERSHIP WITH NCH & KMHF

- Supports Nationwide Children's Hospital's Big Lots Behavioral Health Pavilion, the nation's largest pediatric center dedicated to child and adolescent mental health
- Advances the nationwide reach of The Kids' Mental Health Foundation (formerly On Our Sleeves)
- Funds critical research, care, and mental health programming for children and adolescents
- Amplifies expert voices to raise awareness, reduce stigma, and drive change

38

Committed members representing 6 Columbus neighborhoods

94%

Exec retention rate 6 years or more.

100%

Passionate unpaid volunteers - from membership to exec team

"As a grassroots movement, we're able to make an impact by involving our communities to combat stigmas from the ground level. Our success is a direct reflection of our supporters' hope and passion for change in the world of Children's Mental and Behavioral Health."

- Katie Hesketh, BHA Development Team

CREATING A BUZZ AROUND CHILDREN'S MENTAL HEALTH SINCE 2019

The Beehive Alliance is a fully volunteer-led organization dedicated to raising awareness of pediatric mental and behavioral health. We fund programs, resources, and research that strengthen the mental well-being of children nationwide.

EVENT	DETAILS	RAISED IN 2025
#BuzzforPMH Lemonade Stands	Family-hosted stands from across the country sell lemonade and raise awareness in conjunction with our online campaign .	\$20,000
Mental Health Fair	Our free back-to-school fair with Seeds of Caring provides kids with mental health tools they can use all year long.	150 CHILDREN SERVED & 250 BACKPACKS FILLED
A Night In the Hive	Our adult-only fundraiser to raise funds and awareness.	\$110,000
Party In the Patch	A family-friendly fundraiser at the farm that provides a low pressure way for families to connect about mental health.	\$20,000

IMPACT SUMMARY

\$590,000

Donated to Children's Behavioral Health Pavilion & Kids Mental Health Foundation since 2020

\$100,000

To fund a Mobile Resource Unit in 2023

\$65,000

Kids Mental Health Foundation Teacher Kits Subscription Boxes in 2022 - 23

\$100,000

In partnership with The Christina and Ryan Day Fund to create a program centered on Emotional Empowerment for children

750 +

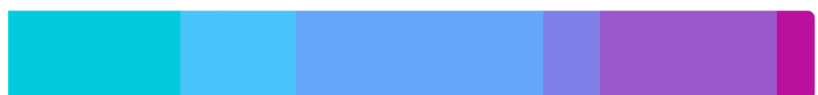
Kindness kits & backpacks to Columbus Students since 2021

\$70,000

To develop the Safe Mind app is a tool that allows parents to monitor for suicide-related terms

DONATION DIVERSITY

Individuals Foundations/Grants Sponsors Auction Ticket Sales Dues



THE BEEHIVE ALLIANCE

EIN: [85-1235719](https://www.thebeehivealliance.com) | www.thebeehivealliance.com

HOW TO PREPARE

Please email us with any questions communications@thebeehivealliance.com



What if we can't do a stand on the on the actual day?

No problem! Have your stand whenever works best for your family. We'll announce our grand total at the end of May!

Do we have to be local?

No! We've had stands in 3 multiple states! We want to create a buzz in as many states as possible!

☐ REGISTER YOUR STAND

Tell us about your stand so we can bring you official materials if you're local! Register [here](#).

☐ SET A GOAL!

Set a fundraising goal and prepare your goal setting sheet.

☐ CHOOSE YOUR PRICE!

You can charge whatever you think is fair! Every penny helps. Allow people to donate more to support the cause!

☐ PREPARE YOUR STAND!

You'll need, lemonade and cups! Some stands like to get creative and sell other items, that's great too! Decorate, talk to your adults about mental health, and get ready to buzz!

☐ MAKE A SIGN!

☐ SHARE ABOUT YOUR STAND!

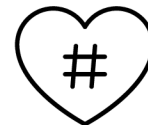
Share with friends and family! Let people know why pediatric mental health is so important to you! Read our fast facts page for inspiration.

Share our Venmo, Zelle, or donation link for those who can't attend in person!

https://www.paypal.com/donate/hosted_button_id=QFJNA9W2BYTJ8S

☐ SPREAD THE HASHTAG!

#BuzzForPMH



Join us in posting a picture of a lemon with our hashtag written on it to raise excitement! The cuter or more creative the photo the better!

We'll be posting about the lemonade stands all day on Instagram. Make sure to tag us @Beehivealliance in pictures of your so we can repost!



FOLLOW ALONG WITH US!



@BeehiveAlliance

Meg@thebeehivealliance.com • www.TheBeehiveAlliance.com



HOW TO DONATE

After your lemonade stand, please report your total to us on Instagram and then make your donation to the Beehive Alliance in one of the following ways. Display this information at your stand for customers interested in donating directly!



venmo

Take a picture of this QR code with a smartphone to donate through Venmo



Take a picture of this QR code with a smartphone to donate by PayPal, debit, or credit card!

ZELLE* NO FEES!

Finance@Thebeehivealliance.com

VENMO:

@TheBeehiveAlliance

PAYPAL OR CREDIT CARD:

WWW.TheBeehiveAlliance.com/donate
or scan our QR code!

CHECK:

Please email us for mailing information:
Finance@thebeehivealliance.com

WHERE DOES THE MONEY GO?

100% of proceeds from the lemonade stand fundraiser will be donated by the Beehive Alliance to Nationwide Children's Behavioral Health Pavilion. This money will help fund their research and programs for pediatric behavioral and mental health, including the national Kids Mental Health Foundations

THE BHA IS A REGISTERED NONPROFIT!

The Beehive Alliance is an official 501.c.3 non-profit. Our tax ID number is: 85-1235719 . Please make all large donations via our website or check to receive a receipt!



@BeehiveAlliance

Meg@thebeehivealliance.com • www.TheBeehiveAlliance.com



IS YOUR BUSINESS BUZZING?

Each year, The Beehive Alliance kicks off Mental Health Awareness Month with our viral grassroots Lemonade Stand movement. This family-led fundraiser empowers kids and communities to create a **buzz for pediatric mental health** (#BuzzforPMH) and help stop stigmas from the ground up.

Families and businesses across our community and beyond volunteer to host stands, with all proceeds benefiting The Kids Mental Health Foundation and Nationwide Children's Behavioral Health Pavilion.

Examples of how businesses participate*

- A restaurant donates 10% of lemonade-day sales, or proceeds from a menu item
- A retailer spotlights a specific item, with proceeds donated
- A company matches all funds raised at a neighborhood stand
- A fitness studio donates the proceeds from a give-back class
- A team hosts a staff-led stand outside their business
- A business makes a flat donation to create momentum and excitement

*These are just examples! We'd love to collaborate on an idea that works best for your business and your goals.

We'll help spread the word!

The Beehive Alliance promotes participating businesses through email, social media, and our website, highlighting your support, your impact, and your commitment to children's mental health.

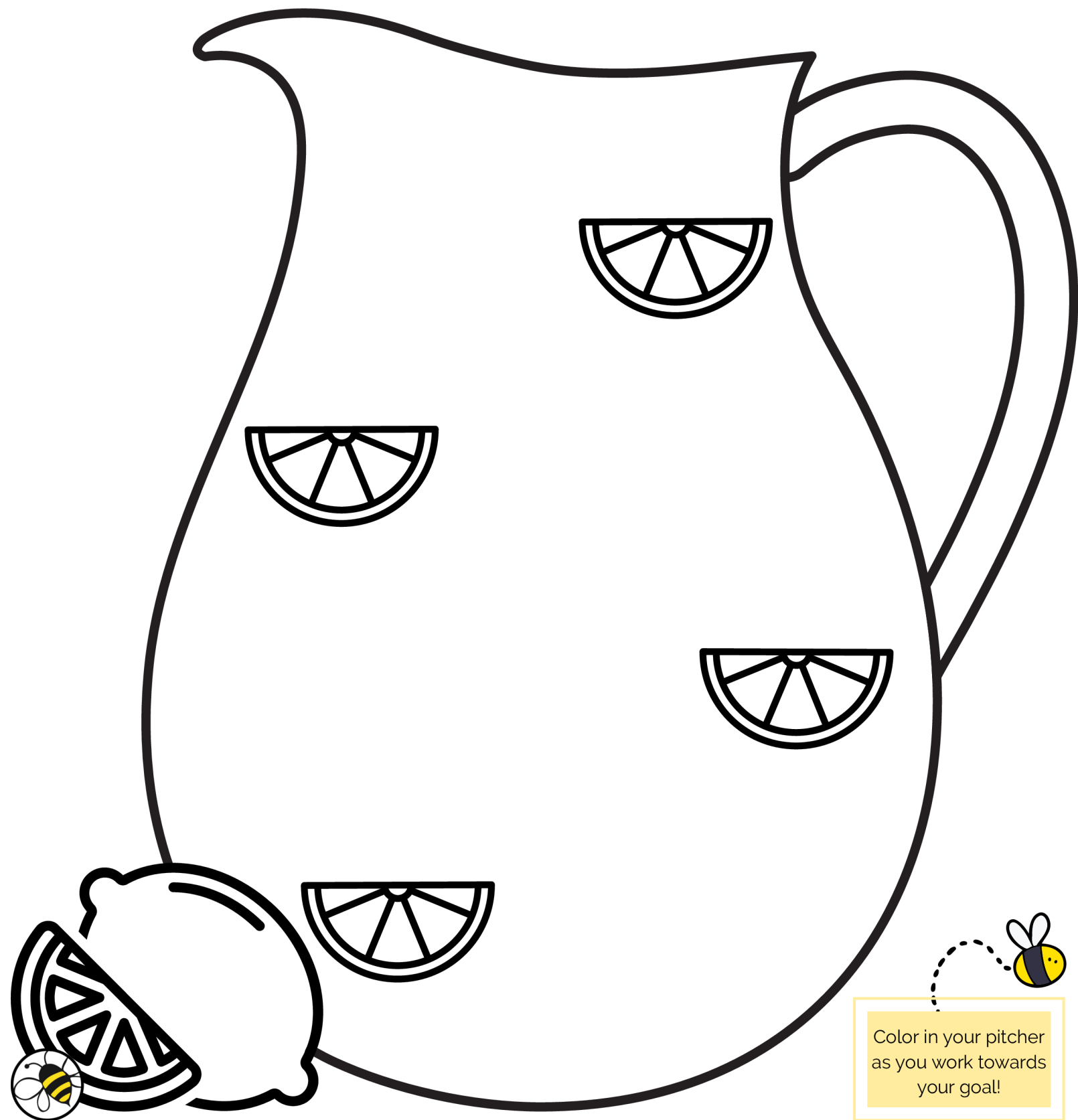
Business recognition includes

- Social media shout-outs and tagging
- Inclusion in Lemonade Stand email promotions
- Optional logo placement on the Lemonade Stand webpage
- Recognition tied directly to Mental Health Awareness Month

Lemonade Day is our single biggest day of social media engagement each year, with thousands of unique views as we share Lemonade Stand totals in real time.

Email meg@thebeehivealliance.com for more information!

OUR GOAL: _____



Every Cup Counts!



#BuzzForPMH

5 FAST FACTS ABOUT PEDIATRIC MENTAL HEALTH

From Kids Mental Health Foundation- Nationwide Childrens



50% of all lifetime illnesses start by age 14.



Only one child psychiatrist is available for every 15,000 youths younger than 18.



Most children and teens do not receive mental health treatment or care until 8 to 10 years after experiencing symptoms.



One in 5 children is living with a mental illness.



The American Academy of Pediatrics, American Academy of Child and Adolescent Psychiatry have declared a National State of Emergency in Children's Mental Health.

Lemonade Stand

CONVERSATION STARTERS

Younger Kids

What is mental health?

Explain that mental health affects how we think, feel and act. It helps determine how we handle stress, hard situations, how we are with others and how we make choices.

What kinds of people can help kids with their mental health?

Let them know there are doctors who help kids who are feeling overwhelmed, stressed, anxious or in need of someone to talk to if they are struggling with their emotions or mental health.

What are we giving our lemonade money to?

The money we make at our lemonade stand will go to the Nationwide Children's Hospital to help the doctors take care of kids who need extra support. It will also go to On Our Sleeves which helps give resources to children and families to keep kids' minds happy and strong!

Older Kids

What is mental health?

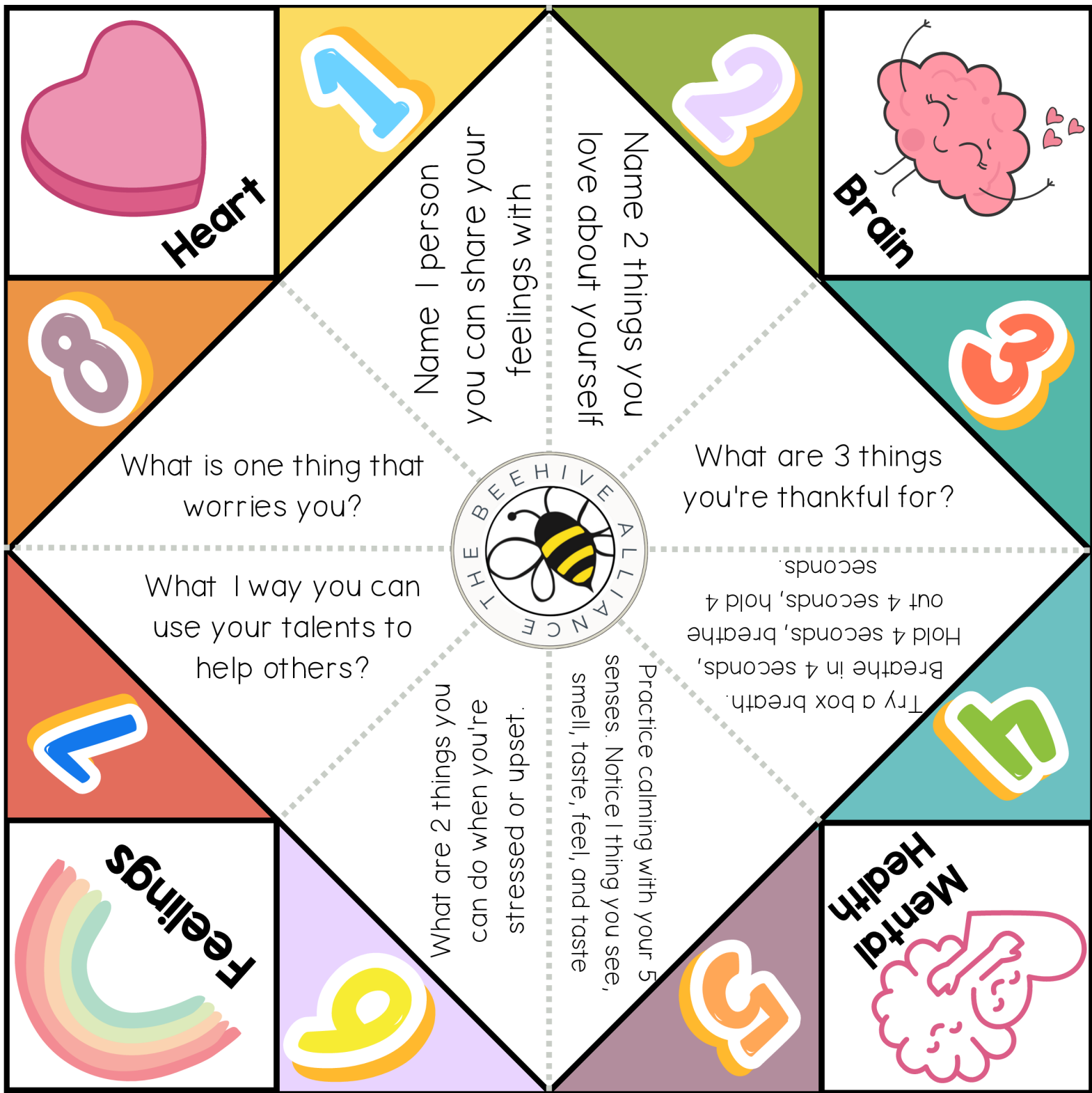
Ask your kids this question and let them lead the discussion. Do they understand what mental health is? Have they themselves felt any mental health struggles? What makes them feel better when they feel discouraged, upset or anxious? Is it easy to talk about their feelings? If not, what might make it feel easier?

How to be aware of mental health issues with friends

Have they ever experienced mental health conversations with friends? Have they ever noticed a friend acting different, feeling down or overwhelmed? Let your child know that being aware of not only their own mental health needs but with their friends as well can change a person's life. Paying attention, asking questions and being a listening ear can help a friend in need feel seen and understood. Let them know there are people to turn to and places to call if a friend needs assistance so they have resources in their back pocket.

Where is our lemonade stand money going?

Make your children aware the money they raise from their incredible lemonade stand will be given to our local Nationwide Children's Hospital Behavioral Health Programs. The money will go towards various needs such as resources needed for children i.e fidget spinners, notepads, card games as well as money to specific programs so doctors can continue doing their hard work helping children feel better. It will also go to the program On Our Sleeves which helps spread free resources and awareness to kids and families across the country. Their goal is to break stigmas and let children know it is okay to speak on their feelings and that it is okay to not be okay sometimes.



Cut out around the outside of your fortune teller.
Follow the link for instructions

MENTAL HEALTH CRAFTS



FAMILY KINDNESS POSTER

To start a new week, grab a poster board, post-it notes and a marker. Hang the poster up somewhere in your home where everyone can access it. As you move through the week, try and do as many acts of kindness as you can! At the end of each day, have your family members write your acts of kindness on post-it notes and sign their initials at the bottom. At the end of the week, talk through all the wonderful things you did for others and what a difference you made with many small acts of kindness!

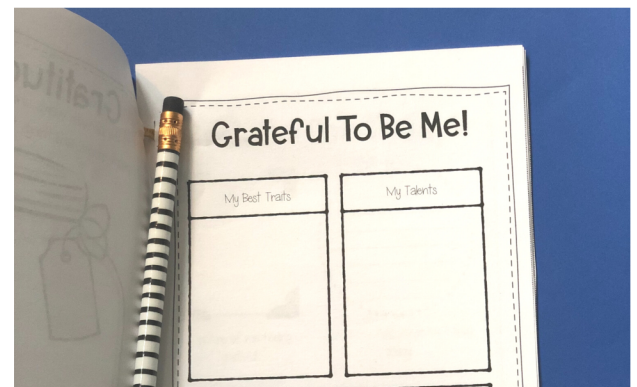
RESILIENCE MATS

Write each child's name on a sheet of paper. Surround their name with their positive qualities and traits that make them special, you can have your child add some traits about themselves! You can hang it as a poster, or laminate and use it as a placemat! To make this activity even more impactful, collect traits from multiple people such as siblings, friends, caregivers and relatives. Read the traits all together as a family and continue to add them over time. Make sure your children know all the wonderful qualities they have. When they face tough times in the future, the hope is that they'll tap into this list to gather the confidence and strength they need to move forward!



GRATITUDE JOURNAL

We love gratitude journals! You can grab one from your local bookstore or amazon, or make your own with some paper and a stapler! Each night before bed, you can talk with your child about their day and what they are grateful for. Have them draw a picture and/or write out their gratitude in the journal. Giving children outlets to express their gratitude helps to create a more productive environment. Gratitude helps to recognize only happiness but what is important to them.



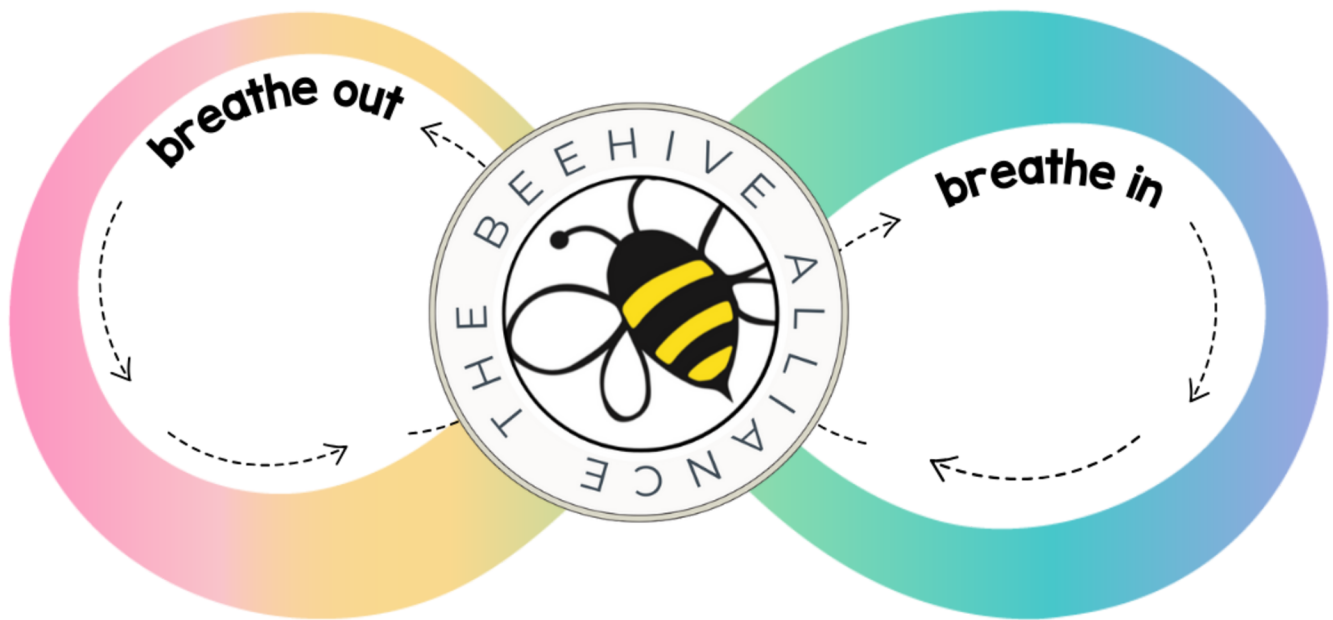
CONNECTION JAR

This jar could be used for the dinner table, bedtime chats or a family game! Simply add positive, fun, silly questions or conversation starters to the jar and pass the jar around to learn more about each other. You can add questions such as, "Name your strengths", or "Tell us a happy memory" to get your children talking about things that are important to them, have left a lasting positive impact on them and to stay connected as a family.



Bee Breathing

TRY THIS BREATHING STRATEGY! TRACE THE LINES WITH YOUR FINGERS AND FOLLOW THE INSTRUCTIONS.



Mental Fitness Challenge

Keeping our brain in shape is just as important as physical fitness. Try doing one of these tips every weekday!



1. Over dinner, talk about 3 things you are grateful for.



2. Take a walk.



3. Send an email/ message to someone you love.



4. Allow yourself to be present in the moment.



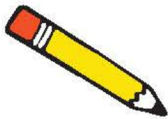
5. Plan a family activity night, like game night or movie night.



6. This morning, talk about what you are most excited for today.



7. Donate to or volunteer at an organization.



8. Draw a picture of someone or something you are grateful for.



9. Make a list of 3 things you want to do this year.



10. Sing a song together.



11. Limit screen time today.



12. Read a book.



13. Make dinner together.



14. Smile and say hello to every person you see today.



15. Focus on the positive. Try not to complain about anything today.



16. Ask your kids to share one thing they like about themselves and why.



17. Write down one thing you want to get done this weekend – and do it.



18. Do one random act of kindness today.



19. Color a picture.



20. Go to sleep a half hour earlier.



21. Send a text message to someone you miss.



22. You decide: How will you be mentally fit today?

For more mental health tips and information, visit OnOurSleeves.org. Share how you're being mentally fit. Use [#OnOurSleeves](https://OnOurSleeves.org) on social media.

ON OUR SLEEVES®

The Movement for Children's Mental Health

LET'S READ!

Mental Health Books by Age Group

AGES 1-3

Bear Says Thanks - Karma Wilson

Big Feelings- Alexandra Penfold

I am! Affirmations for Resilience- Bela Barbosa

The Way I Feel- Janan Cain

The Lion Inside- Rachel Bright

The Nice Book- David Ezra Stein

AGES 7-10

Wink- Rob Harrell

One Word For Kids- Jon
Gordon

Someday- Eileen Spinelli

Wonder- R.J Palacio

Thanku Poems Of Gratitude-
Miranda Paul

When Stars are Scattered-
Victoria Jamieson

JOURNALS

happymejournal.com

biglifejournal.com

The One Minute Gratitude Journal
- Brenda Nathan

AGES 4-6

My Strong Mind- Niels Van
Hove

The Boy with Big Big Feelings-
Britney Winn Lee

The Rabbit Listened- Cori
Doerrfeld

Jabari Tries -Gaia Cornwall

The Magical Yet- Angela
DiTerlizzi

Rosie Revere, Engineer- Andrea
Beaty

TEENS

Speechless- Adam P Schmitt

Out Of My Mind- Sharon M.
Draper

Wolf Hollow- Lauren Wolk
Fighting Invisible Tigers- Earl
Hipp

A Kids Book About
Mindfulness-
www.akidsbookabout.com



NEED HELP?

PRINT OUT AND SHARE THIS RESOURCES WITH YOUR TEEN

YOU ARE IMPORTANT ● HELP IS AVAILABLE ●



CRISIS TEXT LINE:

TEXT
HOME TO
74 174 1

OR CALL
1-800-273-TALK
(8255)

NATIONWIDE BEHAVIORAL HEALTH CRISIS DEPARTMENT

6 14-355-8080

NATIONAL EATING DISORDERS ASSOCIATION HELPLINE

1-800-931-2237

PARENT RESOURCES:

WWW.ONOURSLEEVES.ORG TO FIND MANY ARTICLES
ON MENTAL HEALTH TOPICS!