

The Story of Make a Stand



It started with a little girl named [REDACTED] 8 years old, who saw a picture of two little boys in Nepal. They were about her age, they were brothers, and they were slaves.

They carried rocks on their backs, but they were holding hands to make them “feel better” as the little girl says. She didn’t understand slavery, but she knew it was wrong. She told her dad they needed to do something to help.

And so, as kids will do, she set up a lemonade stand and started selling lemonade to end child-slavery. She didn’t understand there’s nothing an 8 year-old can do to fix the problems of the world. She didn’t understand that one child selling one cup of lemonade at a time couldn’t possibly make an impact on something as awful as global child-slavery.

She sold lemonade every day for 173 days straight. No price. She would say, “Just pay what’s in your heart.” She didn’t understand the way business works. But sometimes, the more we understand the less we know, because \$156,788 later little [REDACTED] had contributed to the freedom and new beginnings of 550 slaves. Her story generated over 40 million media impressions, featured in over 700 media outlets, including *The New York Times*, CBS News, ABC News, The Huffington Post and the BBC World News. That one little girl did more good for the world in 173 days than many do in a lifetime. Along the way, she touched the hearts of thousands worldwide and sparked a movement to help end the horrors of slavery—and help people believe again.



What’s Next?

After raising all that money, [REDACTED] wanted to do more. She said, “Wouldn’t it be great if whole world could come to my lemonade stand? What if everyone could pay what’s in their heart for my lemonade and help end slavery? Wouldn’t everybody want to do that?”

We decided to find out the answer to that question. So, guided by the wonder, the faith and the innocence of an 8-year old we’re setting out to help end slavery in her lifetime - one bottle of lemonade at a time. **Would you like to join us? You can help at www.makeastand.com**