

# Macomb student's lemonade stand earns over \$4,000 for charity



Emily and Michael Broadbridge poured lemonade on June 6 as a charity project, raising more than \$4,000. Emily Broadbridge is planning another charity project for August. Submitted photo

By Nicole Tuttle,  
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Between a virtual lemonade stand and a physical lemonade stand location in Macomb Township, Emily Broadbridge earned over \$4,000 for charity. Emily Broadbridge is planning another charity project for August.

When 10-year-old Emily Broadbridge enters the fifth grade at Cherokee Elementary School this fall, her description of her summer vacation will be significantly different from other children. Not only can she truthfully attest that she earned more than \$4,000 for homeless students, she will also be able to say she did her part to help U.S. troops as well.

“I wanted to have a lemonade stand. It feels good to help others in a fun way,” Emily said.

Emily began her summer by rethinking the concept of a lemonade stand. Instead of a for-profit stand, she opted to donate all her proceeds to the Macomb Intermediate School District (MISD) Homeless Education Project. Kurt Broadbridge, Emily’s father, said his daughter began in May by developing social media such as a Facebook page at [facebook.com/EmilysHappyDay](https://www.facebook.com/EmilysHappyDay).

“We also, at the same time, started a virtual lemonade stand ... It took a few weeks to get that going, but once it caught on it was going fast,” Kurt Broadbridge said.

Emily also did her own publicity for the lemonade stand, offering presentations at the Clinton Valley Kiwanis Club and Cherokee Elementary School to earn contributions.

“Support from the school has been tremendous. Teachers support it and the principal actually came to the lemonade stand,” Kim Broadbridge, Emily’s mother, said.

The lemonade stand was held on June 6 from 1 p.m. to 4 p.m. at the Broadbridge’s home in Macomb Township. Approximately 200 cups were sold at a cost of 50 cents per cup, or \$5 for a “bottomless cup.” A new feature this year was live entertainment, when Emily and Kurt Broadbridge performed the song “Thank God for Kids.” The performance can be viewed on Emily’s Facebook page.

“It was on the day of the lemonade stand. She wanted to do something special in celebration of the fifth year. My husband played guitar and she sang a song,” Kim Broadbridge said. Kurt Broadbridge said that the virtual lemonade stand at [crowdrise.com/EmilysHappyDayLemonadeStand/fundraiser/kurtbroadbridge](https://www.crowdrise.com/EmilysHappyDayLemonadeStand/fundraiser/kurtbroadbridge) closed on June 12 and more than \$4,000 from both virtual and physical sales was delivered to the MISD Homeless Education Project on July 1 after all contributions were counted.

Emily first began her lemonade selling enterprise five years ago, when she was five years old, after Kurt Broadbridge told her about National Lemonade Day. Kurt Broadbridge said he first learned about National Lemonade Day while listening to WJR-AM 760 and discovered the concept taught young children about entrepreneurship as well as the need to save, spend and give back.

“When we started, that is what we did, but Emily, being the kind of little girl she is, it evolved into wanting to give it all back,” Kurt Broadbridge said.

Emily donated to a food pantry for the first two years of the stand, but chose to switch to the MISD Homeless Education Project when she hosted the stand for the third year.

“I had heard about the Homeless Education Project through a mutual colleague of mine. He explained how it helps homeless children in Macomb County,” Kurt Broadbridge said.

He explained the concept of the MISD Homeless Education Project to Emily, who was eager to help.

“I talked to Emily about it. It is a great opportunity for her to help other children, people that are in her age group. It was her decision. I talked to her about it and asked if she would like to learn more about it. She said yes... I think this has become sort of this mission for Emily now. She is so committed to it...” Kurt Broadbridge said.

Emily traditionally hosts her lemonade stand the first weekend in June, with occasional help from friends and cousins, according to Kurt Broadbridge.

“She has a little brother who is now five, he started to get involved this past year as an ice scooper,” Kurt Broadbridge said.

Kurt and Kim Broadbridge assist by making the lemonade, but Emily has been sending personal thank you notes to those who patronized her stand.

“I have been busy signing the notes ... ” Emily said.

Kurt Broadbridge said the stand is a once per year event, but next year Emily plans to increase sponsorships. In the meantime, she has selected to take on a new charity project to cheer U.S. troops.

“I want Emily to spread her wings and feel like she can do other things,” Kurt Broadbridge said.

Kurt Broadbridge said that he learned of a program called Desert Angels, which packs boxes for deployed U.S. troops. The organization is planning a packing party for Aug. 25 in Macomb County, and is seeking children’s drawings and coloring pages to include in the boxes, according to Kurt Broadbridge.

“So we are going to have a coloring party. Children can color and draw pictures at our house. It is an open door policy and we will promote it on Facebook and with other individual invitations,” Kurt Broadbridge said.

Kurt Broadbridge said that no firm date or time has yet been set for the coloring gathering.

“Originally we were just going to have coloring books and tear pages out, but Emily insisted we have blank paper too,” Kurt Broadbridge said.