

Chippewa Valley students aim to raise \$10,000 for charity with lemonade stand



Michael and Emily Broadbridge annually host a lemonade stand in June to benefit the Macomb Intermediate School District Education Project for Homeless Children and Youth. This year the stand will open on June 2. Photo courtesy of KIMBERLY BROADBRIDGE

By Nicole Tuttle , For The Macomb Daily

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Chippewa Valley Schools Superintendent Ron Roberts attended the June 3, 2017 Happy Day Lemonade Stand of Emily and Michael Broadbridge. This year the two Chippewa Valley Schools students will host their annual lemonade project for charity on June

2. Photo courtesy of KIMBERLY BROADBRIDGE

For Macomb County children whose lives have handed them the lemons of homelessness, two Chippewa Valley Schools students are making lemonade.

Emily and Michael's Happy Day Lemonade Stand to support the Macomb Intermediate School District (MISD) Education Project for Homeless Children and Youth will be held Saturday from 1-4 p.m. at the home of Emily and Michael Broadbridge, 45619 Thorn Tree Lane in Macomb Township. The lemonade stand accepts donations for a glass, said Kimberly Broadbridge, the mother of Michael and Emily.

Emily Broadbridge, 12, is a seventh grade student at Wyandot Middle School, while her 8-year-old brother Michael attends second grade at Cherokee Elementary School.

Emily Broadbridge began the lemonade stand in 2011 while in kindergarten.

"The program was through National Lemonade Day," the mother said. "The concept is to save a little, give a little and spend a little. In the first year that we did it, we raised \$61 dollars. She followed the program the first year. The program she gave to was God's Helping Hands."

In the second year of the lemonade stand, Emily made the decision to donate all proceeds to the MISD Education Project for Homeless Children and Youth, and has done so since that time.

"She said it would be great helping kids her age, kids she could relate to," Kimberly said.

In 2016, younger sibling Michael joined Emily in business. The Broadbridge family provides all supplies for the lemonade stand.

"Because I am in the family, I think I should help do it too and because she (Emily) was kind of like, lots of people are coming," Michael said. "So she kind of needs help, it is hard to do it by herself. And it is good to give back."

Michael set the fundraising goal for the lemonade stand this year.

"So last year we raised \$9,050.15. So I think we should go higher but not so, so much higher," he said.

Kimberly said Emily and Michael prepare for the stand with publicity, posters, sponsorship requests and more. Sponsors receive signs on lemonade stand day, Facebook recognition and thank-you notes, according to Kimberly Broadbridge. Sponsorship inquiries are accepted at kim@technologycanwork.com.

"In the last few years they have added sponsorships from local businesses, they have family and friends who sponsor the lemonade stand. So they coordinate all of those efforts ahead of time," Kimberly said. "On the day of the lemonade stand they make the first few pitchers."

While Emily and Michael man the stand, other family members help out by preparing additional lemonade batches as needed.

Emily and Michael have also given short speeches to promote their stand before the Chippewa Valley Schools Board of Education, Clinton Valley Kiwanis Club and Macomb Township Board of Trustees.

"School can be hard, and even harder if you grew up without having things to help you fit in," Emily said in a May 9 pitch before the Macomb Township Board of Trustees.

In total, Emily and Michael Broadbridge have raised \$22,538.41 since June 2011.

"Last year I think we sold over 200 glasses in one day of having it in the driveway," Kimberly Broadbridge said.

MISD School Health and Related Services Consultant Mary Lebioda said there are currently 1,558 students who qualify as homeless in Macomb County.

Lebioda said the assistance of the lemonade sales has provided two benefits.

“One of the greatest benefits has been the increased awareness of homeless youth in Macomb County,” she said. “They have done this through presentations to community organizations, legislators, businesses and schools. The second way that they have assisted is in the generation of thousands of dollars in funds that they have donated.”

MISD uses the funds to purchase backpacks, school supplies, socks, hats, gloves and hygiene items for homeless students.

Those who attend the lemonade stand can also assist Desert Angel through a coloring party.

“Desert Angel sends care packages to service men and women. They need these coloring pictures, which are placed inside each one of the care packages,” Kimberly said.

For those who cannot attend the lemonade stand in person, donations can be made through rally.org/happydaylemonade. Checks can be made payable to the MISD Homeless Education Project. For additional information, visit facebook.com/EmilysHappyDay.