

# St. Jude Dream Home<sup>®</sup> Giveaway

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Instrumental in the ongoing success of St. Jude Children's Research Hospital's research and treatment of childhood cancer and other catastrophic diseases is the St. Jude *Dream Home* Giveaway program. Due to the overwhelming community support of many local sponsors and compassionate ticket-buyers, the program has grown to be one of the largest single-event fundraisers for the hospital. The generous contributions and involvement from the building community, local media partners, prize sponsors and volunteers have made it possible for the hospital to raise millions of dollars for the cause, while also assuring that donor dollars are not wasted. At the same time, over 198 lucky supporters have won a new "dream home" of their own.

The St. Jude *Dream Home* Giveaway involves selling a limited number of \$100 chances to win a brand new, single-family home in a local community. Each dream home has a market value in a range of \$300,000-\$700,000 and is built largely with donated land, materials and labor. Generous media sponsors also play a vital role in promoting the campaign and raising awareness of the lifesaving work being accomplished at St. Jude. The final 4-8 weeks of the campaign, the home is open to the public for tours and special events, and then the project then culminates with a "live" TV program, where the house is given away, along with many other donated high-value prizes.

## St Jude Children's Research Hospital

Since opening in 1962, St. Jude Children's Research Hospital has treated children from all 50 states and over 70 foreign countries that have been stricken with catastrophic diseases. It remains the only research hospital that pays for all treatment and expenses not covered by insurance, including travel, lodging and food, regardless of a family's ability to pay. St. Jude has also developed protocols that have brought the survival rate of childhood cancer from less than 20% to over 70% overall, and they share these discoveries freely and immediately with the scientific community and other children's hospitals in local communities and around the world. In 1962, the survival rate for acute lymphoblastic leukemia (ALL), the most common form of childhood cancer, was 4 percent. Today, the survival rate for this disease is 94 percent thanks to research and treatment protocols developed at St. Jude.

This kind of mission comes with a staggering cost of over \$1.2 million a day, which is largely facilitated by donations from caring individuals and organizations. ALSAC, the fundraising arm of St. Jude, coordinates over 60,000 events a year to help fund this mission, and a remarkable 85.3 percent of every dollar received by St. Jude goes to the current and future needs of the hospital.