

# ESA ST. JUDE

## The ESA and St. Jude Partnership

- The ESA and St. Jude partnership began in 1972 after St. Jude founder Danny Thomas was introduced to ESA by Indiana member Judy Lester.
- ESA members immediately fell in love with Danny Thomas and the mission of St. Jude. ESA's first commitment was to raise \$1 million.
- Danny Thomas loved ESA and attended nearly every ESA national convention until his death in 1991.
- ESA members pride themselves on being at the ground level of many of St. Jude's major fundraising events, including Walk/Runs, Dream Homes, and radiothons.
- The collegiate fundraising program, ESA Hearts St. Jude, was introduced in 2011 as a way to further engage collegiate ESA members with the St. Jude mission.
- ESA has donated more than \$275 million in cash and pledges since the partnership began in 1972.

[stjude.org/esahearts](http://stjude.org/esahearts)  
[#esa4stjude](https://twitter.com/esa4stjude)

©2018 ALSAC/St. Jude Children's Research Hospital (38032)



# ESA ♥ ST. JUDE

## ALSAC Quick Facts

- ALSAC stands for American Lebanese Syrian Associated Charities.
- ALSAC was founded by Danny Thomas in 1957 to be the fundraising and awareness organization for St. Jude Children's Research Hospital.
- ALSAC's sole mission is to raise the funds and awareness necessary to operate and maintain the hospital.
- ALSAC is responsible for raising 75% of the funds necessary to operate St. Jude.
- ALSAC is responsible for St. Jude's major fundraising campaigns – Dream Homes, Radiothons, St. Jude Walk/Run to End Childhood Cancer, galas, golf tournaments, etc.
- There are ALSAC regional offices across the United States in place to help local programs.
- Your local ALSAC rep can help you with all sorts of St. Jude related publicity and presentations. Contact Mackeigan at [mackeiganw@epsilonsigmaalpha.org](mailto:mackeiganw@epsilonsigmaalpha.org) to find the contact person in your region.

[stjude.org/esahearts](http://stjude.org/esahearts)  
[#esa4stjude](https://twitter.com/esa4stjude)

©2018 ALSAC/St. Jude Children's Research Hospital (38032)



# ESA ST. JUDE

## St. Jude Quick Facts

- Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live.
- Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent when the hospital opened in 1962 to more than 80 percent today.
- St. Jude is where doctors often send their toughest cases, because St. Jude has the world's best survival rates for some of the most aggressive forms of childhood cancers.
- St. Jude freely shares its groundbreaking discoveries, and every child saved at St. Jude means doctors and scientists can use that knowledge to save thousands more children around the world.
- It will cost more than \$1 billion to operate St. Jude this year and the majority of that must come from generous donors.
- St. Jude has treated children from all 50 states and from around the world.
- St. Jude treats about 8,500 children with cancer and other life-threatening diseases each year. The treatments for pediatric cancer can last up to three years or more and cost on average \$425,000 including housing, travel and food.

[stjude.org/esahearts](http://stjude.org/esahearts)  
[#esa4stjude](https://twitter.com/esa4stjude)

©2018 ALSAC/St. Jude Children's Research Hospital (38032)

