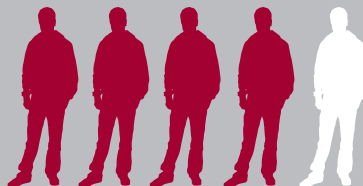


The Power & Progression of the **St. Jude Brand**

**HEALTH
NON-PROFIT
BRAND OF
THE YEAR**

FOR THE 4TH
CONSECUTIVE YEAR
(HARRIS POLL)



**4 OUT OF 5
AMERICANS
RECOGNIZE THE
ST. JUDE BRAND**

**HIGHEST
FAVORABILITY
OF ALL NONPROFITS
SURVEYED**

#1 NET
PROMOTER
SCORE

TREATS CHILDREN
IN ALL 50 STATES
AND AROUND THE WORLD

**10 MILLION
ACTIVE DONORS**



— & —

31 
FORTUNE
1,000
COMPANIES



ST. JUDE DONORS ARE UP TO

2x

MORE LIKELY TO SHOP THOSE BRANDS
WHICH HAVE BEEN PARTICULARLY VOCAL
IN THEIR SUPPORT OF A CAUSE.



**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 OVERALL CHILDHOOD CANCER SURVIVAL RATES

FROM **20% IN 1962** ————— TO MORE THAN **80% TODAY**



ST. JUDE FREELY SHARES THE DISCOVERIES IT MAKES, AND
EVERY CHILD SAVED AT ST. JUDE MEANS DOCTORS AND
SCIENTISTS WORLDWIDE CAN USE THAT KNOWLEDGE TO
SAVE THOUSANDS MORE CHILDREN.