



St. Jude Children's Research Hospital

ALSAC • Danny Thomas, Founder

Finding cures. Saving children.

THE MARKET

Emily was born paralyzed, her spine severed by a series of tumors. She had neuroblastoma, a cancer that affects the sympathetic nervous system. At three days old, she arrived at St. Jude Children's Research Hospital for treatment. Twenty-two years later, she and the rest of the United States Women's Wheelchair Basketball Team won a gold medal in the 2004 Paralympics in Athens, Greece.

DaSean has sickle cell disease, a genetic condition that can cause intense pain crises, infections, lethal pneumonia, and severe organ damage. Since entering a groundbreaking treatment program at St. Jude, he has not endured another pain crisis. Nine years after beginning therapy, DaSean is a straight-A student who practices martial arts five days a week.

Anna Grace was abandoned on a Chinese roadside when she was a day old. At 13 months, the baby was in the warm arms of her adopted



These children and thousands of others are alive today and thriving because of entertainer Danny Thomas. The founder of St. Jude Children's Research Hospital had a dream that "no child should die in the dawn of life." Every day since the hospital doors opened in 1962, Thomas's inspired dream has come closer to being a reality.

ACHIEVEMENTS

The mission of St. Jude Children's Research Hospital is simple, but daunting: to find cures for children with catastrophic diseases through research and treatment. With this mission firmly in sight, the institution has grown into one of the world's premier biomedical research centers. Among its many achievements are:

- Development of protocols that have increased survival rates for childhood cancers from less than 20 percent to more than 70 percent overall. When the institution opened, the survival rate for acute lymphoblastic leukemia, the most common form of childhood cancer, was 4 percent. Thanks to research conducted at St. Jude, that rate is 90 percent today.
- Being the only National Cancer Institute-designated cancer center that is devoted solely to children.
- Establishing the nation's largest protocol-based pediatric brain tumor program, becoming the coordinating center for the nationwide Pediatric Brain Tumor Consortium, and being known worldwide for cutting-edge brain tumor science and treatment technology.
- Being the first institution to cure sickle cell disease with a bone marrow transplant and having one of the

largest pediatric sickle cell programs in the country.

- Being the first to adapt a computer-based, 3-D radiation therapy technique for pediatric brain tumor treatment. This treatment is designed to minimize damage to healthy tissue and preserve cognitive development in children.
- Having on staff a Nobel Prize winner, three National Academy of Sciences members, three members of the Institute of Medicine, and three Howard Hughes Medical Institute investigators.

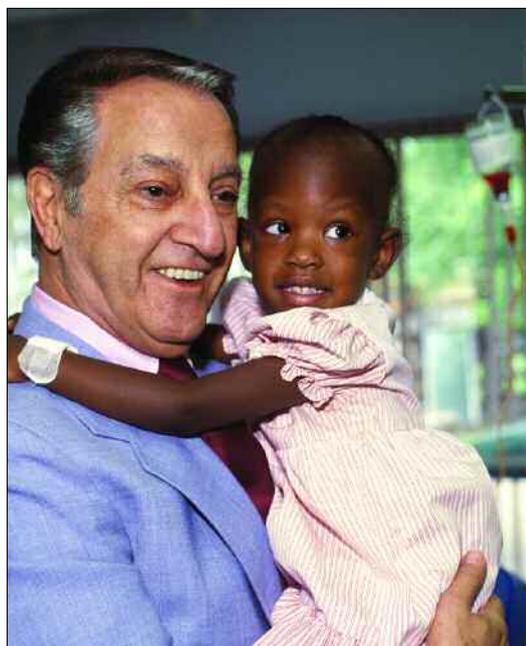
- Being the home of the Hartwell Center for Bioinformatics and Biotechnology, which integrates, in a single setting, more state-of-the-art research technologies in computing and molecular science for the investigation of pediatric disease than any other such center in the world.

HISTORY

More than 50 years ago, Danny Thomas, then a struggling young entertainer with \$7 in his pocket, knelt in a Detroit church before a statue of Saint Jude Thaddeus, the patron saint of hopeless causes. He asked the saint to "show me my way in life."

A few years later — his prayer clearly answered — he spoke again to the saint, pledging to someday build a shrine in his name. As Thomas's career flourished, becoming a nationally known television and film entertainer, he never forgot his promise.

In the early 1950s, Thomas began contemplating what concrete form his vow could take. He decided he would build a research and treatment center under one roof for the study of catastrophic childhood diseases; children of all ages and



American family. But when Anna Grace began losing the ability to sit up and her eyes began to wander, the family learned their baby had a tumor on her brainstem. Within hours, Anna Grace underwent surgery to remove the cancer. At St. Jude, she endured 16 months of chemotherapy and other treatments. Today, Anna Grace enthusiastically hosts her own tea parties.



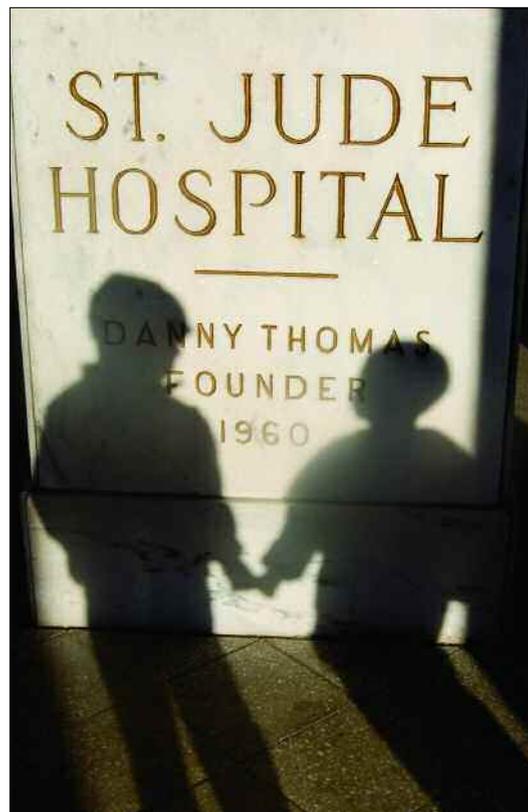
religions would come, and no family would be turned away for an inability to pay. Working tirelessly, even visiting 28 cities in 32 days, Thomas, his wife Rose Marie, and his friends raised the money to build the hospital. As a result, the fund-raising organization ALSAC was formed in 1957. Supported by the efforts of more than 1 million volunteers nationwide, ALSAC has become America's third-largest health-care charity.

Thomas's "little hospital in Memphis" — which now has daily operating costs exceeding \$1 million — has improved health care for children around the world. Today, the founder's children, Marlo, Terre, and Tony, carry on the work and remain a driving force in fulfilling their father's mission. Danny is gone, but his dream lives on.

THE PRODUCT

St. Jude is the only pediatric research center where families never pay for treatment not covered by insurance, and families without insurance are never asked to pay. The hospital also fully pays for lodging, food, and travel for patients and their families.

The hospital's research efforts are directed at understanding the molecular, genetic, and chemical bases of catastrophic diseases in children, identifying cures for such diseases, and finding ways to prevent them. Research is focused specifically on cancers, some acquired and inherited immunodeficiencies, infectious diseases, and genetic disorders.



Current basic and clinical research at St. Jude includes work in gene therapy, bone marrow transplant, chemotherapy, the biochemistry of normal and cancerous cells, radiation treatment, blood diseases, resistance to therapy, viruses, hereditary diseases, influenza, pediatric AIDS, and psychological effects of catastrophic illnesses. St. Jude



also conducts long-term biostatistical investigations of its patients.

St. Jude clinicians are providing care to approximately 4,700 active patients, most of whom are treated on a continuing outpatient basis as part of ongoing research programs. The hospital also maintains 60 beds for patients requiring hospitalization during treatment. St. Jude has treated children from all 50 states and from more than 70 countries.

RECENT DEVELOPMENTS

St. Jude is undergoing an extensive expansion program to bolster the hospital's research and treatment efforts. The initiative includes an expanded Immunology Department as well as the recent addition of the Chemical Biology and Therapeutics department and the Cancer Prevention and Control department. Construction is under way for an Integrated Patient Care and Research Building where rapidly evolving computerized tomography (CT) and magnetic resonance (MR) technology will keep St. Jude at the forefront of radiation therapy in a pediatric and adolescent setting.

St. Jude is the nation's only pediatric research center to have an on-site facility for production of highly specialized medicines and vaccines. The Children's GMP, LLC, is the critical link in the bench-to-bedside journey at St. Jude. This biomedical workshop produces highly specialized medicines, vaccines, proteins, gene-based molecules, and other biological products under government-approved Good Manufacturing Practices regulations.

The hospital recently pioneered a unique procedure allowing children to receive a life-saving stem cell transplant from a parent without an exact match. The hospital is also pioneering the development of a new, multi-envelope HIV vaccine, now in clinical trials, which is

designed to combat all the natural strains of the virus.

PROMOTION

ALSAC is the fund-raising arm of St. Jude. Each year, millions of Americans from all backgrounds participate in more than 30,000 ALSAC fund-raising activities — from supporting radiothons and Math-A-Thons to making donations through the mail or online. A recent addition to these efforts is *Thanks and Giving*, a national program that encourages consumers to show their thanks for the children in their lives who are healthy while giving to those children who are not, with the hope that some day all children will be healthy. National outreach director Marlo Thomas is the chief spokesperson for this initiative.

BRAND VALUES

St. Jude was founded based on Danny Thomas's core belief that "no child should die in the dawn of life." Dedicated to the mission of finding cures and saving children, St. Jude is the place

where some of today's most gifted researchers are able to do more science more quickly . . . where doctors across the world send their toughest cases



and most vulnerable patients . . . where no one pays for treatment beyond what is covered by insurance, and where those without insurance are never asked to pay.

THINGS YOU DIDN'T KNOW ABOUT ST. JUDE CHILDREN'S RESEARCH HOSPITAL

- Every breakthrough at St. Jude is immediately and freely shared with the scientific and medical communities worldwide. That's why St. Jude is called the "hospital without walls."
- St. Jude is the only pediatric cancer research center that fully pays for lodging, food, and travel for patients and their families.
- The hospital's After Completion of Therapy program is the largest long-term follow-up clinic for pediatric cancer patients in the United States.
- To find out more about St. Jude's life-saving work, please go to www.stjude.org.