

THE OFFICIAL ST. JUDE FUNDRAISING GUIDE



TAU KAPPA EPSILON
— Better Men for a Better World —

WHY ST. JUDE

LEARN MORE ABOUT TKE'S HISTORY WITH ST. JUDE

\$10 MILLION IN 10 YEARS

LEARN ABOUT TKE'S COMMITMENT TO THE BMT FLOOR

FUNDRAISING BEST PRACTICES

MAKE SURE YOU GET CREDIT FOR THE DOLLARS YOU
RAISE



Introduction

When Frater Danny Thomas (Gamma-Nu, Toledo), founder of St. Jude Children's Research Hospital, spoke of the "unifying bond that grows from young men working together" in the fall 1978 issue of THE TEKE magazine, he was speaking of the positive actions of Tekes across the nation in support of St. Jude.

"Every time we'd think we had enough for the next year, researchers would come up with a bigger need," said Danny. "Fortunately, with people like my Fraters in TKE, we have been able to accomplish what we initially thought was a hopeless task."

As St. Jude Children's Research Hospital continues to pave the way in groundbreaking medical advancements in the name of pediatric care, Tau Kappa Epsilon has been present for every milestone. We are excited to continue on the journey for years to come.

THE MISSION OF ST. JUDE CHILDREN'S RESEARCH HOSPITAL

The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.

Pictured: St. Jude Children's Research Hospital Campus in Memphis, Tenn.



TKE & St. Jude

Tau Kappa Epsilon's committed partnership with St. Jude Children's Research Hospital in the fight against childhood cancer officially launched in August 1978. Still to this day, the Fraternity has been dedicated in supporting St. Jude through fundraising efforts on the local and international level.

While the hospital struggled to sustain growth during the early years, support from individuals and organizations like the brotherhood of Tau Kappa Epsilon kept Danny's mission intact. Colonies and chapters across TKE Nation joined together and made local and international fundraising efforts in the name of the children at St. Jude.

Danny further stated in THE TEKE: "I am proud to be a Teke, and I know St. Jude is going to approve of this marriage between the greatest Fraternity in the world and the greatest hospital with the most miraculous research center."

Even though Danny entered the Chapter Eternal in February 1991, his vision for St. Jude lives on.

At Conclave 2015 in New Orleans, Chief Executive Officer Donald E. Aldrich and Past Grand Prytanis Bob Barr announced Tau Kappa Epsilon fulfilled its \$1 million, five-year pledge to St. Jude Children's Research Hospital--a year early, nonetheless. Fraters across TKE Nation continue to support the children of St. Jude, but we still have work to do.



Our Second Commitment

Following the Fraternity's fulfillment of its \$1 million, five-year pledge to St. Jude to name a MRI Suite at the hospital in Memphis, Tennessee, Tau Kappa Epsilon's Grand Council immediately explored new giving options to continue supporting Frater Danny Thomas' mission and St. Jude.

At the 2016 Donald R. Tapia Triangle Summit in Indianapolis, Tau Kappa Epsilon's Grand Council announced with representatives of St. Jude Children's Research Hospital a **\$2.6 million, six-year commitment** to St. Jude to name the Proton Therapy Synchrotron/Particle Accelerator, a state of the art radiation therapy machine that targets tumors with high precision while sparing nearby healthy tissue and organs.

As the 2019 Regional Leadership Conferences drew to a close, Tau Kappa Epsilon announced the completion of our \$2.6 million commitment, nearly 3 years ahead of schedule! Fraters would wait until the Fraternity gathered for the 2019 Conclave in Orlando, FL to learn of our next commitment with St. Jude Children's Research Hospital.



Grand Council visits St. Jude Campus to discuss our \$2.6 million commitment to the hospital.

Our Largest Commitment

On August 3, at Conclave 2019 in Orlando, Grand Prytanis Christopher T. Hanson proudly announced our commitment to embark on our most ambitious fundraising campaign yet.

"It is a great honor to share with you our next step in helping to achieve Frater Danny Thomas's dream that 'no child should die in the dawn of life.' Today, we make history. Today, we dedicate ourselves to building a better world by making the largest commitment by any men's fraternity to St. Jude Children's Research Hospital. Today, we officially begin our campaign to raise \$10 million over the next ten years for the children of St. Jude," stated Hanson.

This commitment is the largest commitment of any men's fraternity to St. Jude Children's Research Hospital.

This commitment to St. Jude, one that will name the Bone Marrow Transplantation and Research Labs Floor, is one of the most significant philanthropic commitments of any men's fraternity. Bone marrow transplantation is part of standard treatment for certain types of diseases, including acute myeloid leukemia and treatment-resistant acute lymphoblastic leukemia. The bone marrow transplantation program at St. Jude is one of the largest pediatric programs in the world.

In November of 2019, the Grand Council, TKE Staff, collegiate Fraters and alumni gathered on the campus of St. Jude to celebrate the dedication of the BMT Floor to Tau Kappa Epsilon.



Bone Marrow Transplantation

The Department of Bone Marrow Transplantation and Cellular Therapy at St. Jude is on the cutting-edge of both laboratory and clinical research, under the leadership of Dr. Stephen Gottschalk, a leader in the field of bone marrow transplantation and cancer immunotherapy.

Bone marrow transplantation is part of standard treatment for certain types of diseases, including acute myeloid leukemia and treatment-resistant acute lymphoblastic leukemia. The bone marrow transplantation program at St. Jude is one of the largest pediatric programs in the world: More than 3,000 transplants have been performed here since 1982. While bone marrow or stem cell transplants can offer a cure to children, the complexity of the procedure comes with significant risk. Our researchers are work tirelessly to improve outcomes for patients as well as to make the potential cure accessible to more people.

For example, historically, in order to receive a bone marrow transplant, patients had to have a marrow or stem cell donor whose blood matched theirs in several key markers. Less than 60 percent of patients will have a matched donor—usually a sibling or someone found through a registry of potential donors. St. Jude pioneered what is known as the haploidentical transplant, meaning the transplant could be performed even if the donor was only partially matched—opening the door for parents to become marrow or stem cell donors for their child.

Research from St. Jude showed that bone marrow transplant survival more than doubled in recent years for young, high-risk leukemia patients. The greatest improvements in survival were patients who had haploidentical donors. These findings are truly a game-changer for children with leukemia: Bone marrow transplants are now possible for children without matched donors—who otherwise had no hope for a cure.

The remarkable advancements in the field of bone marrow transplantation over the past 30 years have also paved the way for other cellular therapies. These exciting, pioneering efforts—including immunotherapy, gene therapy and the use of gene editing—are widely believed to be the next frontier in medicine.

TKE's support for the laboratories in the Department of Bone Marrow Transplantation and Cellular Therapy means investing in the science that can lead to the next big discovery. The promising efforts of this talented team have the potential to save thousands of lives in the future.

Frater Danny Thomas' Dream

More than 70 years ago, Danny Thomas, then a struggling young entertainer with a baby on the way, visited a Detroit church and was so moved during Mass, he placed his last \$7 in the collection box. When he realized what he'd done, Danny prayed for a way to pay the looming hospital bills. The next day, he was offered a small part that would pay 10 times the amount he'd given to the church. Danny had experienced the power of prayer.



In the years that followed, Danny's career flourished through films and television, and he became an internationally known entertainer. He remembered his pledge to build a shrine to St. Jude.

In the early 1950s, Danny began discussing with friends what concrete form his vow might take. Gradually, the idea of a children's hospital took shape. In 1955, Danny Thomas and a group of Memphis businessmen acted on the idea of creating a unique research hospital devoted to curing catastrophic diseases in children. More than just a treatment facility, this would be a research center for the children of the world.

From a promise of "Help me find my way in life, and I will build you a shrine" to the fulfillment of his dream, Danny lived to see his hospital become an international beacon of hope for the catastrophically ill children of the world.

Frater Danny Thomas entered the Chapter Eternal on February 6, 1991, just two days after joining patients, parents and employees to celebrate the hospital's 29th anniversary.

Danny's Legacy & St. Jude Today

St. Jude Children's Research Hospital opened its doors on February 4, 1962. Since then, the hospital has made incredible strides in childhood cancer research. They have helped improve the survival rate of childhood cancer from 20% to 80%.

For cases like acute lymphoblastic leukemia (ALL)--the most common form of childhood cancer and a virtual death sentence in 1962--the survival rate has skyrocket to 94%.

Today, St. Jude is a world leader in developing new, improved treatments for children with cancer, and they create more clinical trials for cancer than any other children's hospital. They freely share those breakthroughs, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.

And same as when St. Jude opened its doors, families never receive a bill for treatment, travel, housing or food--because all they should worry about is helping their child live.



TKEStore.com & St. Jude

Supporting St. Jude has never been easier! As your chapter is ready to sell recruitment or other shirts, you can partner with the official TKE Store at TKEStore.com.

The Official TKE Store will create a custom store for your chapter, allow members and others to order their specific size and each order is individually labeled so there is no more missing shirts.

Your custom chapter store will allow you to automatically kick back 10% to St. Jude Children's Research Hospital which you will receive credit on your Key Result Areas Scorecard on the TKE Chapter Module.

VISIT **TKESTORE.COM** TODAY

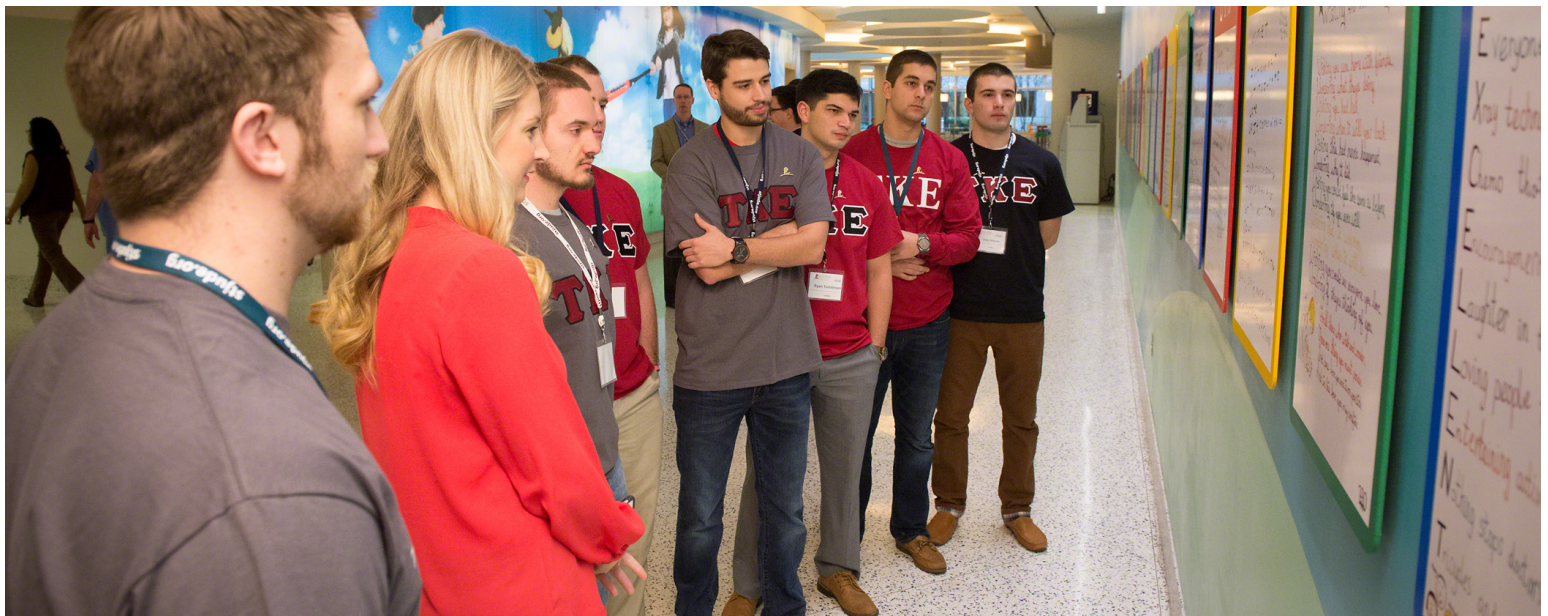
We're always on the look for new ways to show our support to St. Jude. If you have any design recommendations, please submit them to the Offices of the Grand Chapter at StJude@TKE.org.

Quick Facts

Whether you're simply engaging in conversation or actively fundraising for St. Jude, it is critical you know your facts! Fortunately for you, Tau Kappa Epsilon and St. Jude have consolidated a number of key facts and figures to guide you in your efforts to spread knowledge of St. Jude's lifesaving work.

BY THE NUMBERS

- 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 increase the overall childhood cancer survival rate from 20% to more than 80% since we opened more than 50 years ago. We won't stop until no child dies from cancer.
- Because St. Jude freely shares our discoveries, every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.
- St. Jude conducts more clinical trials for childhood cancer than anyone else.
- 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 cancer.
- St. Jude treats children from all 50 states and around the world.
- Because a majority of St. Jude funding comes from generous donors, St. Jude has the freedom to focus on what matters most—saving kids regardless of their financial situation.



Official Images & Logos

St. Jude and Tau Kappa Epsilon have specific brand standards on how to appropriately use the St. Jude and Tau Kappa Epsilon logos.

One of the most important pieces is how you refer to St. Jude in your marketing materials. In the first reference in your document, use St. Jude Children's Research Hospital. Any future references can be used as St. Jude.

Additionally, it is never called St. Jude's or St. Judes.

At no cost, St. Jude provides the ability to create and download flyers and social media graphics at Brand.StJude.org. You can also download St. Jude and TKE graphics and photos at both TKE.org/Logos and TKE.org/StJude.

Should you have any questions on the proper use of any of the images below, please email the Offices of the Grand Chapter at StJude@TKE.org.



Ways For You to Support St. Jude

01 ST. JUDE WALK/RUN TO END CHILDHOOD CANCER

The national St. Jude Walk/Run to End Childhood Cancer happens in cities all across the country during September (Childhood Cancer Awareness month). Tau Kappa Epsilon has been a Gold Level Sponsor since 2016, raising more than \$100,000 annual across TKE member teams.

The locations and registration for the St. Jude Walk/Run are released each spring, around February/March. Find the nearest location to you, or participate as a virtual team, by going to TKE.org/Walk.

02 NO MORE CANCER RALLY

The St. Jude No More Cancer Rally was unveiled to TKE Nation at Conclave 2019 and was an immediate success. Many of the Fraters in attendance described it as a highlight of their Conclave experience. In roughly an hour, Fraters were able to raise nearly \$27,000! That success led TKE to hold Rallies at each of the 2020 Regional Leadership Conferences, which in turn raised nearly \$52,000!

The concept of the No More Cancer Rally is simple; get friends, connections and your chapter brothers together for a fun, uplifting and exciting fundraising session, led by one or two energetic emcees which will take place over the course of roughly an hour.

The program is built so all you really need to focus on is getting participants to show up.

Prizes can be awarded for accumulating points, based upon tasks completed throughout the event, with random drawings for the top prizes occurring at the end.

For more information about hosting your own Rally, check out StJude.org/Rally and email StJude@TKE.org to help get you set up!

Other Events

03 SHAVE FOR THE KIDS/TKE CUTS

Many chapters or individual Fraters like to participate in the popular movement of shaving their heads or faces upon reaching fundraising milestones in their support of St. Jude kids. Some chapter members will even incorporate shaving their beard or heads as part of their TKE Week, regardless of the time of year.

It is important to use your own TKE/St. Jude chapter website for the donations to be credited to your chapter and our TKE commitment. Find your chapter's website by visiting StJude.org/TKE.

04 ST. JUDE PLAY LIVE

Some individual Fraters and Chapters participate in live gaming in the program St. Jude Play Live on the Twitch platform. Be sure to send your fundraising page link to StJude@TKE.org so your donations get credited to your chapter and to our TKE commitment.

05 TKE WEEKS

Chapters and Colonies host a "TKE Week" to support St. Jude in which they will hold a number of events over the course of a week. The events range from percentage nights with local businesses, to tabling, organization competitions, and so much more.

The purpose of dedicating an entire week of events is to help increase awareness, increase donations for St. Jude and to have fun while doing so.

Many chapters and colonies across TKE Nation have found immense success by modeling their own TKE Week from other chapters.

06 ST. JUDE UP 'TIL DAWN

St. Jude Up 'til Dawn is a program on campuses where teams of six fundraise to stay up all night! Check to see if the program is on your campus by visiting StJude.org/UpTilDawn. Make sure "TKE" is in your team name to get credit.

Ways to Submit Donations to St. Jude

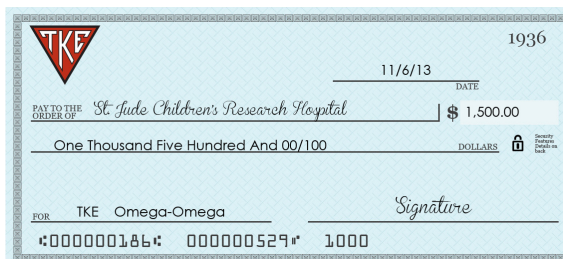
01 DONATE ONLINE

The most efficient way to make donations to St. Jude is through your chapter fundraising page at StJude.org/TKE. For any St. Jude event you're holding, each member should go to your Chapter's fundraising page and register so they can share the personal fundraising page they create through all of their social media platforms which will increase their fundraising success. Donations made through your chapter fundraising page will be credited to your chapter's St. Jude total.

02 MAILING IN A CHECK

Make sure you properly fill out a check to "St. Jude Children's Research Hospital." Include "TKE" and your chapter/colony name in the memo section of the check. Please see the image below as an example of what your check should look like.

Mail your check to:
Tau Kappa Epsilon
ATTN: St Jude
7439 Woodland Dr Suite 100
Indianapolis, IN 46278



Do not send donations to the St. Jude main or local office.

Only money sent from your group to St. Jude will count toward your donation totals. Any funds donated through other organizations (Universities, Sororities, Restaurants, etc.) will not count toward your group's total.

Be sure to mail checks in as soon as your event is completed. Many checks have a limit on how many days it will be honored, if it's near the end of the calendar year the person or business likely wants to include it on their tax return for the year they wrote the check, it helps to avoid losing the donation and it's simply a good practice to not hold on to checks for a long time after they've been received.

Please have all of your group's St. Jude donations sent to Tau Kappa Epsilon's International Headquarters by May 15th.



TAU KAPPA EPSILON

— Better Men for a Better World —

Established January 10, 1899, Tau Kappa Epsilon is a men's social fraternity founded on the honest convictions of Love, Charity and Esteem.

For more information,
please visit TKE.org

