



St. Jude Children's Research Hospital

ALSAC • Danny Thomas, Founder

Finding cures. Saving children.



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.



Grand Council Announces New 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.

**\$2.6 MILLION
IN 6 YEARS**



About Our Commitment

Tau Kappa Epsilon's commitment to name the Proton Therapy/Synchrotron Particle Accelerator will allow doctors to precisely target tumors with high doses of radiation while sparing nearby healthy tissue and organs.

This new therapy offers a huge benefit for children with brain tumors and other cancers in sensitive areas like the eye, because it reduces harm to the developing body and lessens the risk of secondary tumors later in life.

This proton therapy center is the first in the nation dedicated solely to children and designed specifically to meet the needs of young patients. The multidisciplinary staff comprises of specialists from oncology, radiation therapy, diagnostic imaging, nursing, child life and others. The depth and intensity of the proton beam is guided by advanced control systems to conform to the shape of the tumor.

In recognition of Tau Kappa Epsilon's crucial role in this state of the art therapy center, a plaque will be placed near the synchrotron so St. Jude's staff, patients and families will associate Frater Thomas' beloved fraternity with the unparalleled care of St. Jude.

Pictured: Proton Therapy/Synchrotron Particle Accelerator at St. Jude in Memphis, Tenn.



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.



ShopTKEHeritage.com & St. Jude

Supporting St. Jude has never been easier! Now you can shop at Tau Kappa Epsilon's official online store at ShopTKEHeritage.com and find the perfect gear to wear around campus and in the community. With each St. Jude purchase at ShopTKEHeritage, a percentage of your purchase will go directly to St. Jude and will count toward our \$2.6 million, six-year commitment!

THE RIGHT LOOK AT THE RIGHT PRICE

At ShopTKEHeritage.com you will find a variety of long and short sleeve shirts in a variety of materials, colors and designs. Don't wait. Order today!



VISIT **SHOPTKEHERITAGE.COM** TODAY

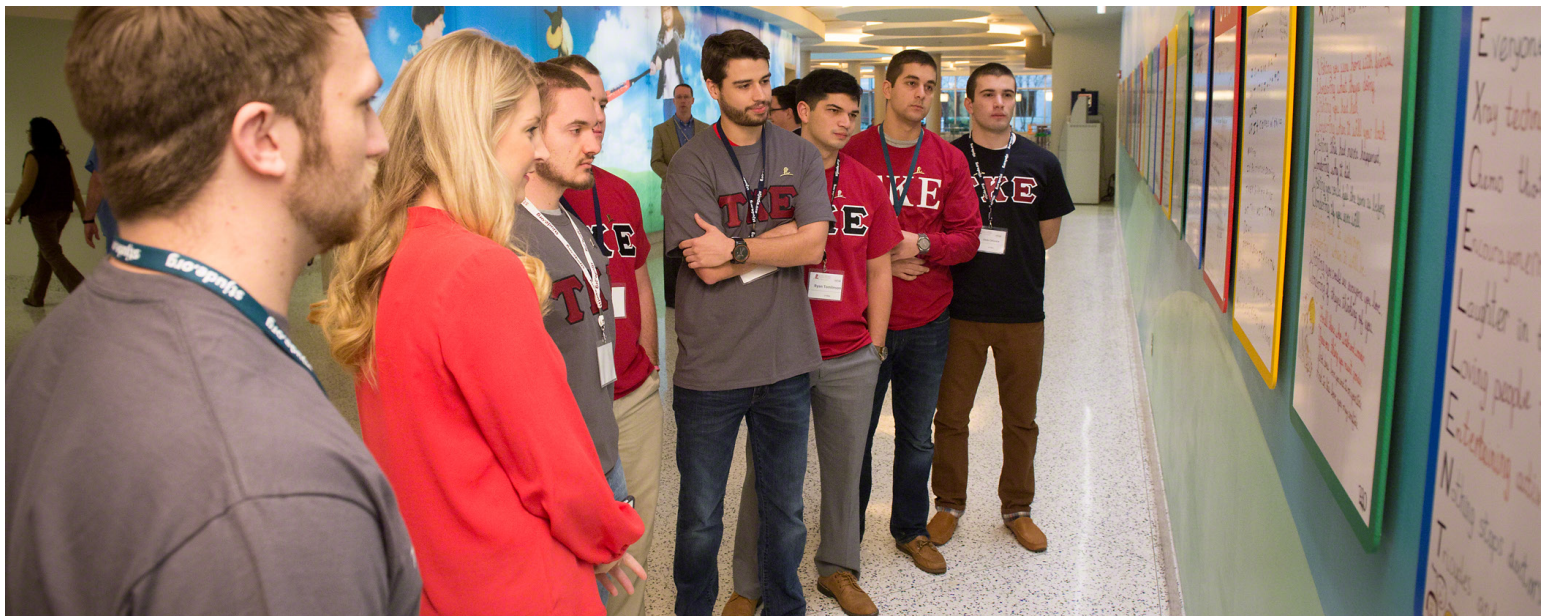
We're always on the look for new ways to show our support to St. Jude. If you have any design recommendations, please submit them to the Offices of the Grand Chapter at tkeogc@tke.org.

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

- The daily operating cost for St. Jude is \$2 million, which is primarily covered by individual contributors.
- 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 survival rate from 20 percent when the hospital opened in 1962 to more than 80 percent today.
- St. Jude has increased the survival rate for acute lymphoblastic leukemia (ALL) from 4 percent before opening in 1962 to 94 percent today.
- 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.
- St. Jude has treated children from all 50 states and from around the world.
- On average, 7,800 active patients visit the hospital each year, most of whom are treated on an outpatient basis.
- St. Jude maintains 78 inpatient beds and treats upwards of 260 patients each day.



Official Images & Logos

Tau Kappa Epsilon's Professional Staff has designed three St. Jude and TKE lockup images to use for events, branding, public relations and fundraising efforts. The images below are available in JPEG, PNG and Illustrator formats at 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 tkeogc@tke.org.



St. Jude Walk/Run to End Childhood Cancer

01 ST. JUDE UP 'TIL DAWN

St. Jude Up 'til Dawn is a program on campuses across the nation where teams of six fundraise to stay up all night for good! Check to see if the program is on your campus by visiting www.stjude.org/uptildawn.

If St. Jude Up 'til Dawn is located on your campus, make sure you have "TKE" or "Tau Kappa Epsilon" in your team name so that both your chapter and the Offices of the Grand Chapter get credit for the money raised.



02 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 was a Silver Level Sponsor for the 2015 St. Jude Walk/Run and raised more than \$82,000 for the hospital.

Make sure to sign up under the national team by choosing Tau Kappa Epsilon in the drop down menu during registration. The cities and registration for the fall 2016 St. Jude Walk/Run will come out in late February.

Visit www.stjude.org/walkrun to learn more.

Other Events

03 NO SHAVE NOVEMBER

Many chapters or individual Fraters like to participate in the popular movement of not shaving their beards in the month of November.

While there is a No Shave for St. Jude Kids website, again it is important to use your own TKE/St. Jude individual website for the money to be credited to your chapter and the international fraternity. Find your chapter's website by visiting www.stjude.org/tke.



04 ST. JUDE PLAY LIVE

Some individual Fraters participate in live gaming in the program St. Jude Play Live. Again, make sure they have "TKE" or "Tau Kappa Epsilon" in your team name so that the national fraternity gets credit for the money raised.

05 TKE WEEKS

Chapters host "TKE Week" on campus that can range from one to five days of fundraising. They typically involve a physical element and a point competition. Learn more at tke.org/stjude.

Be sure to use your individual page by visiting www.stjude.org/tke.

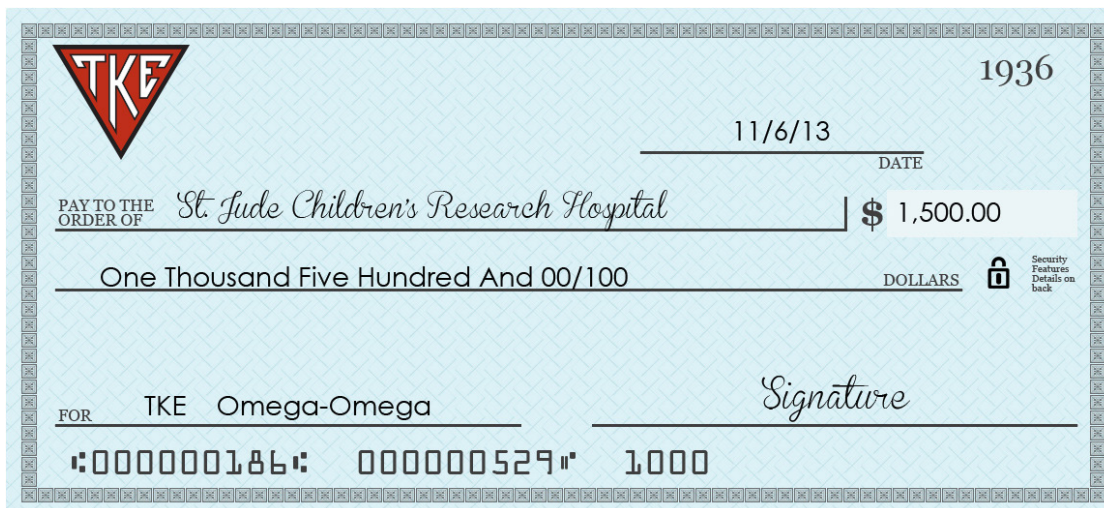
Ways to Submit Donations to St. Jude

01 DONATE ONLINE

The easiest and most efficient way to make a donation to St. Jude is through your chapter page at stjude.org/tke. All you have to do is create a chapter account and ask members to join the page. All money donated through the site will be tagged to your account and updated in the Chapter Module.

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.

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

