

# St. Jude Dream Home® Giveaway

## St. Jude Dream Home® Giveaway Fact Sheet

The St. Jude Dream Home Giveaway was created in 1991 by Dr. Donald Mack, a pediatric physician from Shreveport, Louisiana. Dr. Mack is a member of the ALSAC/St. Jude Children's Research Hospital Board of Directors and Governors who has relied on St. Jude Children's Research Hospital to treat many of his young patients with catastrophic diseases. The first St. Jude Dream Home was constructed in Shreveport and raised \$160,000 for St. Jude.

Today, the St. Jude Dream Home Giveaway is one of the largest fund-raisers for St. Jude nationwide, **raising more than \$270 million** for the hospital since 1991. Volunteers including builders, media partners and prize sponsors have successfully built and given away **340+ houses** across the country. The St. Jude Dream Home Giveaway is currently active in over 30 markets and expanding. Visit [www.dreamhome.org](http://www.dreamhome.org) to view markets.

The St. Jude Dream Home program involves selling a limited number of \$100 chances to win a brand new, single-family home in a local community.

Each home has a market value in the range of \$300,000 to \$700,000, and is built largely with donated land, materials and labor. Each home builder constructs the home free of overhead and profit. The average square footage of the homes is 3,000 to 4,000 square feet.

The house is open to the public for tours and events during the final 4–6 weeks of the campaign, attracting thousands of visitors. Free home tours are conducted by local volunteer groups and each home is beautifully furnished and staged by a local furniture sponsor.

Each campaign includes an extensive three to four month marketing strategy involving TV, radio, print, social media and direct mail, as well as web-based and grass roots marketing efforts.

The campaign culminates with live TV coverage where the house is given away on air. Other donated prizes such as automobiles, motorcycles, furniture, fine jewelry, groceries, vacations, artwork and others are also given away on the same day. All prizes are valued at \$1000 or more.

### High-Visibility Events Associated with a St. Jude Dream Home Giveaway

**Groundbreaking Ceremony:** A ceremony is held to kick-off construction and announce the upcoming campaign to the public.

**Tickets on Sale Blitz:** Ticket sales are officially kicked off with a local celebrity reserving the first ticket (if possible) and significant media coverage on that particular day.

**Early Bird Deadline:** A separate prize is offered to everyone that reserves their tickets by this deadline.

**Floor Signing:** Patient families and sponsors celebrate the eminent completion of the home by dedicating it to the children at St. Jude Children's Research Hospital.



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**Grand Opening:** The house opens to the public for free weekend tours approximately six weeks before the Giveaway.

**Open House Events:** Volunteers hold multiple events at the house featuring special drawing and activities for those in attendance.

**Giveaway:** The campaign culminates with a live TV broadcast where the house is given away.

## Current St. Jude Dream Home Giveaway Markets & TV Partners

**Bakersfield, CA** – KERO (ABC), E.W. Scripps Company

**Baton Rouge, LA** – WBRZ (ABC), Louisiana Television Broadcasting

**Billings, MT** – KTVQ (CBS), Cordillera Communications

**Biloxi, MS** – WLOX (ABC), Raycom Media

**Boise, ID** – KTVB (NBC), Belo Corporation

**Bowling Green, KY** – WBKO (ABC), Gray Television

**Central Coast CA (Santa Maria)** – KCOY (CBS) and KKFX (FOX), Cowles Publishing Co.

**Charlotte, NC** – WBTV (CBS), Raycom Media

**Chattanooga, TN** – WRCB (NBC), Sarkes Tarzian

**Cleveland, OH** – WJW (FOX), Tribune Broadcasting

**Cincinnati, OH** – WXIX (FOX), Raycom Media

**Colorado Springs, CO** – KKTU (CBS), Gray Television

**Denver, CO** – KDVR (FOX), Tribune Broadcasting

**Fresno, CA** – KMPH (FOX), Titan Broadcast Group

**Jackson, MS** – WLBT (NBC), Raycom Media

**Kansas City, MO**

**Lafayette, LA** – KATC (ABC), Cordillera Communications

**Lexington, KY** – WTVQ (ABC), Morris Multimedia

**Memphis, TN** – WMC (NBC), Raycom Media

**Middle GA (Macon)** – WMAZ (CBS), Gannett

**Monroe, LA** – KTVE (NBC)/KARD (FOX), Nexstar Broadcasting

**Nashville, TN** – WZTV (FOX), Sinclair Broadcast Group

**New Orleans, LA** – WVUE (FOX), Louisiana Media Company

**Oklahoma City, OK**

**Paducah, KY** – WPSD (NBC), Paxton Media Group

**Peoria, IL** – WEEK (NBC), Granite Broadcasting Stations

**San Antonio, TX** – KENS (CBS), Gannett Company

**Shreveport, LA** – KTBS (ABC), Wray Family

**Springfield, MO** – KSPR (ABC), Perkin Media

**St. Louis, MO** – KTVI (FOX), Tribune Broadcasting

**Tulsa, OK** – KOKI (FOX), Cox Media

**Hampton Roads VA (Virginia Beach)** – WTKR (CBS), Tribune Broadcasting



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## St. Jude Children's Research Hospital Facts and Top Messages

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other deadly diseases. Our mission is to find cures for children with cancer and other deadly diseases through research and treatment. St. Jude has treated children from all 50 states and from around the world.

St. Jude Children's Research Hospital opened in 1962 and was founded by the late entertainer Danny Thomas.

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.

St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent in the next decade. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened 50 years ago. We won't stop until no child dies from cancer.

In 1962, the survival rate for acute lymphoblastic leukemia (ALL), the most common form of childhood cancer, was 4 percent. Today, the survival rate for this once deadly disease is 94 percent, thanks to research and treatment protocols developed at St. Jude.

The daily operating cost for St. Jude is \$1.9 million, which is primarily covered by public contributions. Because the majority of St. Jude funding comes from individual contributors, St. Jude has the freedom to focus on what matters most – saving kids regardless of their financial situation.

St. Jude freely shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.

