

AUCTION for Hope

Resource Guide



St. Jude patient HANNAH,
age 12, bone cancer

When you register to raise funds for kids like Hannah, you ensure no family receives 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 Children's
Research Hospital[®]

ALSAC • Danny Thomas, Founder
Finding cures. Saving children.



**National
Auctioneers
Association**

AUCTION for Hope

NAA has helped St. Jude kids for more than 20 years.

The St. Jude Auction for Hope encourages NAA members across the country to join together to support the lifesaving work of St. Jude Children's Research Hospital®. Your support helps ensure 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.

Since adopting St. Jude as its national philanthropy in 1995 NAA has raised over \$5 million for the lifesaving work of the hospital.

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to more than 80% since opening more than 50 years ago. Thanks to your help, St. Jude doctors and scientists continue their important work to support St. Jude's lifesaving mission: Finding cures. Saving children.®

How It Works:

- Sign up today to host an Auction for Hope. Email AuctionForHope@stjude.org.
- Ask auction attendees to add on a donation for St. Jude Children's Research Hospital to their purchase.
- Sell items to benefit St. Jude, such as a St. Jude tie or tote bag, to start off each auction held throughout the year.
- Host an auction in local communities from which all proceeds benefit St. Jude.
- Auction off the front-row seats at each of your auctions for St. Jude.
- Selling pinups is a great addition to any auction.
- Promote Gifts That Give donations to help St. Jude provide lifesaving treatment, world-class patient care, celebrations and milestones that families should share.



St. Jude patient Jayla (foreground) is one of many bidding for this toy.

By Supporting St. Jude You Will Be Able To:

- Combine your passion of auctions with helping to save the lives of children battling cancer and other life-threatening diseases.
- Provide a meaningful event for your entire community to enjoy the exciting atmosphere of an auction.
- Generate press coverage for your company or organization.
- Create partnerships between you, your company and area businesses through event participation.

These are just a few ideas to begin fundraising. Start planning for your St. Jude Auction for Hope event today.

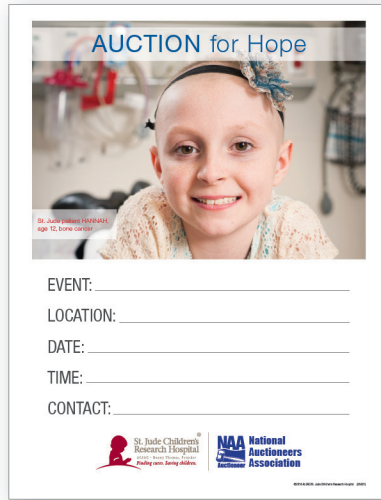
Email us to order your St. Jude Auction for Hope kit at AuctionForHope@stjude.org.

What's included in your fundraising kit?

You will receive access to the following online materials to help you host your Auction for Hope Event:

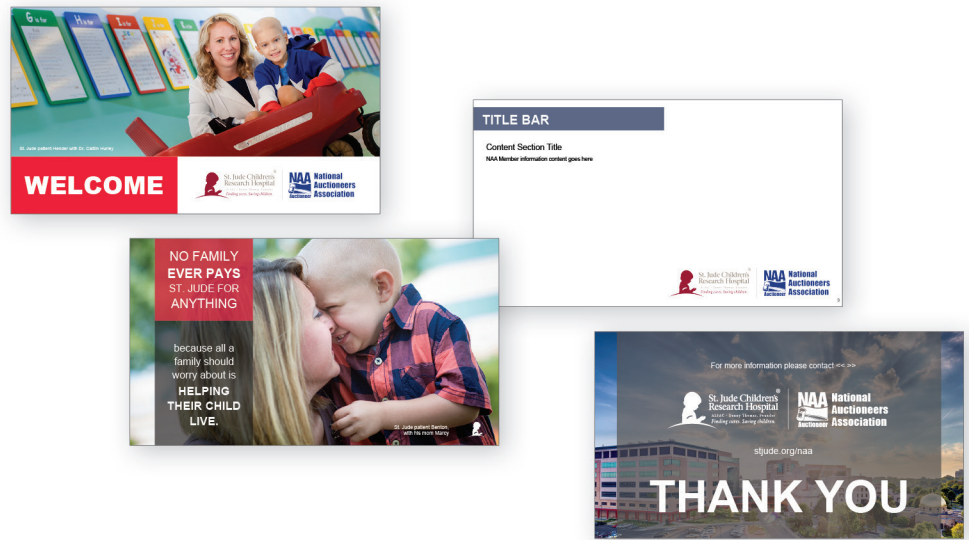
Event Flyer

(editable)



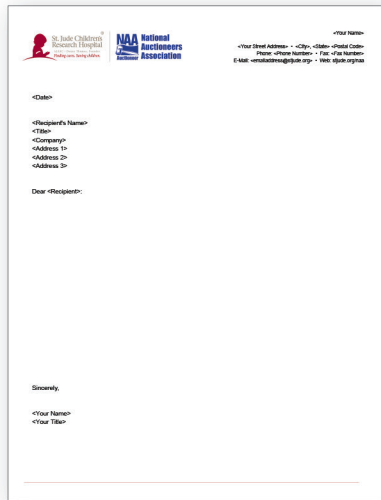
PowerPoint Template

(multiple branded pages with editable template page)



Letterhead

(editable)



Media Alert

(editable)



Web Banners

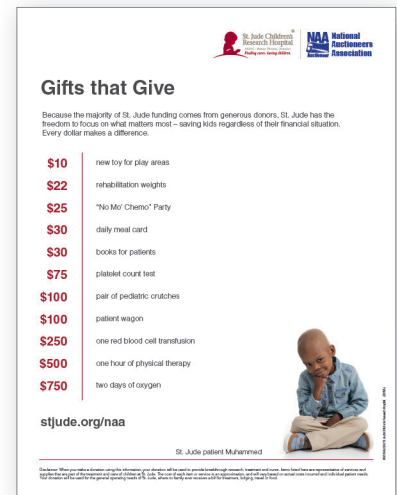
(468x60px)



(250x250px)



Gifts That Give



Pin-Up



Thank You Certificate

(editable)



To request additional materials, please reach out to the Volunteer Development team at AuctionForHope@stjude.org.

AuctionForHope@stjude.org

Hannah's Story

HANNAH

age 12 | bone cancer

Four years ago, a horrific fire sent Hannah to a burn unit for 55 days. Nearly 20 percent of her body was burned, requiring excruciating treatments and skin grafts to her arm and back. Finally, life seemed to be returning to normal. But then Hannah discovered a knot in her upper left leg and groin area. Tests showed Hannah had a type of cancer called Ewing sarcoma. At St. Jude Children's Research Hospital, Hannah's treatment included chemotherapy and radiation therapy. Despite everything she's been through, Hannah is thriving. She likes to ride her scooter and help out in the yard. When she grows up, Hannah wants to be a nurse at St. Jude. She's now done with treatment and visits St. Jude for regular checkups.



St. Jude Key Messaging

- 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 cancer survival rate from 20% to more than 80% since it opened more than 50 years ago.
- St. Jude is working to drive the overall survival rate for childhood cancer to 90%, and **we won't stop until no child dies from cancer.**
- St. Jude freely shares the discoveries we make, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.



St. Jude patient Aamir, age 2, acute lymphoblastic leukemia

St. Jude Quick Facts

- St. Jude is where doctors send their toughest cases because St. Jude has the world's best survival rates for some of the most aggressive childhood cancers.
- St. Jude is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children.
- St. Jude has helped increase the survival rates for acute lymphoblastic leukemia (ALL) from 4% before opening in 1962 to 94% today.
- St. Jude researchers and doctors have research and treatment programs for children with pediatric HIV and AIDS, as well as using new drugs and therapies to fight related infections.

Gifts That Give

When hosting your Auction for Hope event, Gifts that Give donations will be used to provide breakthrough research, treatment and cures.

\$1,000	Help cover about two-thirds of the cost of one day of chemotherapy. Help provide parent necessities for 20 patient families.
\$2,500	Help cover the cost of five days of oxygen for a St. Jude patient. Help provide an ultrasound study.
\$3,500	Help cover average cost of one outpatient visit. Help Child Life host the annual Teen Formal.
\$5,000	Help cover the cost of the daily room rate of the ICU. Help provide 10 platelet transfusions.
\$7,500	Help provide nearly two months of Child Life Specialist services. Help provide new materials for the Linda R. Hajar Family Resource Center.
\$10,000	Help provide grocery gift cards for two years for one St. Jude family. Help provide one CT scan for a St. Jude patient.

Items listed here are representative of services and supplies that are part of the treatment and care of children at St. Jude. The cost of each item or service is an approximation, and will vary based on actual costs incurred and individual patient needs. Your donation will be used for the general operating needs of St. Jude, where no family ever receives a bill for treatment, lodging, travel or food.



For more information
contact the Volunteer Development team at
AuctionForHope@stjude.org