

# The Power & Progression of the **St. Jude Brand**

**HEALTH  
NON-PROFIT  
BRAND OF  
THE YEAR**  
(HARRIS POLL)



**4 OUT OF 5  
AMERICANS  
RECOGNIZE THE  
ST. JUDE BRAND**

**HIGHEST  
FAVORABILITY  
OF ALL NONPROFITS  
SURVEYED**

TREATS CHILDREN  
**IN ALL 50 STATES**  
AND AROUND THE WORLD

**9 MILLION  
ACTIVE DONORS**



**#1** NET  
PROMOTER  
SCORE

**&**

**28**

FORTUNE  
1,000  
COMPANIES



**ST. JUDE DONORS ARE UP TO**

**2x**

MORE LIKELY TO SHOP THOSE BRANDS  
WHICH HAVE BEEN PARTICULARLY VOCAL  
IN THEIR SUPPORT OF A CAUSE.



**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** HAS HELPED PUSH OVERALL CHILDHOOD  
CANCER SURVIVAL RATES FROM

**20% IN 1962** ————— **TO 80% TODAY**



ST. JUDE FREELY SHARES THE DISCOVERIES IT MAKES, AND **EVERY CHILD  
SAVED AT ST. JUDE** MEANS DOCTORS AND SCIENTISTS WORLDWIDE CAN  
USE THAT KNOWLEDGE TO **SAVE THOUSANDS MORE CHILDREN.**