



Zeta Phi Beta Sorority, Incorporated
Mary Breaux Wright, International Grand Basileus
Rauchelle C. Jones, National Director of Programs
zetanatlprog@yahoo.com

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Dear Sorors,

We are excited to finally begin our efforts in the fight against pediatric cancers with St. Jude Children's Research Hospital's Sunday of Hope. Since the link is not available, they have offered the attached form as a way to register your church in the program. The registration form must be faxed to the number listed. Include your chapter name, city, state and contact person's information at the bottom of the form. Please be sure you have confirmation from the pastor or church appointed official to participate prior to registering your church. See the toolkit for details on determining which address to use. It may be better to use the chapter address, church address or chapter chairperson's address.

We have identified the months of April and May as Zeta's target months. Each chapter can receive Z-HOPE points for up to two sites. Our goal is to have at least 160 chapters participate. This includes our collegiate chapters. Amicae auxiliaries are welcomed to participate also.

Awards will be given at Boulé for the sites which raise the most money. Chapters will compete by Z-HOPE categories. Join us on a teleconference to hear the details and ask questions on Monday, February 24 at 8 p.m. CST and Thursday, March 13 at 8 p.m. CST.

Call in Number 712-432-1500, Participant access code 332353

Sisterly,

Rauchelle Jones

Rauchelle Jones
National Director of Programs

St. Jude Sunday of Hope™

Commitment Form

- Yes, our church would like to join St. Jude Children's Research Hospital in the fight against childhood cancer, sickle cell and other deadly diseases.

Please complete the below information below and fax to (901) 578-2815 or register your church at www.stjude.org/sundayofhope.

Church Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Pastor/Minister Name: _____

Pastor/Minister Email: _____

Pastor/Minister Phone: _____

Number of church members: _____ Number of Sunday morning worship services: _____

Average attendance per service: _____

Sunday you would like to host your *St. Jude Sunday of Hope*: _____

We are excited about your church joining us in the fight against childhood cancers, sickle cell disease and other deadly illnesses.

stjude.org/sundayofhope



**Zeta Phi Beta Sorority, Inc.
and
St. Jude Children's Research Hospital
"Sunday of Hope"**



Mary Breaux Wright
International President

Rauchelle Jones
National Director of Programs

Karen S. Gipson
National Z-HOPE Director

St. Jude Children's Research Hospital Quick Facts

St. Jude Children's Research Hospital opened on February 4, 1962 and was founded by the late entertainer Danny Thomas. Its mission is to find cures for children with cancer and other catastrophic diseases through research and treatment.

- 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 who are treated on an outpatient basis.
- St. Jude has 78 inpatient beds and treats upwards of 260 patients each day.
- St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute.
- St. Jude is the first institution established for the sole purpose of conducting basic and clinical research and treatment into catastrophic childhood diseases, mainly cancer.
- Research findings at St. Jude are shared freely with doctors and scientists all over the world.
- The medical and scientific staff published more than 680 articles in academic journals in 2010, more than any other pediatric cancer research center in the United States. St. Jude's researchers are published and cited more often in high impact publications than any other private pediatric oncology institution in America.
- No family ever pays St. Jude for anything.
- *Parents* magazine named St. Jude as one of the top children's cancer care hospitals in the U.S. for two consecutive surveys.
- St. Jude has developed protocols that have helped push overall survival rates for childhood cancers from less than 20 percent when the hospital opened in 1962 to 80 percent today.
- 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 \$1.8 million, which is primarily covered by public contributions.
- During the past five years, 81 cents of every dollar received has supported the research and treatment at St. Jude.

Sunday of Hope
April and May 2014
Graduates, Collegiates, Amicae



Objective: Through education and fundraising, Zeta Phi Beta Sorority, Inc. will partner with St. Jude Children's Research Hospital to raise awareness for the treatment, prevention and cures of pediatric cancers and thereby allowing St. Jude to continue providing high quality treatment regardless of race, gender or religion at no cost.

Execution of Sunday of Hope:

1. Identify a soror/Amica to serve as the chairperson.
2. After the chapter/auxiliary agrees on a place(s) of worship), the chairperson should initiate the contact to explain the program and seek their participation. Having a chapter/auxiliary member who is a member of the desired place of worship making the initial contact may be beneficial.
3. Identify a contact person at the church for the soror/Amica to work with. Sunday of Hope should be held in April or May.
4. The link to request a kit will be available in January 2014.
5. St. Jude will send the packet to the church or the soror/Amica who is the designated chairperson. For larger churches, sending it to the soror/Amica will work better. Then the soror/Amica can schedule a meeting with her contact to explain the kit.
6. If the church receives the kit directly, the soror/Amica should meet with her contact as well to ensure the church representative understands how and when each piece will be used. The kit will contain the video and other planning materials. The kit should be requested at least two to three months prior to the designated Sunday of Hope day.
7. The appropriate day in the month of April or May should be agreed on by you and the church.
8. Announcing Sunday of Hope every Sunday for a month prior to the designated day is ideal.
9. An insert will be provided to place in the church programs if applicable and with the church's permission. If there is not a church program it can be passed out as parishioners enter the church with the church's permission. The kit will contain adequate copies.
10. Fans will be distributed that day to the parishioners by the greeters, ushers, church welcome staff and Zetas or Amicae (whichever is applicable). Fans will also be in your kit.
11. Prior to the announcement of the special collection being taken for St. Jude, the video will be played and a soror/Amica or designated church representative will speak for a couple of minutes about St. Jude.



12. The St. Jude envelopes may be distributed when the fans are distributed or at the time the video is played. It is important that the parishioners use these envelopes to ensure the church is able to identify funds given for St. Jude. You will have to follow the church's procedure.
13. The church will have an envelope to mail the money to St. Jude.
14. The envelopes will be customized to identify Zeta as the initiating organization. It is important that they use the envelope provided by St. Jude.

Z-HOPE Points:

1. Make sure you have at least 20 donors on that day.
2. 25 points will be given for each site with a 2 site maximum per chapter.
3. The church representative must fill out the Participation Form which will verify how many people were in attendance at the service with a minimum of 20 donors.
4. An award will be given at Boulé for the site and region which raises the most money for St. Jude.

For additional questions please contact Soror Rauchelle Jones, National Director of Programs, nationalprograms@zetaphibetasororityhq.org.