

January 25, 2017



Regina Watson
Vice President, Gift Planning

Dear Friend,

The start of a new year is a great time to take a personal inventory, set goals and plan for the future. Generous gifts from friends like you can also help St. Jude Children's Research Hospital® plan for our future caring for children battling cancer and other life-threatening illnesses.

The support of our friends is vital to securing the mission of St. Jude for future generations, just as making your own plans is vital to securing your financial future and that of your loved ones and friends.

By creating or updating your long-term plans today, you may discover new opportunities that can benefit you, your family and your favorite charities, like St. Jude. I hope the enclosed copy of our newsletter, *Friends in Hope*, will be helpful to you. It focuses on creating and updating your estate plans and ways you can establish a lasting legacy by remembering the children of St. Jude in your will.

In this way, you can create a legacy that costs you nothing now and helps to ensure we hold to the promise inherited from our founder, Danny Thomas, that families never receive a bill from St. Jude for treatment, travel, housing or food. Because at St. Jude, we believe all a family should worry about is helping their child live.

On behalf of everyone at St. Jude, I extend our deepest gratitude for your commitment to the children and our fight to end childhood cancer.

Yours sincerely,

Regina Watson
Vice President, Gift Planning

P.S. Remembering the children of St. Jude in your estate plans is a gift that costs you nothing now and can help to secure our lifesaving work for future generations. I encourage you to (over, please)

contact us if you have any questions or we can be of help in any way. You may return the enclosed reply card, give me a call at 1-800-395-1087 or email me at giftplanning@stjude.org.

P.P.S. If you have already included St. Jude in your estate plans, please let us know as soon as possible. You will automatically become eligible for permanent recognition on our Legacy Wall located in the hospital, where the children, families, doctors and visitors that pass by each day will associate your name with the lifesaving care that your legacy is making possible.

St. Jude Friends in Hope

Winter 2017

Millie, *acute lymphoblastic leukemia*

Time for a Fresh Start

Many people find the beginning of a new year is the perfect time for making resolutions, both big and small. From starting an exercise routine to getting more organized, New Year's resolutions are a popular way to start the year on a positive note.

Even people who don't make resolutions often reflect and regroup at the beginning of the year. It seems like a natural time to clean our slate and start fresh. For many, this involves a review of their financial situation, including their will and estate plans.

Write a will or review an existing one

Creating a will is often the first step toward an effective estate plan. If you do not yet have a will, let 2017 be the year you resolve to make one, with the help of a qualified attorney.

If you already have a will and other estate plans in place, don't forget that even the best plans need to be reviewed from time to time. Life is full of changes, so your will and other plans need to change with it.

Your checklist

When reviewing your will and other estate plans, ask yourself these seven questions:

1. Have I retired since I last updated my will?
2. Did I move to another state recently?
3. Did I buy or sell real estate this year?
4. Did I marry, divorce or lose a spouse since my last review?
5. Is there a new grandchild in my family?
6. Are my healthcare wishes known and documented?
7. Have I created gifts in my plans to the charities that are important to me?

By answering those questions, you may find that it is time to update your estate plans so they reflect your current needs and wishes.

If you want to join the group of special supporters who have created a legacy gift for children battling cancer, there are a variety of easy ways to include St. Jude in your planning. Please read on to find out more.

Aleiyah (left), *synovial cell sarcoma*, and Marleigh (right), *acute lymphoblastic leukemia*



Inside

- Begin or review your plans now
- Three ways you benefit
- Natalie's journey


**St. Jude Children's
Research Hospital**
ALSAC • Danny Thomas, Founder
Finding cures. Saving children.

Generations of Devotion

Carolyn Ayoub practically grew up with St. Jude.

A child when the hospital opened, Carolyn said supporting St. Jude was integral to her Lebanese-American family's life in Brooklyn, New York. In fact, Carolyn recalls her mother, Huguette Balit-Ayoub, doing volunteer work for the St. Jude Thrift Store in the Bay Ridge neighborhood of Brooklyn. She would collect items from the neighborhood to sell at the store, with all proceeds going to St. Jude.

"Back then, the area was heavily Lebanese-American, and everyone loved Danny Thomas," Carolyn said. St. Jude founder Danny Thomas was the son of Lebanese immigrants. "My parents, Norman and Huguette, were always very generous and taught me to give back."

Carolyn's support of St. Jude has continued throughout her life. She became a monthly donor through the St. Jude *Partner In Hope* program in 1986. Additionally, she is the coordinator and one of the top fundraisers for the St. Jude Walk/Run to

End Childhood Cancer in Asbury Park, New Jersey, and volunteers during the Country Cares for St. Jude Kids radiothon in her local community.

When Carolyn visited the hospital for the first time in 2015, she was especially touched to see her mother's name engraved on the Legacy Wall, which recognizes donors who made the ultimate gift to St. Jude through a will, trust or other estate plan. Donors who let St. Jude know of their commitment to leave St. Jude in their wills are also recognized as members of the Danny Thomas - St. Jude Society.

"I knew when I entered the hospital it would be an emotional and meaningful day," said Carolyn. "All the names on the Legacy Wall ... my mom's included!"

Carolyn was very close to her mother, whom she called "the best mother ever—very spiritual, gifted, smart and forgiving." Now, like her mother, Carolyn is a member of the Danny Thomas - St. Jude Society because she has decided to make a gift to St. Jude in her will.

"I want to continue helping the children, just as she did," she added.



**St. Jude supporter
Carolyn Ayoub**



**Norman Ayoub and Huguette Balit-Ayoub,
Carolyn's parents**



St. Jude Children's Research Hospital®

501 St. Jude Place, Memphis, TN 38105
1-800-395-1087 | giftplanning@stjude.org

For more information you can call or email us, complete and return the enclosed card or visit our website at stjude.org/legacy.

Please write to us if you do not wish to receive further fundraising materials from St. Jude Children's Research Hospital®. All reasonable efforts will be made to ensure that your request is honored.

"No child should die in the dawn of life."® — Danny Thomas



501 St. Jude Place
Memphis, TN 38105

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REGINA WATSON -- GIFT PLANNING
ST. JUDE CHILDREN'S RESEARCH HOSPITAL

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- ☐ Please send me information about leaving St. Jude in my will.
☐ Please send me information about St. Jude charitable gift annuities.

Name Phone (____) _____

Email _____

- ☐ I have already included St. Jude in my will or other estate plans.
☐ I would consider including St. Jude in my will or other estate plans.
☐ Enclosed is my gift for the children of St. Jude.

(To retain confidentiality, please insert card in the enclosed envelope.)

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