

CB SUPPORTS ST. JUDE

Agents participating in the *CB Supports St. Jude* program make an automatic donation for every home sale or purchase they complete. Your participation in the *CB Supports St. Jude* program not only increases awareness of this important cause, but also allows you to associate yourself with a world-renowned organization to help attract new sellers and buyers who are connected to St. Jude.

Here's why we think this program could help grow your business

- St. Jude is the most loved and trusted brand among nonprofits and is the **largest health care charity** in the U.S.
- More than **8 of 10 consumers recognize** the St. Jude brand
- **#1 brand** in overall quality 9 years in a row among 2,000+ for-profit and nonprofit brands
- St. Jude leads all sister charities in unaided **awareness and favorability among women**
- There are **11 million active St. Jude donors**
- **42% of consumers** said they would **shop with a St. Jude partner** over their habitual store
- Up to **81% of a brand's customers** have a **more favorable impression** of them when they learn they **partner with St. Jude**

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. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all they should worry about is helping their child live. Since a majority of St. Jude funding comes from generous donors, St. Jude has the freedom to focus on what matters most – saving kids regardless of their financial situation.



St. Jude patient
Pepe

GO TO DESK TO LEARN MORE ABOUT THE PROGRAM AND SIGN UP TODAY.

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