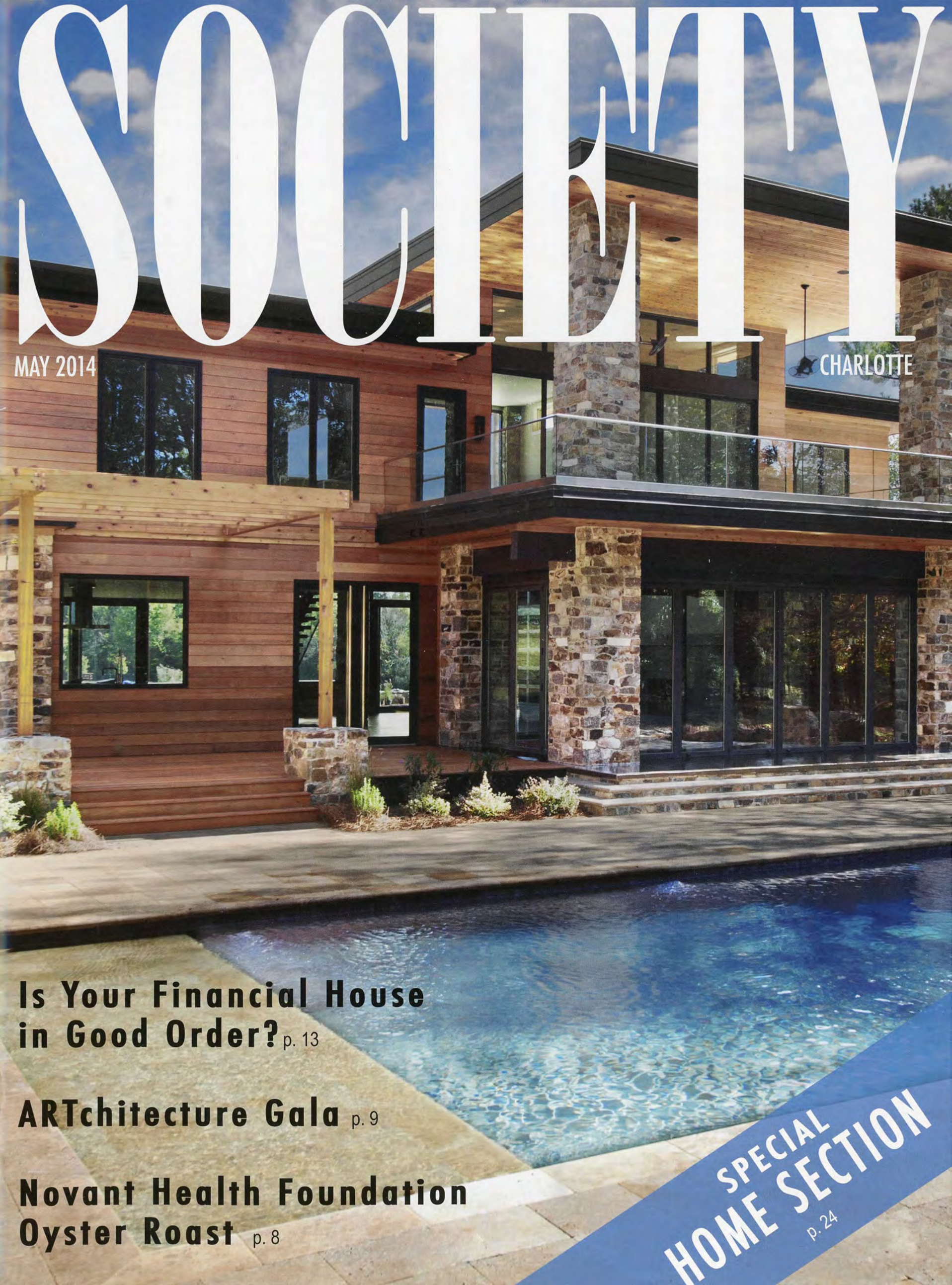


SOCIETY

MAY 2014

CHARLOTTE



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HOME SECTION

Charlotte is home

...to families, to philanthropists, to bankers,
to artists, to advocates, to doctors, to volunteers,
to runners, to writers, to lawyers, to teachers,
to veterans, to designers, to innovators, to singers,
to cancer fighters, to speakers, to instrumentalists,
to dancers, to retailers, to students, to chefs,
to climbers, to thinkers, to heroes, to believers...

to a community that cares.

Allow us to introduce you to a sampling of the home
builders and real estate agents that keep it that way.

Kingswood Custom Homes presents: 2014 St. Jude Children's Hospital Dream Home

Rendering courtesy of Michael Brouard in Louisiana. Charity Showcase image and preceding image courtesy of Kingswood Custom Homes.

Stucco veneer. Organic. Airy. These are the descriptors Brian Hedgepeth, purchasing and estimating manager for **Kingswood Custom Homes**, provided for the **Dream Home** taking shape in The Palisades to raise funds for **St. Jude Children's Research Hospital**.

Kingswood, founded in Charlotte by Peter Leeke in 1996, first built a St. Jude Charity Showhouse in 2007. The project raised about \$125,000 for St. Jude through tours with entrance fees as well as fundraising events, with another showhouse raising about \$280,000 in 2008. Now, in 2014, they are aiming for a fundraising amount of \$750,000 with the Dream Home.

Kingswood's creation is the first Dream Home in the Charlotte market, with recent changes in the state raffle law allowing the project to take shape. Up to 7,500 tickets will be sold for the home—valued at \$450,000—for \$100 per ticket.

The program

"Dream Home is one of our most successful programs across the nation," said Amy Costliow, event marketing representative for ALSAC/St. Jude Children's Research Hospital in Charlotte. ALSAC stands for "American Lebanese Syrian Associated Charities" and was founded to raise funds for the hospital as a show of support for St. Jude founder Danny Thomas, who was of Lebanese descent. Now there are nearly 40 field offices around the country raising funds for St. Jude and for Thomas' dream: to make sure no child

dies in the dawn of life. ALSAC/St. Jude Children's Research Hospital in Charlotte focuses on fundraising, so children with deadly diseases can be treated—and, ideally, cured—for free.

The St. Jude Dream Home Giveaway is the reason 315 homes have been built in the U.S. to raise funds for St. Jude since 1991, bringing in over \$230 million for the hospital, which advances cures and ways to prevent pediatric catastrophic diseases by way of research and treatment.

Similarly, the residence's framework that is rising in The Palisades is a low- or no-cost home. Prompted by invitations from Kingswood to get involved, local vendors are donating labor and materials. That includes Paragon Landscape Management, which is providing a full landscape installation featuring irrigation, plants, sod and beyond. "When Kingswood approached us and asked us to be a part of it, we were pretty humbled," said Kevin Harrison, co-owner of Paragon. "... It's a very unique way of donating and for us as a company, we really want to be a part of the community."

"We're starting to create connections," Hedgepeth said. "The idea is to raise more money. The idea is not just about Charlotte, it's about spreading this."

Kingswood's Dream Home is one of more than 30 homes built as part of the giveaway around the country this year. Each home has a market value that ranges from \$330,000 to over \$1 million, and each home is constructed through donated products and services. Following the construction comes a campaign phase, during which the completed product is showcased for about six weeks with at least 5,000 visitors touring each space during that time. The campaign leads to a television special, when media sponsors around the country announce the winners of the houses and various other prizes valued at over \$1,000 like fine jewelry, furniture and vehicles.

The dream behind the Dream Home

"We like to call ourselves a hospital without walls," Costliow said of St. Jude. Though situated in Memphis, Tenn., the hospital shares its research freely, releasing publications for patients, families, outside research and clinical staff, volunteers and donors. Featured research includes genomic analysis of brain tumors and hematological malignancies, as well as advances in next-generation sequencing and development of novel analytical methods.

"The cure rates that we've seen the



Charlotte Dream Home rendering



2008 Charity Showcase

most success with is acute lymphoblastic leukemia (ALL) which is the most common form of childhood cancer," Costliow said. "So when the hospital opened in 1962, four percent of children with ALL survived, and today, because of the research that happens at St. Jude, 94 percent of children survive. So hospitals all over the world have implemented our treatment plans and our protocols into their hospitals."

As a medium for sharing the hospital's mission, the giveaway program breaks down walls between the hospital and the community. "It's a great community awareness builder for us, because it does allow us to partner with media," Costliow said. The Charlotte affiliate, which reaches North and South Carolina, is partnered with WBTV. "It allows us to partner with a builder and the construction industry," she said, "which is an industry that we naturally wouldn't just tap into. So it really is able to broaden the base of people that we touch with our message."

The local dreamers

"The goal is not just about selling tickets to make people more aware of St. Jude," Hedgepeth said. "There is a local chapter here. There are people locally who need your support."

"It costs \$1.9 million every day to run St. Jude," Costliow said. Those dollars support research, medications, transportation, food, housing and beyond. Those dollars support local families like the Hagens, whose son John was diagnosed with ALL.

Hagen was treated at St. Jude initially but is now able to get his medication administered locally by way of Levine

Children's Hospital. He still goes to Memphis every couple of months to meet with doctors and get scans. "That's a perfect example of Danny Thomas' dream coming true," Costliow said. "... The hospital might not be in your backyard, but our research and treatment protocols are." ■

The time frame

-- Kingswood broke ground on The Palisades property in January with a special ceremony and the presence of the Hagen family. "The main thing that all of our patient families want to get across is one 'thank you,'" Costliow said.

-- Ticket sales go live July 9 and can be bought at www.dreamhome.org, by phone or at the Dream Home location, to be announced. That day will also bring a Sell-A-Thon on WBTV live. Advice from the Charlotte St. Jude affiliate: buy early and often, as there are only 7,500 tickets!

-- Open house weekends will last from September 6 to October 9, hosted by volunteers from the Epsilon Sigma Alpha sorority, which supports St. Jude across the nation. Information on St. Jude and the local vendors will be available.

-- The raffle will take place in the WBTV studio on live television on October 9. A CPA will draw the ticket from a gold raffle drum. Whoever the winners may be, in Charlotte and across the U.S., Costliow said, "Their lives change and they are really impacted by this program beyond helping the kids of St. Jude."

Local donors include:

- Doggett Concrete
- Moisture Loc
- Locust Lumber
- David Hensel Construction
- Procar
- West Norman Electric
- Miller Contracting Services
- Service Plumbing
- Ferguson Enterprises
- The Hogan Company
- Jason Custom Wood Works
- Care Free Carpet
- 4th Generation Weatherization
- General Shale
- Advanced Roofing
- Pella Windows and Doors
- ITC Millwork
- Envision Millworks
- Paragon Landscape Management