



# Healthy Futures. Together!

\$4 Million Emergency Department  
COMPREHENSIVE CAMPAIGN

We are so very appreciative of your support and can't wait to *celebrate and recognize YOU* for contributing to this important campaign for the Carleton Place & District Memorial Hospital! Please see below for our recognition levels and naming opportunities. If you have any questions or would like further details, our team at the CPDMH Foundation office will be happy to help and would love to speak with you!

## DONOR RECOGNITION

Campaign donors who contribute \$1,000 or more will be recognized independently under on a special Campaign Donor Recognition Wall in the new Emergency Department AND in their cumulative giving on the Foundation's main Donor Wall in the Hospital. Recognition is provided to donors at the following levels:

Supporter \$1,000+ | Friend \$5,000+ | Contributor \$10,000+ | Builder \$15,000+ | Patron \$25,000+  
Champion \$50,000+ | Benefactor \$100,000+ | Leader \$250,000+ | Visionary \$500,000+ | Philanthropist \$1M

## NAMING OPPORTUNITIES

In addition to the recognition above, we would be honoured to provide additional recognition in the form of naming opportunities within the Emergency Department. An individual or organization can also choose to designate a naming opportunity in the name of a family member. Naming opportunities will be designed in such a way to commemorate a donor's generosity in a consistent, appropriate and public manner. An example would be a leadership gift from "John & Jane Smith" to name the Ambulance Bay might be marked by signage describing "The John & Jane Smith Ambulance Bay". The values assigned to each opportunity do not necessarily reflect the actual cost but rather a combination of size, location, exposure, functional importance, and desirability. All signage associated with naming opportunities will be consistent in look, design, and material and be balanced in design with the Emergency Department's facility design. Each naming opportunity is available on a first-come, first-serve basis – *please contact Foundation staff to confirm available options.*

### EMERGENCY DEPARTMENT | Philanthropist \$1M +

- Donor name prominently displayed on Emergency Department (ED) exterior
- Donor name prominently displayed on interior entrance of ED
- Donor name prominently displayed at *Philanthropist* level on campaign donor recognition wall in new ED
- Donor name prominently displayed at *Philanthropist* level on Foundation's main Donor Wall in Hospital
- Specially-designed recognition piece to be displayed in donor's business or home
- Media release to all local and regional media and announcement on social media
- Speaking opportunities at *Healthy Futures. Together!* campaign events including Campaign Launch (for public phase), Campaign Closing Event (\$4M raised), Groundbreaking Ceremony, Ribbon-Cutting Ceremony and a Foundation Donor Recognition Event

#### EMERGENCY DEPARTMENT WAITING ROOM | Visionary \$500,000+

- Donor name prominently displayed in Emergency Department (ED) Waiting Room
- Donor name prominently displayed at *Visionary* level on campaign donor recognition wall in new ED
- Donor name prominently displayed at *Visionary* level on Foundation's main Donor Wall in the Hospital
- Media release to all local and regional media and announcement on social media
- Invitation to *Healthy Futures.Together!* events including Campaign Launch, Campaign Closing, Groundbreaking Ceremony, Ribbon-Cutting Ceremony and a Foundation Donor Recognition Event
- Duration of recognition to be determined

#### AMBULANCE BAY or NURSING STATION or RESUSCITATION ROOM | Leader \$250,000+

- Donor name prominently displayed in Ambulance Bay or Nursing Station or Resuscitation Room
- Donor name prominently displayed at *Leader* level on campaign donor recognition wall in new ED
- Donor name prominently displayed at *Leader* level on Foundation's main Donor Wall in the Hospital
- Media release to all local and regional media and announcement on social media
- Invitation to *Healthy Futures.Together!* events including Campaign Launch, Campaign Closing, Groundbreaking Ceremony, Ribbon-Cutting Ceremony and a Foundation Donor Recognition Event

#### PILLARS OF THE COMMUNITY CONNECTING HALLWAY | Benefactor \$100,000+

- Donor name prominently displayed in *Pillars of the Community* Connecting Hallway between the hospital and the new ED
- Donor name prominently displayed at *Benefactor* level on campaign donor recognition wall in new ED
- Donor name prominently displayed at *Benefactor* level on Foundation's main Donor Wall in Hospital
- Media release to all local and regional media and announcement on social media
- Invitation to *Healthy Futures.Together!* events including Campaign Launch, Campaign Closing, Groundbreaking Ceremony, Ribbon-Cutting Ceremony and a Foundation Donor Recognition Event

#### FAMILY ROOM or DECONTAMINATION ROOM or TRIAGE STATION | Champion \$50,000+

- Donor name prominently displayed in Family Room or Decontamination Room in ED
- Donor name prominently displayed at *Champion* level on campaign donor recognition wall in new ED
- Donor name displayed at *Champion* level on Foundation's main Donor Wall in the Hospital
- Media release to all local media and announcement on social media
- Invitation to *Healthy Futures.Together!* events including Campaign Launch, Campaign Closing, Groundbreaking Ceremony, Ribbon-Cutting Ceremony and a Foundation Donor Recognition Event

#### PATIENT TREATMENT ROOMS (10 opportunities) | Patron \$25,000+

- Donor name prominently displayed in one of the Treatment Rooms in Emergency Department (ED)
- Donor name displayed at *Patron* level on campaign donor recognition wall in new ED
- Donor name prominently displayed at *Patron* level on Foundation's main Donor Wall in the Hospital
- Media release to all local media and announcement on social media
- Invitation to *Healthy Futures.Together!* events including Campaign Launch, Campaign Closing, Groundbreaking Ceremony, Ribbon-Cutting Ceremony and a Foundation Donor Recognition Event

#### DURATION OF RECOGNITION:

Philanthropist – lifetime of building | Visionary – *to be determined* | All others – 10 years following Grand Opening Ceremony

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## **Healthy Futures. Together!**

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COMPREHENSIVE CAMPAIGN

### A TIME FOR ACTION | Every Moment Counts

We know that *currently* more than 18,000 patients need care in our Emergency Department every year. That could be you, a loved one, a neighbour, a friend... Together, we can give and raise the needed support required to build this very important part of our Hospital. Together, with everyone giving and pledging, we know the financial needs of our hospital can be achieved. Please carefully consider how your participation will make a difference in ensuring the best care is provided in our community; exactly when you or your loved ones will need it. Your support, the support of others, companies and organizations will be important for achieving our campaign goal of \$4 million. Your generosity would be greatly appreciated.

For more information regarding these recognition and naming opportunities for the *Healthy Futures.Together!* \$4 Million Emergency Department Comprehensive Campaign, please contact our team at the CPDMH Foundation office. Thank you for your support!

**Carleton Place & District Memorial Hospital Foundation**

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