



CAMPAIGN NAMING & RECOGNITION OPPORTUNITIES

\$5 - \$10 million

- Our Lady of Mercy Wing
- Diagnostic Imaging Department

\$1 million - \$4.9 million

Core Care Areas such as:

- Day Surgery Centre
- Fracture and Orthopaedic Clinic
- Mental Health Emergency Services Unit
- Learning and Innovation Centre
- Interventional Suite
- Adult Inpatient Floor
- Emergency Super Track Unit
- Paediatric Emergency Unit
- Paediatric Emergency Kids' Zone

\$250,000 - \$999,999

Our Lady of Mercy Wing Lobby

Large Waiting Areas in areas such as:

- Breast Centre
- Emergency Department
- Mental Health Emergency Services Unit

Medium Care Areas, such as:

- Fracture and Orthopaedic Treatment Centre
- Day Surgery Recovery Area
- Emergency Triage Station
- Neonatal Intensive Care Unit

Treatment Rooms, such as:

- Breast Centre Ultrasound Room
- Breast Centre Stereotactic Room

\$100,000 - \$249,000

Medium Waiting Areas in areas such as:

- Diagnostic Imaging
- ICU

Medium Care Desks/Nursing Stations in areas such as:

- Breast Centre
- Day Surgery
- Emergency Department
- Palliative Care Centre
- Fracture and Orthopaedic Centre

Core Care Rooms and Small Clinical Areas, such as:

- Breast Centre Consult Rooms
- Breast Centre Bone Density Room
- Resuscitation Rooms
- Labour and Delivery Operation Room
- Fracture and Orthopaedic Casting Room

\$50,000 - 99,999

Small Waiting Areas and Lounges in areas such as:

- Breast Centre
- Palliative Care Centre
- Morrow Wing

Specialty Care Rooms, such as:

- Isolation Rooms
- Casting Rooms
- Teaching/Meeting Rooms
- Hydrotherapy Tub Room
- Mental Health Emergency Services Interview Rooms

Small Care Desks in areas such as:

- Interventional Unit
- Our Lady of Mercy Wing Adult Inpatient Unit
- Paediatric Inpatient Unit





Continued
**CAMPAIGN NAMING &
RECOGNITION OPPORTUNITIES**

\$25,000 - \$49,999

Inpatient Rooms, in areas such as:

- Our Lady of Mercy Wing Adult Inpatient Unit
- Our Lady of Mercy Wing Child and Adolescent Mental Health
- Palliative Care Centre
- Family Birthing Centre

Patient Counselling Rooms, such as:

- Dialysis Dietician and Education Room
- Labour and Delivery Quiet Room
- NICU Breast Pump Room
- Breast Centre Nurse Navigator Office
- Patient Exam Rooms, in areas such as:
 - Fracture Clinic
 - Emergency Department
 - Paediatric Emergency Unit
 - Palliative Care Centre

\$10,000 - \$15,000

- Dialysis Treatment Station
- Physician On-call Room
- In each campaign priority there will be a group plaque in a prominent location (lobby, main waiting area, etc.) that will recognize donors who gave \$10,000 or more to that project.

Cumulatively giving of \$10,000 or more is recognized on the St. Joe's Donor Wall:

- Sustainer Wall - \$10,000 - \$49,999
- Patron Wall - \$50,000 - \$99,999
- Partner Wall - \$100,000 - \$249,999
- Benefactor Wall - \$250,000 - \$499,999
- Founder Wall - \$500,000 - \$999,999
- Leader Wall - \$1,000,000 - \$4,999,999
- Guardian Wall - \$5,000,000 +

Due to the nature of the project development process, naming opportunities are subject to change. Donors will be informed of any changes, and we will endeavor to honour the gifts with other available opportunities at equal or greater value.

