



**Fondation Hôpital
général Lakeshore**
Lakeshore General
Hospital Foundation

Lakeshore General Hospital Foundation Naming Opportunity Recognition Program

Program Vision

To honor the generosity of individuals, families, corporations, and foundations whose philanthropic support helps transform patient care and enhance the hospital's infrastructure and services.

Purpose of the Program

The Naming Opportunity Recognition Program exists to:

- Inspire transformational gifts.
- Publicly and permanently honour major donors
- Align donor support with specific areas of impact within the hospital (capital improvements, equipment, patient experience).
- Encourages legacy giving and community investment in healthcare.

Types of Recognition

- Permanent Naming Signage: Prominently placed in or near the named space.
- Donor Wall: A physical display showing names by level.
- Commemorative Plaques: Personalized and installed.
- Hospital Publications: Recognition in newsletters, annual reports, website
- VIP Tours: Hosted with hospital leadership and medical staff.
- Legacy Society Membership: For planned/estate gifts, with distinct visibility.

Naming Opportunity Categories

1. Capital Naming – For spaces (new or renovated).
2. Programmatic Naming – For services, outreach initiatives, or departments.
3. Endowment Naming – Gifts that support programs in perpetuity.
4. Memorial or Tribute Naming – To honor a loved one or a legacy.
5. Matching Opportunities – For corporate sponsors or challenge grant donors.

Operational Guidelines

- Approval Process: All naming rights are subject to approval by the Foundation
- Duration: Naming is typically granted for 10–25 years (or perpetuity if endowed).
- Donor Agreements: Formal documentation ensures donor intent and outlines duration, renewal, and stewardship commitments.
- Recognition Plan: Each donor receives a customized stewardship journey, including progress reports, milestone updates, and ongoing engagement.

Program Benefits

- Elevates philanthropic culture.
- Encourages multi-year and major gifts.
- Creates visibility for community leadership.
- Enhances funding for capital improvements, like your in-patient psychiatry unit renovation

4th floor naming opportunities:

Recognition Level	Placement	Gift Range	Recognition & Benefits
Legacy of Care	4 th Floor	\$1,000,000	<ul style="list-style-type: none"> • Prominent naming signage • Custom-designed commemorative plaque (24 X 36) • Formal naming ceremony & tour with medical staff, leadership & media • Permanent feature on the donor recognition wall • Featured donor spotlight in the Foundation social media, newsletter & annual report • Speaking opportunity at one of the LGH Foundation events
Anchor of Care	4 West OR 4 East	\$500,000	<ul style="list-style-type: none"> • Commemorative plaque displayed outside of designated area (24 X 36) • Formal naming ceremony & tour with medical staff, leadership & media • Permanent feature on the donor recognition wall • Formal acknowledgment in the annual report and social media
Champion of Care	Long Stay 4 South OR Geriatrics 4 North	\$250,000	<ul style="list-style-type: none"> • Commemorative plaque displayed inside of designated ward (12 x 12) • Permanent feature on the donor recognition wall • Formal acknowledgment in the annual report and social media
Supporter of Care	Nurses Station	\$100,000	<ul style="list-style-type: none"> • Commemorative plaque displayed outside of designated station (12 x 12) • Featured on the donor recognition wall • Formal acknowledgment in the annual report and social media
Friends of the Community	Patient Room	\$25,000	<ul style="list-style-type: none"> • Commemorative plaque displayed inside of designated rooms (12 X 12) • Featured on the donor recognition wall • Formal acknowledgment in the annual report
Wellness of Care	Patient Beds	\$5000	<ul style="list-style-type: none"> • Commemorative (5 x 7) plaque displayed on one (1) bed

Potential Revenue

Placement	Gift Amount	Total
4 th Floor	\$1,000,000	\$1,000,000
Psychiatry 4 East	\$500,000	\$500,000
General Medicine 4 West	\$500,000	\$500,000
Long Stay 4 South	\$250,000	\$250,000
Geriatrics 4 North	\$250,000	\$250,000
Nurses Station	\$100,000	\$100,000
Patient Room	\$25,000	4 West = 20 rooms 4 South = 16 rooms 4 North = 16 rooms 20 east = 20 rooms = 72 beds @ \$25,000 \$1,800,000
Beds	\$5,000	4 West = 30 beds 4 South = 25 beds 4 North = 30 beds = 85 beds @ \$5,000 \$425,000
GRAND TOTAL REVENUE		\$4,825,000