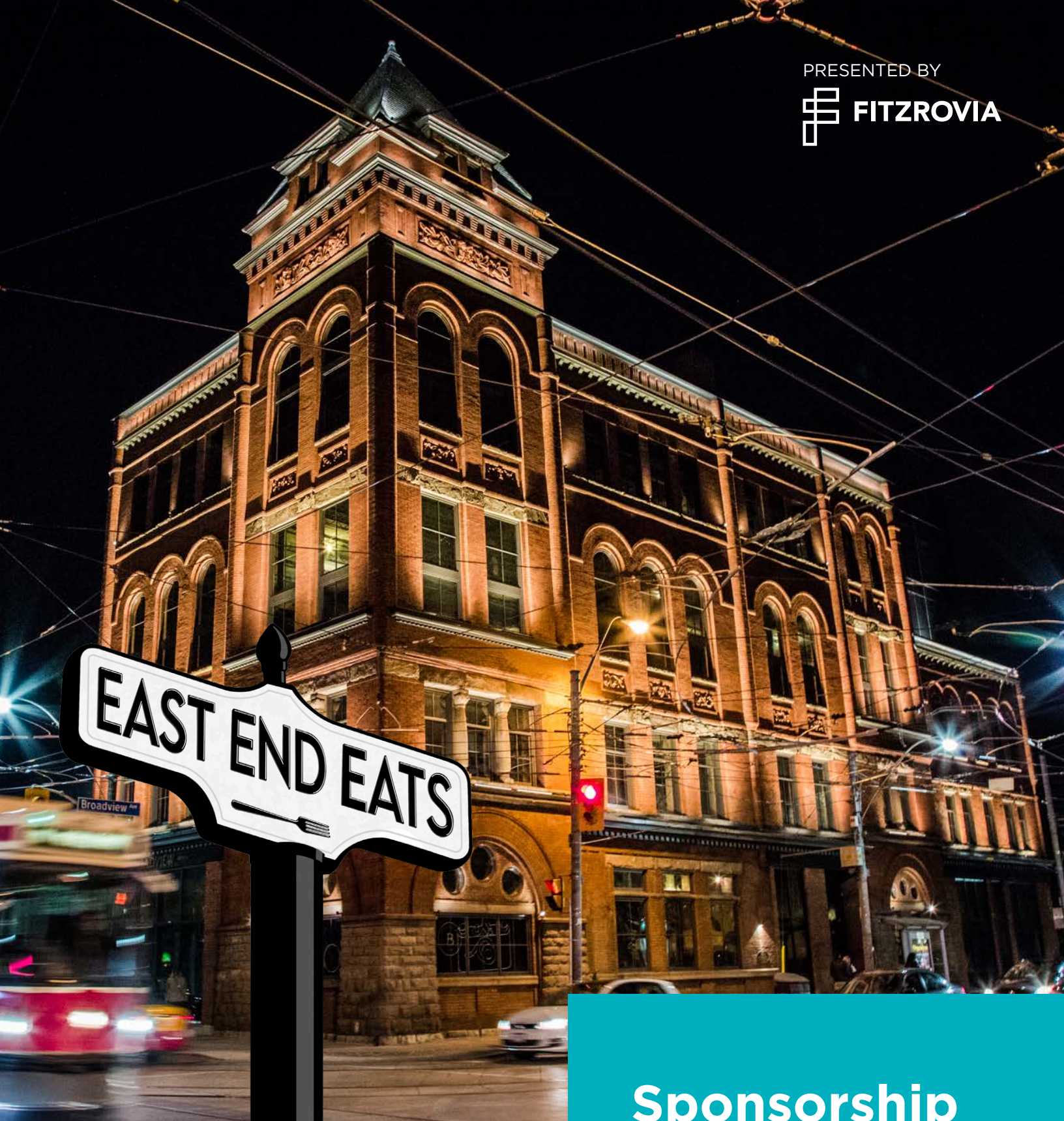


PRESENTED BY



June 2, 2022

Making a positive impact on
healthcare in East Toronto

Sponsorship opportunities



the
heart
of the
east



MICHAEL
GARRON
HOSPITAL
FOUNDATION



The Michael Garron Hospital Foundation Impact Council

IMPACT
COUNCIL

MICHAEL GARRON HOSPITAL FOUNDATION

The Impact Council is a collective of young professionals who want to make a positive impact in our community. Toronto's east end holds a special place in our hearts and that's why we've chosen to support Michael Garron Hospital – the Heart of the East. We know that a healthier community means a stronger, more resilient one that benefits everybody.

Working with Michael Garron Hospital Foundation, our goal is to collaborate with local businesses and residents on initiatives that benefit everyone living in East Toronto.

Michael Garron Hospital: the Heart of the East

East Toronto is one of Canada's most diverse communities. Established neighbourhoods like the Beaches and Riverdale sit alongside those with large populations of newcomers, like Crescent Town and Thorncliffe Park. Poverty and isolation – two of the most critical social determinants of health – affect people in East Toronto disproportionately.

Michael Garron Hospital is a true community hospital, providing high-quality healthcare close to home for everyone who lives in Toronto's east end. It prides itself on being the Heart of the East, caring for people during some of the most significant and vulnerable moments in their lives.

Michael Garron Hospital believes that when people are healthy, they can reach their full potential and contribute more to their family, neighbourhood, and ultimately, Canadian society. Your generosity ensures it can provide excellent care to everyone in our vibrant, diverse community – no matter which neighbourhood you call home.

EAST TORONTO FACTS



40%

are new Canadians



20%

of households
have low income



50+

languages spoken



Highest proportion
of refugees in the city



More seniors living
alone and on low incomes
than elsewhere in the city



MICHAEL GARRON HOSPITAL



East End Eats

East End Eats invites guests to explore the vibrant neighbourhood of Queen and Broadview in Toronto's east end, sampling delicious food and beverage pairings at participating businesses.

On the evening of **Thursday, June 2**, follow the tour route with a group of like-minded philanthropic young professionals, then gather at the historic Broadview Hotel for an after-party with other guests. Over 100 guests will participate in this inaugural Impact Council event, raising funds for Michael Garron Hospital while celebrating some of the incredible businesses in our East Toronto community.

Help us do more

Ask any healthcare worker and they'll give you a dozen ideas to improve patients' hospital experience. But healthcare budgets are tight; there's not enough funding to purchase every needed piece of equipment, invest in research or to make every good idea happen.

The Impact Council wants to make more good ideas a reality, by raising money at East End Eats to support Michael Garron Hospital projects that might not be funded otherwise.

More money = bigger impact. That's why your support as an official sponsor of East End Eats is vital.















By sponsoring East End Eats, you show your staff and clients that you care about a cause that's important to them: the health and well-being of their community. Sponsors receive a wide range of benefits, including recognition in Michael Garron Hospital Foundation channels and event-day opportunities.

How it works:

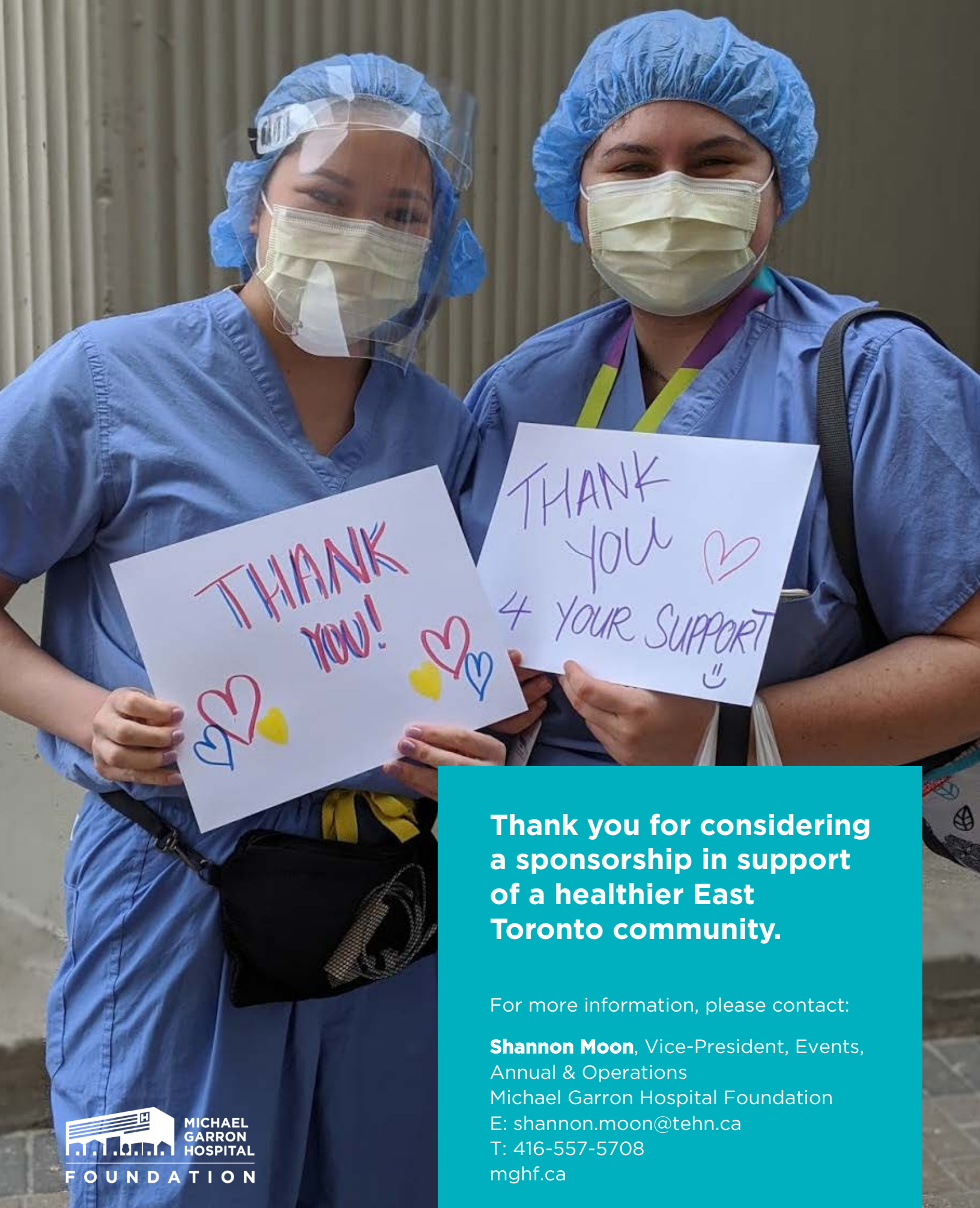
- 1. Fundraise:** East End Eats brings people together to raise money to support Michael Garron Hospital.
- 2. Pitch:** After East End Eats, healthcare teams will pitch their ideas for projects that need funding.
- 3. Select:** The Impact Council chooses which project(s) will be supported with money raised.
- 4. Celebrate:** Once the projects are completed, all East End Eats participants will receive an impact report that celebrates the difference they've made at Michael Garron Hospital.



Sponsorship opportunities

	Presenting Sponsor \$20,000	Event Experience Sponsor* \$5,000	Community Sponsor \$2,000
Exclusive title sponsor			
Opportunity to speak on stage at after-party			
Option for on-site activation at after-party			
First right of refusal for future Impact Council events			
Logo on signage at all food & drink tour stops and after-party			
Named sponsor of a property (“sponsored by”)			
Acknowledgement during remarks at after-party			
On-site signage			
Logo on event communications			
Logo on webpage	Header	Footer	Footer
Thank-you message on social media			
Tickets to the event	4	2	2

*Five available: After-Party Sponsor, Auction Sponsor, Bar Sponsor, Entertainment Sponsor, Food Sponsor



**Thank you for considering
a sponsorship in support
of a healthier East
Toronto community.**

For more information, please contact:

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