



October 4, 2023

Making a positive impact on  
healthcare in East Toronto

## Sponsorship opportunities



the  
heart  
of the  
east



MICHAEL  
GARRON  
HOSPITAL  
FOUNDATION



The background image shows a green steel bridge structure with a large clock face integrated into its arch. A white bus with the number 4144 and route 504 DUNDAS WEST STN VIA KING is visible on the bridge. The scene is set during the day with a clear sky.

# The Michael Garron Hospital Foundation Impact Council

The Impact Council is a collective of young professionals who are committed to making a positive impact in our community.

Toronto's east end holds a special place in their hearts and that's why they've chosen to support Michael Garron Hospital - the heart of the east. They know that a healthier community means a stronger, more resilient one that benefits everybody. Working with Michael Garron Hospital Foundation, their goal is to collaborate with local businesses and residents on initiatives that benefit everyone living in East Toronto.

**IMPACT**  
**COUNCIL**

MICHAEL GARRON HOSPITAL FOUNDATION



## 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

# Great care inspired by community.

At Michael Garron Hospital, we care for people during the most significant and challenging moments in their lives: from the birth of a child to the death of a loved one, and everything in between. We serve 400,000 people in East Toronto, one of Canada's most diverse communities, as well as people throughout the city who seek our skill and expertise. We treat each person who comes through our doors like a neighbour and we've done so for nearly 100 years.

There's never been a more exciting time to be involved here. Thanks to the generosity of community leaders through our successful Heart of the East Campaign, our new Ken and Marilyn Thomson Patient Care Centre is now welcoming patients. The new facility offers bright, uplifting spaces, more single occupancy rooms with greater privacy, as well as conveniently located outpatient clinics. Further renovations to our legacy campus are underway to support our community's evolving needs.

Your sponsorship will help us continue to keep pace with the speed of innovation and emerging knowledge by providing the latest equipment, community-based programs and research to improve patient care. With your support, we deliver great care and compassion to everyone who turns to us for help.

Ken and  
Marilyn  
Thomson  
Patient Care  
Centre





# East End Eats

In 2022, the Impact Council hosted its first annual East End Eats. Over 150 guests explored the vibrant neighbourhood of Queen and Broadview, visiting Barrio Cerveceria, Brickworks Cider House and Eastbound Brewing Company before ending the evening with live music, great food and a silent auction at the historic Broadview Hotel. The event raised an impressive \$70,000. We're motivated to exceed that this year to ensure maximum impact for Michael Garron Hospital.

On **Wednesday, October 4**, join over 200 like-minded philanthropic young professionals to explore the diverse and expansive east end. You'll sample delicious food and beverage pairings at new restaurants, then gather at the Broadview Hotel for another memorable after-party. All proceeds from East End Eats will support a hospital project that needs funding.



# 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



A woman with long brown hair, wearing a dark blue jacket with a red and white patterned trim over a white top, is laughing heartily. She is holding a glass of white wine. The background is a brick wall with some hanging lights.

# Can a fun night on the town make an impact on healthcare?

Yes it can! Each year, proceeds from East End Eats support a hospital project that would otherwise go unfunded. The Impact Council selects the project after hearing pitches by Michael Garron Hospital healthcare teams on ideas relating to patient care, research and equipment.

Last year these funds were awarded to the Stavro Emergency Department. Thanks to everyone who supported East End Eats, people who need emergency treatment in East Toronto now have more streamlined care, making a stressful time easier for themselves and their loved ones.

With the \$70,000 raised, our Emergency Department has been able to:

- Implement a new virtual waiting room program
- Introduce a physician-led quality improvement at triage
- Pilot an innovative wait time clock, one of the first in Toronto

The government doesn't fund upgrades like these. But your philanthropy does.

Join us as an East End Eats sponsor this year and make an impact on another deserving project at Michael Garron Hospital.



# Thank you to our 2022 sponsors

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EVENT EXPERIENCE SPONSORS



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

For more information, please contact:

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Michael Garron Hospital Foundation  
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