

LOVE THE EAST



**Support Michael Garron Hospital
and show your community how
much you Love the East**



1 in 6

That's how many community members use our hospital each year.

Michael Garron Hospital (formerly Toronto East General) plays a central role in the lives of everyone living in East Toronto. We're here to provide excellent healthcare—close to home—at every stage of life.

Now we're elevating the way we deliver care through the transformation of our aging campus. An historic redevelopment project is well underway on the corner of Coxwell and Sammon. We have committed to raising \$100 million to help fund this through our Heart of the East campaign, and we're almost there!


















That's why we want you to join us. **We need your help to make our vision of a healthier East Toronto a reality.**

Your support of Michael Garron Hospital means so much more than a donation: it is an investment in the well-being of our entire community.

Join our **Love the East** program for local businesses, leaders, and groups, and publicly demonstrate your commitment to your community. **Together, we can create better health for all those who live and work in our vibrant neighbourhood.**

The benefits of participation

- Show that you care about the health of East Toronto—people support businesses that give back
- Motivate employees—they’ll take pride in helping their community
- Earn recognition through Michael Garron Hospital Foundation channels and show everyone that you Love the East

RECOGNITION	AMOUNT		
	\$250-\$499	\$500-\$999	+\$1,000
Window decal with year of support noted			
Receive content you can use in print and social media (twice annually)			
Option to promote offer on hospital intranet to over 2,500 employees and physicians			
Inclusion on Michael Garron Hospital Foundation website and social media			
Inclusion in community newspaper ad (subject to availability)			
Cheque presentation			
Invitation to exclusive ‘Behind the Scenes’ event			
Listing in annual report			

Minimum support for Love the East program participation is \$250 annually

Examples of ways to participate:

- Donate a portion of sales over a given period (e.g., 10% over a weekend)
- Donate proceeds from a designated item (e.g., \$1 from every cookie)
- Ask for customer donations at the till, or sell paper icons to display
- Organize an employee event where staff can donate to participate (e.g., a jeans day)
- Arrange a “pay what you can” class (e.g., cooking, exercise)
- Give a discount on a service (e.g., haircut) and donate the difference
- Hold a lemonade stand

There are so many ways to participate—contact us and we will work with you to customize a promotion that is the right fit for your organization. We’ll also provide signage templates and other fundraising support.



RENDERING OF NEW HOSPITAL CAMPUS, COMPLETION FALL 2024.

For more information, visit
mghf.ca/lovetheeast
or contact:

Siobhan Flanagan Dell
Michael Garron Hospital Foundation
825 Coxwell Avenue
Toronto, ON M4C 3E7

416-469-6580 ext. 2460
siobhan.flanagandell@tehn.ca

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