

THE FUTURE IS  
**NOW**

THE 2024 SOUTHLAKE GALA

PRESENTED BY  
**TREASURE HILL**

**OCTOBER 5, 2024**

UNIVERSAL EVENTSPACE  
6250 HWY 7, VAUGHAN



**SOUTHLAKE**  
FOUNDATION











Join us as we look to bring the **FUTURE** to Southlake **NOW** at our award-winning, premier gala celebrating the next 100 years of Southlake Regional Health Centre.

### Message from The Future Is Now Gala Co-Chairs Lina Bigioni and Felicia Salomon

The award-winning 2022 **Here and Now** Gala was an opportunity to look back at 100 years of accomplishments. Together, we raised \$4 million, a best-ever result, for the **HERE is Where Cancer Meets its Match** Campaign, benefitting the **Southlake's** Regional Cancer Centre. We witnessed the powerful impact of what our community can achieve when we stand united for the health of our family, friends, colleagues, and neighbours. **You have the once-in-a-lifetime opportunity to join us in shaping the next century for our hospital and local healthcare.**

From our tender through twilight years, we count on Southlake to care for us, treating everything from the common cold to broken bones to life-threatening conditions. The Emergency Department is Southlake's critical first point of entry. It is sobering to learn a new patient walks through those front doors every 4.5 minutes. Southlake's next patient could be you or someone you care about. We don't want our loved ones to face the stress of hallway healthcare. We don't want the expert clinical teams caring for us to rely on outdated, aging equipment or lack what they need to do their lifesaving work. Southlake has ambitious plans to

expand to a two-site health network. However, we cannot wait years for a new hospital—especially when it comes to emergency care.

We have stepped up to lead this year's Gala because, as caring citizens, we must take ownership of building healthy communities. If you don't have your health, nothing else matters. **We must safeguard our hospital by addressing Southlake's urgent capacity challenges and equipment necessities today. The need is now. The future is NOW.**

Please stand with us on October 5, 2024, at **The Future Is Now** Gala for a celebratory evening of transformative philanthropy. Together, we can ensure Southlake remains the "gold standard" for advanced, personalized care today, tomorrow, and for generations to come.

Lina Bigioni

Felicia Salomon

### The Future Is Now Gala Committee:

Lina Bigioni  
*Co-Chair*

Felicia Salomon  
*Co-Chair*

Joanne Barnett

Barbara Bellissimo  
*Chair, Foundation Board*

Jackie Blainey

Susan Chant

Christine Elliott

Mayor Virginia Hackson

Marilee Harris  
*Chair, Hospital Board*

Steve Hinder

Chief Jim MacSween  
*York Regional Police*

Louanne McGrory

Teresa van Schaik

# A Look Back at the 2022 Here and Now Gala



The Foundation's **Here and Now** Gala, held in October 2022, was Southlake's most successful ever, raising \$4 million to support the Stronach Regional Cancer Centre and achieving first place for the *Best Fundraising Event* at the 2022 Canadian Event Awards. Over 800 guests representing a "who's who" of dedicated philanthropists, business and community leaders, and dignitaries joined us to launch our \$20 million Cancer Campaign, **HERE is Where Cancer Meets its Match**. Our guests came together to advance leading edge cancer care while enjoying an elegant evening featuring gourmet food and drink and live entertainment. Highlights included the Montreal Rhapsody Orchestra and a special surprise performance from Alan Frew, lead singer of Glass Tiger and a former Southlake registered nurse.

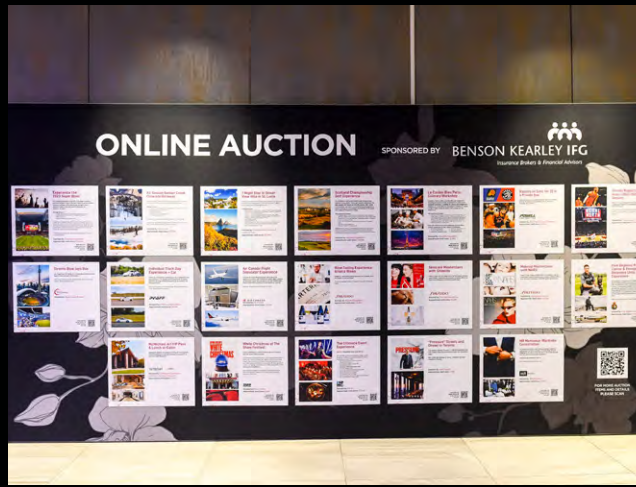


"... and as we look to the next 100 years, one thing we know will remain is Southlake's drive and determination to provide the best possible care to every patient we treat."

— 2022 Here and Now Gala











# The Future Is Now Gala Experience

On **October 5, 2024**, we ask you to look to the **FUTURE** of Southlake and join us as we gather to celebrate and support making that future a reality **NOW**.

In 2022, the government awarded Southlake a \$5 million planning grant toward **building a NEW Southlake**—the first significant expansion in over two decades. With this investment, we are on our way to **becoming a two-site healthcare system with a new state-of-the-art campus** and redevelopment of our current site. While this brings hope to our communities, who have been at the forefront of hallway healthcare for too long, it will be **at least 10 years before our patients and their families will walk through the doors of a new hospital**.

Right now, **Southlake faces the most significant challenges in our history**. Our communities' accelerated growth and aging population are creating an exponential demand for care that outpaces our capacity. **These challenges are felt most acutely in Southlake's Emergency Medicine Program**.

The Emergency Department is Southlake's front door. It is the first place people go when in crisis. Open 24 hours a day, seven days a week, Southlake **sees more than 115,000 patients annually—in a space built to accommodate 70,000 patients. This means a new patient arrives every 4.5 minutes**. Our Emergency Department's annual visits have doubled over the last 20 years with no expansion. We must enhance our capacity through new space, equipment, and technology. The time is **NOW**.

Southlake is designated as one of Ontario's first Level III Trauma Centres, supporting an interconnected

network of emergency trauma care sites. Our physicians, nurses, and staff work tirelessly to maximize our smaller space, minimize wait times, and maintain the high-quality care we are known for. **Southlake is home to phenomenal talent, but their hard work and uniquely compassionate care only get us so far. They urgently need an environment to match their abilities and efforts.**

Southlake and the communities we serve will only face worsening strain over the coming years if we do not act immediately. **We do not want a lack of space and aging equipment to affect patient care.**

Our community needs the **FUTURE** of healthcare **NOW**. You can be pivotal in building capacity at Southlake's front door, empowering our frontline healthcare heroes to deliver quality and timely emergency care.

Your **investment in Southlake's 2024 The Future Is Now Gala** will help **expand and upgrade our patient care spaces** to meet emergency care demands, **replace end-of-service equipment with the latest technology**, and ensure Southlake **remains a magnet for top talent**. This would mean everything to the patients and families who depend on us when they come through our doors—when time is of the essence.

This is your chance to demonstrate that you are standing with us, so Southlake is here for you when you need us most.



# Sponsorship Opportunities

You have customers, employees, and loved ones living throughout York Region and South Simcoe. The funds raised through Southlake's **The Future Is Now** Gala—including your generous sponsorship—means the people you care about will receive the emergency care they need and deserve close to home.

While you or your business enjoys a memorable and elevated profile, connecting with target audiences, leveraging networking opportunities with influential corporate and community leaders, and experiencing premier hospitality, you can take great pride in knowing you are demonstrating your commitment to our community's health and well-being.



## OVERALL SPONSOR BENEFITS

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- One table (10 guests)
- Valet service
- Company name listed on Gala website
- Advertisement in program (specific to sponsor level)
- Mention in event-related Southlake Foundation communications
- Recognition on in-event slideshow
- Announcement of sponsorship on Southlake Foundation social media channels
- Mention in post-event celebratory media release
- Logo included in public post-event thank you piece

## SPONSORSHIP LEVELS

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### **\$150,000 PRESENTING SPONSOR**

*All overall sponsorship benefits PLUS:*

- Company name, "presented by," integrated into Gala wordmark
- Advertisement in program (inside cover)
- Opportunity to speak at event
- Personal quote in post-event celebratory media release
- Opportunity to provide a unique gift to all guests
- One additional table of 10 guests with preferred seating
- Personal concierge service for your tables
- Chilled champagne through dinner service
- Logo placement on in-event collateral and signage
- Logo in all event advertising
- Mention in event-related hospital communications
- Verbal recognition and thanks during in-event formal program
- VIP reception before cocktail hour for you and your table guests
- Advertisement in program (full-page)
- Company profile and URL on Gala website
- In-event custom activation

## **\$100,000 DIAMOND SPONSOR**

*All overall sponsorship benefits PLUS:*

Opportunity to provide a unique gift to all guests  
One additional table of 10 guests with preferred seating  
Personal concierge service for your tables  
Chilled champagne through dinner service  
Logo placement on in-event collateral and signage  
Logo in all event advertising  
Mention in event-related hospital communications  
Verbal recognition and thanks during in-event formal program  
VIP reception before cocktail hour for you and your table guests  
Advertisement in program (full-page)  
Company profile and URL on Gala website  
In-event custom activation

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## **\$75,000 PLATINUM SPONSOR**

*All overall sponsorship benefits PLUS:*

Logo placement on in-event collateral and signage  
Logo in all event advertising  
Preferred table seating  
Mention in event-related hospital communications  
Verbal recognition and thanks during in-event formal program  
VIP reception before cocktail hour for you and your table guests  
Advertisement in program (half-page)  
Company profile and URL on Gala website  
In-event custom activation

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## **\$50,000 GOLD SPONSOR**

*All overall sponsorship benefits PLUS:*

Mention in event-related hospital communications  
Verbal recognition and thanks during in-event formal program  
VIP reception before cocktail hour for you and your table guests  
Advertisement in program (half-page)  
Company profile and URL on Gala website  
In-event custom activation

## **\$25,000 SILVER SPONSOR**

*All overall sponsorship benefits PLUS:*

Advertisement in program (quarter-page)  
Company profile and URL on Gala website  
In-event custom activation

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## **\$15,000 BRONZE SPONSOR**

*All overall sponsorship benefits PLUS:*

Advertisement in program (quarter-page)

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## **TABLE PURCHASE**

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### **\$10,000 TABLE**

One table (10 guests)  
Valet service

### **FOR MORE INFORMATION, CONTACT:**

#### **CATHERINE CHOWN**

Associate Manager,  
Events and Community Partnerships

[cchown@southlake.ca](mailto:cchown@southlake.ca)  
or 289-221-6839





<b>SOUTHLAKE GALA 2024 SPONSORSHIP OPPORTUNITIES</b>	<b>\$150,000 Presenting</b>	<b>\$100,000 Diamond</b>	<b>\$75,000 Platinum</b>	<b>\$50,000 Gold</b>	<b>\$25,000 Silver</b>	<b>\$15,000 Bronze</b>	<b>\$10,000 Table Purchase</b>
<b>BRAND RECOGNITION</b>							
Company name integrated into Gala wordmark	✓						
Company name listed on Gala website	✓	✓	✓	✓	✓	✓	
Company profile and URL on Gala website	✓	✓	✓	✓	✓		
Advertisement in program	INSIDE COVER	FULL-PAGE	HALF-PAGE	HALF-PAGE	QUARTER-PAGE	QUARTER-PAGE	
Logo placement on in-event collateral and signage	✓	✓	✓				
Mention in event-related hospital communications	✓	✓	✓	✓			
Mention in event-related Southlake Foundation communications	✓	✓	✓	✓	✓	✓	
Recognition on in-event slideshow	✓	✓	✓	✓	✓	✓	
<b>GALA PROFILE</b>							
In-event custom activation (relative to sponsorship level)	✓	✓	✓	✓	✓		
Verbal recognition and thanks during in-event formal program	✓	✓	✓	✓			
Opportunity to provide unique gift to all guests	✓	✓					
Opportunity to speak at event	✓						
<b>MEDIA</b>							
Announcement of sponsorship on Southlake Foundation social media channels	✓	✓	✓	✓	✓	✓	
Logo included in post-event thank you piece	✓	✓	✓	✓	✓	✓	
Mention in post-event celebratory media release	AND QUOTE	✓	✓	✓	✓	✓	
Logo in all event advertising	✓	✓	✓				
<b>HOSPITALITY</b>							
Table (10 guests) at formal dinner	TWO TABLES	TWO TABLES	✓	✓	✓	✓	✓
Valet service	✓	✓	✓	✓	✓	✓	✓
VIP reception before cocktail hour	✓	✓	✓	✓			
Preferred table seating	✓	✓	✓				
Personal concierge service	✓	✓					
Chilled champagne through dinner service	✓	✓					



# Volunteer Leadership

## Southlake Regional Health Centre Board of Directors

Marilee Harris, <i>Chair</i>	Trish Nixon
Diana Brouwer, <i>Vice-Chair</i>	John Simmons
Andrew Tamlin, <i>Treasurer</i>	Sean Sprogis
Doug Bannister	Derek Watchorn
Susan Beamish	Suzanne Wolfe
Barbara Bellissimo	Staff:
Avanthi Goddard	Arden Krystal
Patrick Horgan	Dr. Eddie Chan
Dieter Jentsch	Elizabeth Ferguson
Carol Jardine	Dr. Kira Tone
Corey MacEachern	Dr. Charmaine van Schaik

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## Southlake Foundation Board of Directors

Barbara Bellissimo, <i>Chair</i>	Kelly Harbridge
Dave Greenwood, <i>Vice-Chair</i>	Marilee Harris
Steve Elmer, <i>Treasurer</i>	Tatiana Hermanns
Brian Bigras	Ajit Khanna
Susan Bishop	Paul Woods, MD
Geoff Dawe	Diane Mason
Janice Dawes	Dr. Sara Temple
Diane Gajewczyk	Peter van Schaik

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## Philanthropy Cabinet

Peter van Schaik, <i>Co-Chair</i>	Eric Jolliffe
Steve Hinder, <i>Co-Chair</i>	Nima Khadem-Mohtaram
Paul Bailey	Keith Loo
Joanne Barnett	Louanne McGrory
Brian Bigras	Kyle Peterson
Michael Croxon	Chris Pfaff
Jonathan Goodyear	Richard Reiningger
Tatiana Hermanns	Cliff Sifton
Johnathan Hostick	Neil Stratton

## Southlake Foundation Staff Leadership

### Campaign

**Jennifer Ritter**  
*President and CEO*  
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### Lesley Ring

*VP Major Gifts and Campaigns*  
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### Lynn Conforti

*Director, Principal Gifts*  
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### Gala

### Patricia McLaughlin

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### Catherine Chown

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### Melanie Osmond

*Officer, Events and Community Partnerships*  
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**SOUTHLAKE REGIONAL HEALTH CENTRE FOUNDATION**  
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Charitable Business Number: #13179 7540 RR0001

**SOUTHLAKEGALA.CA**



[southlakefoundation.ca](https://southlakefoundation.ca)