

Recognition and Naming Guidelines

Uvalde Memorial Hospital *Saving Lives Close to Home*

Regional Cancer Care Medical Center Donor Recognition and Naming Opportunities

The *Saving Lives Close to Home* Campaign is a regional initiative to provide a new radiation oncology center and to expand medical specialty services to South Texas. People from all walks of life will be invited to participate and asked to financially support this project in a meaningful way. Every donor is important, and it is the goal of Uvalde Memorial Hospital to thank, honor and recognize each individual, foundation or business that helps make the Center a reality.

It is envisioned that recognition will include special giving categories for all donors. Recognition will be commensurate with the level of the gift with an effort to both honor leading donors as well as donors who participate at lower levels. Donors also may make anonymous gifts and have the opportunity to make a gift in honor or memory of an individual.

Donor Recognition

Book of Honor

Donors giving at any level

Any donor who supports the *Saving Lives Close to Home* campaign should take pride in helping make this initiative a reality. For this reason, names of all donors who wish to be recognized will be placed in the Book of Honor to reflect their generous support. Donor names will be listed alphabetically by year of donation and amounts of gifts will not be reflected, but all donors will know they were instrumental in creating the Regional Cancer Care Medical Center. The book will become a permanent record of Uvalde Memorial Hospital's history as the most successful fundraising initiative to date. The Book of Honor will be placed in the primary reception area of the new facility.

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The Governor's Circle

Donors giving \$10,000 or above

The Governor's Circle is a group of donors who have generously led the campaign with Leadership gifts and set the pace with significant financial support. These donors will join Governor Dolph Briscoe & Janey Briscoe Marmion, whose gift was given in memory of Kate Marmion, on the primary donor wall anchoring the Center. Donors will be listed according to category, and the categories will be placed in descending order, according to gift level. The space allocated on the donor wall for each name by category will be commensurate with the gift level as well. The Governor's Circle will be organized in the following manner:

Partners

Gifts of \$500,000 and above

Leaders

Gifts of \$100,000 to \$499,999

Investors

Gifts of \$50,000, to \$99,999

Sustainers

Gifts of \$25,000 to \$49,999

Patrons

Gifts of \$10,000 to \$24,999

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Friends Circle

Donors giving \$1,000 to \$9,999

The Friends Circle is a group of donors who have generously given to the ***Saving Lives Close to Home*** Campaign with a gift ranging from \$1,000 to \$9,999. Handsome wooden plaques will be used to place engraved name plates of every donor who supports this effort at the Friends Circle level. The plaque(s) will be located in a place of honor with maximum visibility within the new facility.

Supporters Circle

Donors giving \$100 to \$999

The Supporters Circle consists of those donors who support the ***Saving Lives Close to Home*** Campaign with a gift ranging from \$100 to \$999. Donors at this level will be given the opportunity to have an engraved brick or paver along exterior paths or in the courtyard.

Special Programs

Special donor recognition is anticipated to thank and honor gifts by groups who collectively donate to the campaign. Special placards or donor books for individual donors who give as part of a larger association may be created if deemed appropriate. Groups such as the Uvalde Memorial Hospital Employees would fall into this special program category.

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Naming Opportunities

Uvalde Memorial Hospital is pleased to have offered the Center's primary naming opportunity to Governor Briscoe and Janey Briscoe Marmion in recognition of his early and generous financial support and unwavering dedication to this project and our community. Governor Briscoe and his family have elected to name the Center after his late granddaughter, Kate Marmion. Uvalde Memorial Hospital is honored to be home to the future Kate Marmion Regional Cancer Care Medical Center, a title especially appropriate due to Kate's love of Uvalde and South Texas and her desire to help those in need.

Uvalde Memorial Hospital is currently in the design phase of the new facility. At the conclusion of the approved design, all other Naming Opportunities will be identified and described. Donors who have given most significantly will be offered a naming opportunity commensurate with the level of the gift.

Leadership Naming Opportunities will be offered to those donors who support the Center with Leadership Gifts of \$100,000 or more. In addition to being identified as part of the Governor's Circle, these donors will be given the first opportunity to place their name, or that of a loved one, on a specific area or room within the new facility. The areas or specific rooms offered will be among the larger and most visible and used spaces in the new facility.

Based upon availability, Major Naming Opportunities will also be offered to those donors who support the Center with Major Gifts of \$50,000 to \$99,999.

Donor Naming Opportunities may include physical spaces and areas such as the following:

Waiting Room / Patient Lounge	Exterior Courtyard
Simulator Chamber Room	Patient Exam Room(s)
Linear Accelerator Treatment Room	Reception and Administration Area
Doctor's Office(s)	Break Room
Consulting Room/Library	Family Room

Note: All Donor Recognition programs and Naming Opportunities are still being developed and subject to change based on the architectural renderings of the Center.