

WE'RE NOT WAITING FOR THE FUTURE. WE'RE BUILDING IT.

Sarah Wetsman Davidson Tower

Hadassah University Medical Center at Ein Kerem, Jerusalem

TOWER CAMPAIGN UPDATE

NEW \$1,000,000 CHALLENGE GRANT

A new \$1,000,000 challenge grant was announced by a generous donor in the United States. This extraordinary gift will be matched dollar for dollar with gifts beginning at \$25,000 and above, payable up to five years, until the \$1,000,000 goal is reached or announced at Hadassah's National Convention, Monday, July 26, 2010 in Florida. To date, more than \$286,000 has been raised toward this exciting new challenge gift. All donors making major gifts qualifying for the challenge will be eligible for individual recognition, according to the level of gift and naming opportunity selected. Pledges and donations must be made between January 14, 2010 and July 26, 2010.

UNIT NAMING OPPORTUNITY

This is an unprecedented opportunity for every unit to participate in the historic Sarah Wetsman Davidson Tower Campaign and receive unit recognition for decades to come. Every unit can create its own Grassroots campaign, reaching out to everyone inside and outside of Hadassah, to raise the funds necessary for the area of the Davidson Hospital Tower the unit wishes to name. A minimum gift of \$36,000 is required, however, units are encouraged to consider the range of naming opportunity as represented in the chart (r).

We encourage units to link this unit naming opportunity to their Tower Campaign goal. Donations must be received between January 18, 2010 and May 31, 2011 to qualify for this historic unit naming opportunity. Tower Grassroots gifts up to \$5,000 that are eligible for a premium gift (eg; \$180 Tower Pendant, \$360 Tower Paperweight) also qualify towards a unit's naming opportunity. In the event that a major gift is received for this giving opportunity, it should be noted as a part of the unit naming opportunity; the donor will not receive individual recognition for the gift. The new Remittance Form will have a section to identify your designated naming opportunity.

The unit that raises the greatest dollar participation will be recognized at the dedication ceremony of the Sarah Wetsman Davidson Tower on October 20, 2012 in Israel. The winning unit will also receive a certificate to prominently display in recognition of its extraordinary accomplishment and leadership. Please note all naming opportunities are subject to availability and **MUST BE RESERVED by July 26, 2010** with the Tower Campaign Department. For additional information about the Sarah Wetsman Davidson Tower and the Campaign, or the new naming opportunity outlined above, please contact 212.303.8174 or email international@hadassah.org. Campaign staff and leadership are happy to discuss this new giving opportunity with any unit.

The following are examples of a few distinguished naming opportunities to demonstrate your unit's support to the Tower:

Surgical Intensive Care Unit	\$2 million
Parkinson's Disease Unit	\$1 million
Intermediate Care Unit	\$500,000
Patient Day Room	\$250,000
One-Patient Room	\$150,000
Nurses' Station	\$125,000
Two-Patient Room	\$100,000

NEW UPDATED TOWER GIVING OPPORTUNITIES LIST

We are pleased to announce that new Tower giving opportunities for rooms in the \$36,000 and \$50,000 levels have been added to the Tower Distinguished Giving Opportunities List available in the Tower Section of Hadassah's Intranet.

VISION OF THE FUTURE - 2012 DEDICATION & CELEBRATION

\$360 TOWER PAPERWEIGHT

Keep our Vision of the Future right before your eyes. In appreciation of your generous gift of \$360, you will receive a limited edition magnifier paperweight, etched with a representation of the Sarah Wetsman Davidson Tower. Each time you use it on your desk or admire it on your coffee table, it will be a reminder of your role in Hadassah's life-saving work. **Details and more information will be available March 1, 2010.**



www.hadassah-international.org