



Every Step Forward Brings Hope

ADVANCE & EMPOWER: **PHASE TWO – EMPOWER**

A NEW ERA OF HEALING





At **Bon Secours Hampton Roads**, our Mission is sacred: to bring **good help to those in need**.

Every day, we witness the power of care to change lives — healing the sick, comforting the vulnerable and empowering families to thrive.

Now, we invite you to join us in a transformative effort: **Phase Two of the Advance & Empower Campaign — Empower**. Together, we can shape the future of health care on the Peninsula by:

- Building the **Mary Immaculate Hospital Patient Tower**
- Enhancing **NICU care for our tiniest patients**
- Advancing **emergency medicine and critical health programs** across Hampton Roads

Why Your Support Matters

Since 1952, Mary Immaculate Hospital (MIH) has been a place of compassion, healing and faith — caring for generations across our community. Today, as the Peninsula's only faith-based inpatient hospital, it serves more than 470,000 adults each year, including a rapidly growing senior population who rely on us for comfort and care.

As our community grows, so does our vision for what care can and should feel like:

- We have an opportunity to **reimagine our postpartum spaces** into welcoming sanctuaries — where new life begins with greater comfort, privacy and peace for every family.
- By **modernizing our infrastructure**, we can empower our caregivers with the tools and technology they need to deliver the very best care — today and for generations to come.
- We can **create spaces** where families are not just visitors, but vital partners in healing — able to remain close, present and supportive every step of the way.

The new Patient Tower is more than a building — it's a promise. A promise to provide care that honors dignity, nurtures connection and inspires hope. With your support, we can create a place where healing truly thrives and every patient feels seen, valued and surrounded by compassion.

The Mary Immaculate Hospital Patient Tower TRANSFORMING CARE

This **\$191 million investment** will create a **modern, welcoming and healing environment**.

First Floor – A New Front Door for Care:

- Welcoming main entrance and lobby
- Modern Emergency Department with 29 treatment rooms and advanced diagnostics
- Stat lab and CT scanner for rapid lifesaving care

Second Floor – Women's Services & NICU:

- Labor and delivery rooms, triage, ante/postpartum care
- 2 C-section suites
- 12 Level II NICU bassinets to protect our most vulnerable patients

Third Floor – Inpatient & ICU Care:

- Telemetry, step-down and ICU beds for specialized care

Fourth Floor – Future-Ready Infrastructure:

- Flexible design to meet evolving health care needs

Every floor is designed to **support patients, families and caregivers**, reflecting our commitment to excellence, dignity and compassionate care.

The Impact of Your Gift

Your support of the campaign will:

- **Save lives** by enabling early detection and rapid treatment
- **Empower patients** to take an active role in their care
- **Support vulnerable families**, keeping essential services local
- **Create healing environments** where comfort and safety matter
- **Strengthen emergency and NICU care** for those who need it most
- **Leave a lasting legacy** for future generations

A Community Transformed

The new tower will also:

- Expand access to specialty care across the Peninsula and Williamsburg
- Grow essential services such as Women's Health, Cardiovascular, Gastroenterology, General Medicine and Surgery
- Attract and retain top medical talent, ensuring the best care is always available

This is your chance to **leave a mark on the health of our community**, shaping a future where **high-quality, compassionate care is within reach for every neighbor**.



Join Us – Be Part of the Empowerment

Your gift makes this vision possible. By supporting MIH, you are:

- Transforming how care is delivered
- Strengthening our most critical programs
- Ensuring families across Hampton Roads can rely on **exceptional care when they need it most**

Together, we can bring healing, hope and empowerment to every patient who walks through our doors.

Every Step Forward Brings Hope

The Empower Campaign

A transformative philanthropic initiative supporting the construction of Mary Immaculate Hospital's Patient Tower and NICU while advancing women's services and emergency medicine across the region.

Caring for Every Life, Everywhere

Explore naming opportunities that leave your mark by supporting Mary Immaculate's Patient Tower and NICU, while strengthening women's and emergency care across Hampton Roads.

Patient Tower: Naming Opportunities for Physical Spaces

Generous supporters can leave a lasting legacy by naming key spaces in the new Mary Immaculate Hospital Patient Tower. Gifts will bring this state-of-the-art facility to life while honoring those who champion quality health care and support our community's well-being.

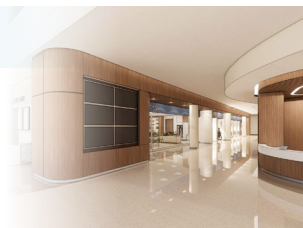
Tower: \$1,000,000

The most prestigious recognition in the Empower Campaign is the naming of the new Patient Tower. A transformational gift of \$1,000,000 or more will permanently display the donor's name on the tower's exterior and interior — a lasting legacy of leadership and impact. Only one opportunity is available.



Tower Welcome Lobby on the 1st Floor: \$500,000

The Welcome Lobby on the first floor of the Patient Tower is the first impression for patients and families, setting the tone for their entire experience. A donor honored here will be prominently recognized in this inviting, thoughtfully designed space — reflecting their generosity and commitment to patient-centered care.



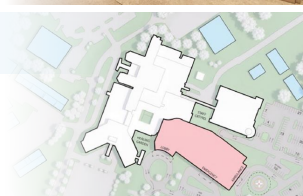
2nd Floor Women's Center: \$250,000

The Second Floor Women's Center is a signature space in the Patient Tower, offering an exceptional opportunity for a donor to be recognized. It will include Women's Services, triage rooms, 10 labor and delivery rooms, 19 ante- and postpartum rooms, two C-section suites and 12 Level II NICU bassinets. Designed for comfort, these spaces create a welcoming environment for families during some of life's most important moments.



Exterior Roadway Roundabout/Rotary: \$200,000

A striking new roadway rotary will greet visitors to the Patient Tower, improving traffic flow and offering a high-visibility donor recognition.



Emergency Lobby and Waiting Room: \$150,000

This prominent naming opportunity allows a philanthropist to leave a lasting mark while transforming the patient and visitor experience in the emergency department.

A thoughtfully designed space guides patients and staff, reduces anxiety, improves safety and enhances patient flow — helping ensure that every individual receives timely, efficient and compassionate care.



Exterior Healing Garden: \$50,000

The Healing Garden at the new Mary Immaculate Hospital Patient Tower provides a serene retreat for patients, families and staff.

Thoughtfully designed with vibrant plants, flowers and calming water features, this garden promotes relaxation, well-being and a restorative environment — offering a peaceful escape from the clinical setting.



Art Installations: \$35,000

Art in the Mary Immaculate Hospital Patient Tower will create a welcoming, comforting environment for patients, families and staff.

Carefully selected installations provide solace in what can be a stressful setting, while also serving as visual landmarks that guide patients and visitors through hallways and common areas.



Family Lounges: \$25,000 (2 available)

The Family Lounges in the new Mary Immaculate Hospital Patient Tower provide vital spaces for loved ones to gather, reflect and support one another during challenging times. There are two opportunities to create these welcoming spaces — one on the 2nd floor and one on the 3rd floor — each designed with comfortable seating, calming décor and thoughtful amenities such as coffee stations and informational resources. These lounges offer a much-needed respite from the clinical environment, helping families feel cared for as they care for others.



Meeting and Consultation Rooms: \$10,000 (6 available)

The Meeting and Consultation Rooms in the new 135,000-square-foot Mary Immaculate Hospital Patient Tower provide essential spaces for health care teams to collaborate and make critical decisions. There are six unique opportunities to support these vital spaces — one in the Emergency Department, one in the NICU, one in Mother/Baby and three in Telemetry/ICU — each designed to foster teamwork, communication and efficiency. By contributing to these rooms, donors help enhance staff collaboration and improve the patient experience, ensuring care that is both effective and compassionate.



Medical Staff Break Rooms: \$10,000 (6 available)

The Medical Staff Break Rooms provide clinicians with dedicated spaces to rest, recharge and manage the demands of patient care. There are six opportunities to support these vital spaces — one for Emergency Medical Services and five for hospital associates. By contributing, donors help promote staff well-being, teamwork and focus — directly enhancing patient safety and the quality of care.



Programs

The Empower Campaign offers meaningful naming opportunities for donors to create a lasting legacy while advancing the Mission of Bon Secours. While the primary focus is the Mary Immaculate Hospital Patient Tower, the campaign also advances critical enhancements to neonatal care at Mary Immaculate Hospital, alongside investments in emergency care and other essential clinical services across Hampton Roads. Through these efforts, donors play a vital role in expanding access to exceptional care delivered with dignity and compassion across our community.

Donors may direct their support through endowed or expendable funds, depending on their philanthropic goals. Endowed gifts are permanently invested, with earnings providing sustained, long-term support for priority programs and services, while expendable gifts are deployed immediately to address current needs. The following naming opportunities highlight key endowed funds that will ensure enduring impact in areas essential to the Bon Secours Mission.

Endowment Funds: \$50,000+ (*\$50,000 is required to establish an endowment*)

Empower Women's Health Endowment

The Empower Women's Health Endowment will provide lasting support for programs, clinical care and services that enhance the health and well-being of women. Many women's health issues are underfunded or lack sufficient support, and this fund addresses those critical needs. Visionary donors can establish a named fund with a minimum gift of \$50,000, helping to advance healthier futures for women across the Hampton Roads region. While not tied to a specific location, this endowment strengthens initiatives that make a meaningful, lasting impact on women's health throughout the community.



Emergency Medical Services Endowment

You can help strengthen emergency care across Hampton Roads by supporting the Emergency Medical Services Endowment. This fund will generate lasting support for programs, technology, staffing and patient care enhancements that help emergency teams respond quickly and effectively when every second matters.

With a minimum gift of \$50,000, donors may establish a named fund that supports emergency department services across the Bon Secours Hampton Roads Health System — including Mary Immaculate, Maryview, Southampton and Harbour View.

Your partnership will help ensure our communities have access to high-quality emergency care whenever and wherever it is needed most.



Neonatal Intensive Care Endowment

Through your generosity, our NICU team will have the resources needed to deliver exceptional, lifesaving care for babies and their families — now and for generations to come. This endowed fund will guarantee exceptional care for our smallest patients. A NICU endowment provides permanent, predictable funding for advanced neonatal equipment (such as warmers, ventilators and monitors), continuous upgrades as technology evolves and specialized care services and supplies for premature or medically fragile infants at Mary Immaculate Hospital.



Expand Family-Centered Care Endowment

The endowment income from this fund will sustain programs in our new Women's Center at the Mary Immaculate Hospital Patient Tower. Funding will support parent support groups, mental health resources for postpartum families, lactation support, social work and care coordination, as well as family sleep rooms and comfort amenities. You can make a lasting impact on families by supporting the Expand Family-Centered Care Endowment at the Women's Center in the Mary Immaculate Hospital Patient Tower.

Your generosity ensures that families receive the care, guidance and comfort they need during life's most important moments.



Expendable Funds: \$10,000+

Emergency Medical Services Fund

We invite philanthropists to take pride in supporting emergency medical services that will directly benefit future patients. Giving will reflect a commitment to achieving better health outcomes. Gifts to this fund will benefit the entire Hampton Roads area, or donors may choose to restrict their support to one of our specific hospital emergency room programs: Bon Secours Mary Immaculate, Maryview, Southampton Medical Center or Harbour View. This expendable donor fund provides immediate support to ensure that all patients receive the care they need, including those whose treatment costs exceed reimbursement or who are unable to pay. Your gift directly helps us serve our most vulnerable community members.

Neonatal Intensive Care Fund

Our Neonatal Intensive Care Unit (NICU) provides lifesaving care for premature infants, babies with low birth weight and newborns facing serious health challenges. Guided by our Mission to provide compassionate care to all who need it — including underserved and impoverished families — we treat every child regardless of a family's ability to pay.

To help sustain this vital work, we are seeking support for a Neonatal Intensive Care Expendable Fund. Contributions to this donor-supported fund can be used immediately to strengthen NICU services and ensure that our most vulnerable patients receive the specialized care they need from their very first moments of life.

Philanthropic partners play an essential role in helping us provide hope, healing and a healthy start for our smallest patients.

NICU Reduce Financial Barriers for Families Fund

Families with newborns in the Neonatal Intensive Care Unit (NICU) often face overwhelming emotional and financial stress while their child receives critical medical care. For many — especially those already experiencing economic hardship — the unexpected costs of a prolonged hospital stay can add to an already difficult time.

The NICU Reduce Financial Barriers Fund helps ease this burden by providing flexible, immediate support for families facing financial challenges during their baby's hospitalization.

Through the generosity of philanthropic partners, families can focus on what matters most — their child's care and recovery.

Learn more

For more information about naming opportunities for the Advance & Empower Campaign, please reach out to the Bon Secours Hampton Roads Foundation at **757-889-5900**.

To donate online, visit givebsmh.org/hamptonroads or scan the QR code below.



Bon Secours Hampton Roads Foundation

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