



# Penn Medicine



## Donor Recognition: The Pavilion

### BrookGlobal, Toronto

- **Overview:** BrookGlobal's sole focus is developing a holistic donor recognition experience for our partners. Through the Recognition Paradigm Shift, BrookGlobal has redefined donor recognition into a powerful communication and engagement tool designed to help you increase donations, inspire donor loyalty and enhance a culture of philanthropy.
- **Production Process:** BrookGlobal provides a turn-key product through discovery, design, manufacturing, and installation of the recognition system.
- **3 Largest Clients:**
  - \*Arkansas Children's Hospital Foundation
  - \*Orlando Health Foundation
  - \*Intermountain Health Foundations
- **Website:** [www.brookrecognition.com](http://www.brookrecognition.com)



### Orlando Health Foundation, FL

- **Overview:** Orlando Health asked BrookGlobal to partner and completely overhaul a transition space between the main atrium and a main entry point into their main medical center.
- **Biggest Challenge:** The space was rather dark and bare and they wanted to transform it into an area that would not only recognize donors, but also illustrate to patients, staff and visitors the deep and almost sacred connection between Orlando Health and the central Florida community, whom they have served for 100 years.
- **Point of Pride:** Orlando Health wanted to create an even deeper philanthropic culture across their entire enterprise by enhancing internal awareness of their partnerships with philanthropic investors and the community.
- **Reference:**  
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