

What's in a name? Money

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Fundraising group wants to name clinic

Om ... Om ... Resonating as the eternal sound of the universe, it's perhaps not a bad mantra to repeat as you're having your broken leg set.

The Sanskrit word, symbolizing omniscience and unity in Hindu thought, may also become the unconventional name of the new fracture clinic slated to open at Trillium Health Centre in January if a committee raising \$2 million from Mississauga's large South Asian community has its way.

The hospital board will meet later this month to discuss changing a policy that has favoured naming new facilities after deep-pocketed donors, not religious concepts.

It's an issue fraught with unease, if not controversy.

Dennis Cartwright, chair of the Trillium Foundation, said naming the new facility the Om Fracture Clinic did raise some eyebrows but there's no escaping the changes.

It makes sense that as the face of the GTA changes, so will the institutions that support communities, especially as other ethnic groups are getting involved in fundraising.

"That's why we need to have a policy in place, to have a way of consistently evaluating these requests and ensuring we handle them appropriately and with sensitivity, given our multicultural society and recognizing the names do go on a public institution," Cartwright said.

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new phenomenon

The issue in Mississauga points to a new phenomenon in the GTA — the desire of ethnic groups to see public facilities, particularly those they've raised money for, reflect a sense of their heritage.