



Giving **Changes**
Everything.

Community in Action

KGHFOUNDATION

Community Fundraising Toolkit

www.kghfoundation.com
Follow Us @kgh_foundation



Connect with us.

Arden Poulin
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THE FUTURE WE SEE

At the KGH Foundation we are boldly committed to reimaging what is possible in health care for the Southern Interior of British Columbia. We see the future not as a distant goal, but as something we can shape today. Kelowna General Hospital is poised to become a world-class hospital at the forefront of innovation, where world-class care extends far beyond its walls into the heart of the communities it serves.

The future of health care in the BC interior is being redefined. We will create it together.

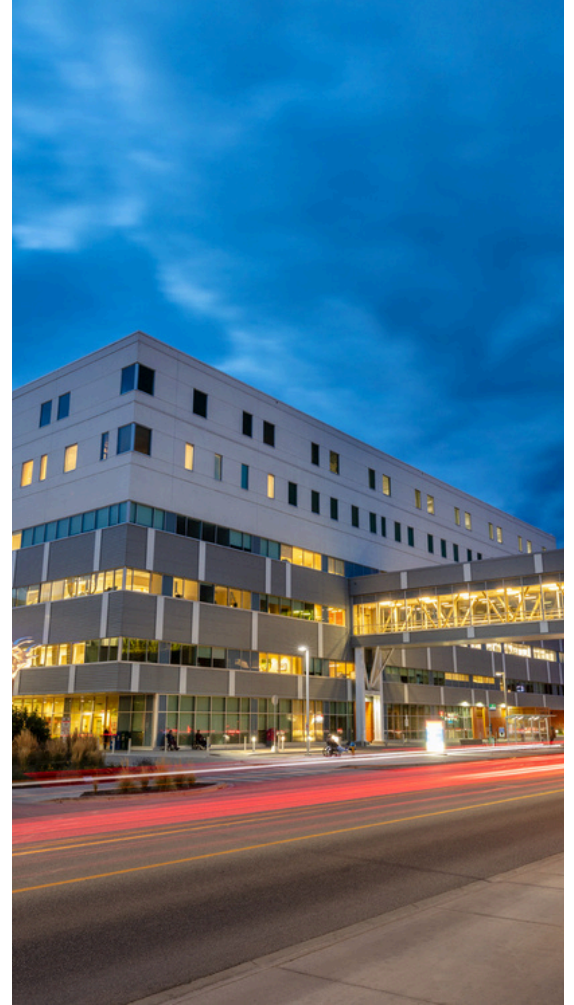
A World-Class Hospital

Kelowna General Hospital (KGH) is poised to become a world-class leader in health care, serving as the Southern Interior's primary referral center and a hub for advanced care. Home to emerging centres of excellence, cutting-edge technology, and highly skilled teams, KGH is shaping the future of rural and remote health care while cultivating the next generation of medical professionals. Through innovation, collaboration, and a commitment to addressing the evolving needs of the communities it serves, KGH is setting new standards in Canada and beyond.

World-Class Care in Community

A holistic vision of health care promotes well-being by addressing the social, emotional, and physical factors that contribute to a flourishing life. Many of today's most pressing health challenges - mental health, chronic conditions, and social isolation - cannot be resolved solely within acute care settings.

By collaborating with communities and activating a collective vision, we position our region to flourish, transforming health care into a shared journey of wellness and connection.



\$182 M

Raised since 1999



\$18.79 M

In revenues generated by the Foundation last year

History

The KGH Foundation was established in 1978 to support the growing demand by local philanthropists to close the gap between the provincial standard and what is possible in the delivery of advanced medical care in the southern interior. Working closely with our partners in health care, we are the lead fundraising organization for the Kelowna General Hospital and its associated care facilities, JoeAnna's House and the Central Okanagan Hospice House.

Purpose

Mobilize people and resources. In Canada, philanthropy must play an increasingly significant role in addressing the growing gap between provincial funding and what is needed to nimbly and meaningfully advance health care in our communities. Our purpose is to mobilize people and resources to help catalyze the change needed where it matters most – right here, where we live. World-class health care is just not the purview of large cities. Through innovation, technology, commitment, and collaboration, the KGH Foundation's purpose is to facilitate the partnerships needed to drive excellence in health care for all those living in the interior of BC.

CENTRAL OKANAGAN & SURROUNDING COMMUNITIES


HEALTH CARE AT A GLANCE

 **870,719**

PEOPLE SERVED BY INTERIOR HEALTH
ACROSS BC'S SOUTHERN INTERIOR

6,004 
PATIENTS RECEIVED
COMPASSIONATE CARE
AT HOSPICE HOUSE IN TOTAL

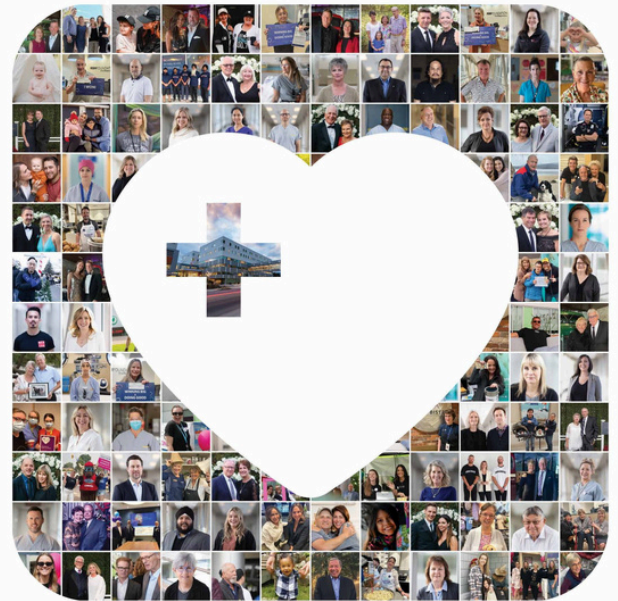
22,382 
TOTAL OVERNIGHT STAYS
AT JOEANNA'S HOUSE

 **81,649 HOURS**
CONTRIBUTED LAST YEAR
BY 809 KGH FOUNDATION
VOLUNTEERS

 **FOUR**
KGH FOUNDATION
BUSINESSES
STAFFED BY VOLUNTEERS

97  **PROJECTS**
FUNDED
LAST YEAR

6,586  **FOUNDRY**
APPOINTMENTS



"Supporting people and innovation leads to results. We have seen major advances in the scope and quality of neurological care at our site by attracting and supporting people who build & innovate. Support from the community allows us to go beyond what we need today and drive care further."

Dr. Daryl Wile
Neurologist at KGH

Your Impact

The KGH Foundation relies on the incredible support of our community to raise much needed funds to bring world-class health care close to home. Hosting a fundraiser—no matter the size or concept—is a fun and impactful way to make a real difference.

By participating in or organizing a fundraiser, you're contributing valuable funds that directly support members of our community facing medical challenges. Big or small, your event matters. Because every dollar counts, and every idea helps.

Every Effort Makes a Difference

Your hobbies, passions, and favorite activities can become powerful ways to support the KGH Foundation. Whether you enjoy baking, running, or hosting gatherings, there's a way to make a difference while having fun. Here are 15 ideas to inspire you:

- Host a Movie Night
- Run a Bake-Off
- Organize a Trivia Night
- Plan a Sports Day
- Offer a Workshop
- Stream Your Talent
- Throw a Dance Party
- Start a "a-Thon"
- Sell Handmade Goods
- Set Up a Car Wash
- Do a Fitness Challenge
- Host a Dinner Party
- Create a Game Night
- Launch a Talent Show
- Hold a Yard Sale and/or Lemonade Stand

"The Kelowna General Hospital Foundation is essential for helping clinicians to deliver the best care for patients. Strong collaborations between clinicians, hospital administrators, patients, and community leaders are important to ensure that people who need the most complex medical care can stay local in Kelowna."

• Dr. Michael Tso



Event Planning Checklist

Planning an event can be a rewarding way to support The KGH Foundation. Follow this checklist to ensure your event is a success from start to finish!



Step 1: Brainstorm & Plan

- **Set Your Goal:** Decide how much you want to raise and outline your budget.
- **Choose Your Event:** Pick a fundraising activity that fits your skills, interests, and community (e.g., bake sale, trivia night, sports tournament).
- **Select a Date and Location:** Pick a date, time, and place that work for your audience and activity.
- **Get Approval:** Contact the KGH Foundation to fill out a Community Fundraising Application (CFA) for your event and ensure alignment with the brand.



Step 2: Organize the Details

- **Create a Timeline:** Set deadlines for tasks like sending invitations, gathering supplies, and promoting the event.
- **Gather Supplies:** Make a list of everything you need, from decorations to equipment.
- **Recruit Helpers:** Ask friends, family, or colleagues to assist with setup, cleanup, and other event-day tasks.
- **Plan Your Budget:** Include expenses for supplies, venue, and promotions, and aim to minimize costs.



Step 3: Promote Your Event

- **Spread the Word:** Share your event on social media, via email, on online event calendars (KelownaNow, Castanet) and in community spaces (e.g., posters at local shops). Don't forget to tag @kgh_foundation so we can share it too!
- **Use this Toolkit:** Ask for logos, templates, and resources provided by the KGH Foundation to create awareness.
- **Engage Local Media:** Reach out to local newspapers, radio stations, or blogs to share your story.



Step 4: Run Your Event

- **Prepare Ahead of Time:** Arrive early to set up and ensure everything is ready.
- **Welcome Guests:** Share the purpose of your event and how it supports KGH Foundation.
- **Track Donations:** Have a clear system for collecting and recording funds (e.g., cash, online donations). Be sure to ask your contact at the KGH Foundation about best practices when it comes to collecting donations.

Event Planning Checklist

Continued



Step 5: Wrap Up & Celebrate

- Say Thank You: Send thank-you notes to donors, participants, and volunteers.
- Submit Your Funds: Deliver the proceeds to the KGH Foundation along with any donation details.
- Share Your Success: Celebrate your impact by sharing photos and highlights from your event on social media, tagging the KGH Foundation.

Need Help?

Your contact at the KGH Foundation is here to support you every step of the way. Contact us for advice, resources, or to discuss your event idea.

- Don't have a contact at the KGH Foundation? Reach out to Arden Poulin, Manager of Community Engagement - Arden.Poulin@interiorhealth.ca

KGH Foundation's Role in Your Community Fundraiser

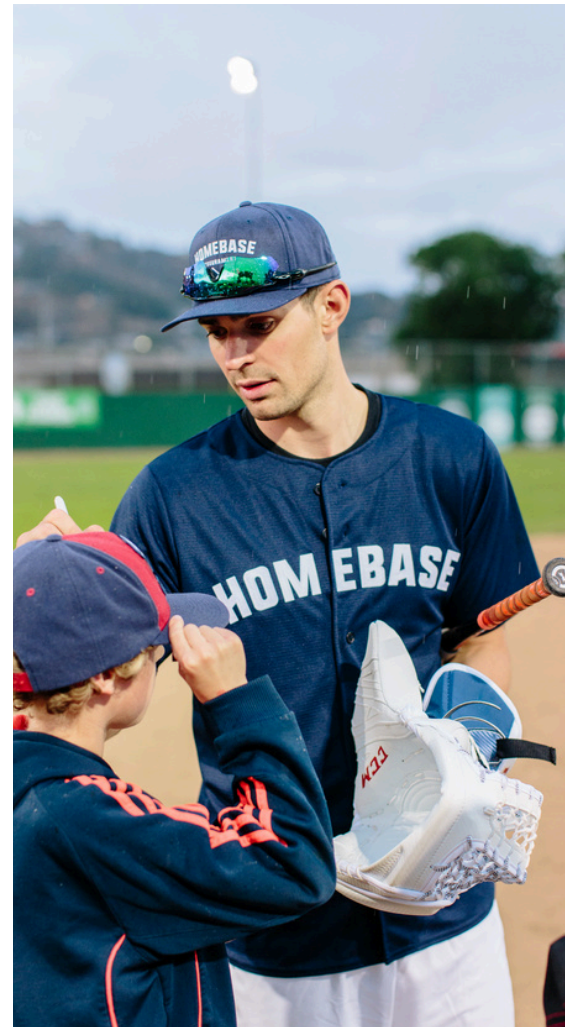
Supporters like you come together with heartfelt and creative fundraising ideas to help bring world-class health care close to home. No matter what you have in mind, we're here to provide the tools and guidance to help make your event a meaningful success.

We can offer:

- Online Fundraising Page(s)
- KGH Foundation Logo
- Letter of Support or Sponsorship Letter
- Key Messaging
- Impact Statements
- Video Links
- Donation Forms
- KGH Foundation Branded Pull-up Banners
- Promotion of your fundraiser on social media stories (Event Alert)
- Cheque Presentation Photo upon completion of your fundraiser

Need additional support or have questions?

Reach out to Arden Poulin via email
Arden.Poulin@interiorhealth.ca



Right: Retired NHL Star, Carey Price signs autographs during the first annual Homebase Celebrity Softball Game in 2018, proceeds supporting JoeAnna's House.

Important Information

Community Fundraising Events are a very important component of the fundraising activities for the KGH Foundation. In order to ensure community special events have a positive impact on the home and hospital's public image, the following policies need to be followed:

1. The KGH Foundation logo is a registered trademark; unauthorized use is prohibited.
2. All materials featuring the name of the KGH Foundation and the use of logos must be approved by the KGH Foundation before publication.
3. Official tax receipts will only be used in accordance with the Canada Revenue Agency guidelines. The final decision to issue official tax receipts rests with the KGH Foundation.
 - a. Donors of your event are only eligible for a tax-receipt if they donate directly to the KGH Foundation.
 - b. Please note that official donation receipts cannot be issued for event registration/tickets, purchasing raffle tickets, merchandise, auction items or sponsorships, event proceeds.
4. Event expenses may not be paid from tax-receiptable donations. All donations requiring a tax receipt must be received in full by the KGH Foundation.
5. In an effort to maintain transparency to our donors and supporters, we request that at a minimum, 50% of net proceeds should benefit the KGH Foundation.
 - a. In order to keep administrative costs down, we ask that money submitted be in the form of one cheque (with the exception of donations made directly to KGH Foundation).
 - b. If there are pledge forms to submit (for cash and/or credit card transactions) from your event, please attach one cheque for the overall balance along with the detailed pledge forms
6. The KGH Foundation does not approve the following types of fundraising:
 - a. Programs that involve a professional fundraiser, telemarketing and/or an agreement to raise funds on a commission, bonus or percentage basis (with the exception of cause-related marketing programs developed with corporate partners).
 - b. Directly soliciting funds door-to-door, or through telemarketing.
7. Terms and conditions with respect to insurance coverage:

The KGH Foundation's special/sporting event insurance policy does not extend to this event. Community event organizers are required to arrange for appropriate insurance coverage for the event.

Branding & Key Messages

World Class Health Care close to Home. Our vision is to enable excellence in health care, close to home, for up to 1 million people who live in the interior of British Columbia. Our vision sees a system of care in the Central Okanagan and surrounding areas that recognizes the whole person and sets a new standard for proactive, inclusive, accessible health care for regional communities across the nation. Now, and for generations to come.

Key Messaging for the KGH Foundation:

- **Purpose-Driven Impact:** Your event supports the KGH Foundation's mission to close the gap between provincial standards and what is possible in delivering advanced medical care in the Southern Interior. Together, we can ensure patients receive the highest quality care, right here at home.
- **Local Focus:** Funds raised through your event will directly support critical initiatives at Kelowna General Hospital and health care programs that benefit the entire community. Every dollar stays in our region, helping to build a healthier future for all.
- **Every Dollar Counts:** Every contribution, no matter the size, plays a meaningful role in transforming health care for our community. From lifesaving equipment to family support services, your efforts help make a real difference.
- **Specific Campaigns:** Your fundraising can support vital initiatives like reducing wait times, bettering patient outcomes, increasing specialized care, and so much more. These programs change lives and reflect our shared commitment to compassionate care.
- **Community Spirit:** By hosting a fundraising event, you become part of a dedicated group of community champions working to improve health care in the Okanagan. Your leadership inspires others to come together and create lasting positive change.
- **Support Network:** The KGH Foundation is here to provide the resources, guidance, and tools you need to make your event a success. From planning tips to promotional materials, we'll help you every step of the way.
- **Recognition and Gratitude:** Your dedication will be recognized, and the impact of your efforts will be celebrated across the community. You are helping to leave a legacy of health, hope, and compassion for generations to come.



Logo Standards

KGHFOUNDATION

DO NOT add shadow or effects to the logo.

KGHFOUNDATION

DO NOT distort, change the shape and/or change the logo colours. Please keep proportions.

Frequently Asked Questions

Will the KGH Foundation Promote My Event?

Yes! We can share an “event alert” on our stories and would be happy to engage with posts that we are tagged in! Please feel free to tag @kgh_foundation on Instagram, Facebook or Twitter.

Can my donors receive a tax receipt for donations to the KGH Foundation?

Yes, the KGH Foundation can issue tax receipts for donations of \$20 or more. To ensure tax receipts can be provided, please collect the following information from each donor using our Donation Form, available upon request:

- Name
- Address
- Contact information (email or phone)
- Amount donated
- Type of donation (cash or cheque)
- Please note that all cheque donations should be made payable to the KGH Foundation.

For more information about CRA tax receipt guidelines, visit: <http://www.cra-arc.gc.ca>.

Can I deduct my expenses from the funds raised?

We kindly ask that you plan and budget thoughtfully for your event, ensuring that expenses do not exceed 50% of the total event revenue. Please note that JoeAnna's House, through the KGH Foundation, is unable to reimburse any expenses incurred; all financial responsibility remains with the event organizer.

To help minimize costs, consider reaching out to local businesses for sponsorships or in-kind donations. We are happy to provide a letter of support to assist you in these efforts.

I am hosting a raffle as part of my event. How do I obtain a license?

If your event includes ticket sales for a prize draw, raffle, or 50/50 contest, you must obtain a Gambling Event License from the BC Gaming Policy and Enforcement Branch. You can find more information and apply online here: [BC Gambling License Fundraising](#).

To ensure timely processing, please submit your application at least two to three weeks before your event, as processing times can vary. These applications often require a letter of support, and we are happy to provide this upon request.

How do I submit my donations/ money raised to the KGH Foundation and can I get a photo with the big cheque?

Donations made through your online fundraising page will go directly to the KGH Foundation, and tax receipts will be issued automatically. For cash or cheque donations collected during your fundraiser, these can be submitted in person at the KGH Foundation office. Please ensure you include a completed Donation Form with details of all donors who require tax receipts. Tax receipts for cash and cheque donations will only be issued once all funds and a full donor list have been received.

KGH Foundation Office
2268 Pandosy Street, Kelowna, BC, V1Y 1T2
(Our offices are physically located in the UBC CAC Building, on the corner of Pandosy St. and Rose Ave at Kelowna General Hospital.)

Office Hours: Monday to Friday, 8:00 AM to 4:00 PM

Please contact us in advance (Arden.Poulin@interiorhealth.ca) to arrange your visit. We'd be happy to prepare a large cheque for a photo opportunity.



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