

## **MEDIA RELEASE**

**August 23, 2018**

### **Kelowna Foundation Adopts Collaborative Strategy to Gift \$500,000 to JoeAnna's House**

KELOWNA, BC – True to their mission and in the spirit of working together for the betterment of children in our community, the Kelowna Foundation for Hope and Social Innovation (“Kelowna Foundation”) has now committed half a million dollars to help build and open JoeAnna’s House.

The Kelowna Foundation is an organization that unites donors whose chief philanthropic interest lies in advancing the health, wellness, poverty and protection of vulnerable children and youth. JoeAnna’s House promises to provide a home away from home for the families of out of town patients who are required to travel to Kelowna General Hospital for advanced medical care. While JoeAnna’s House will be open to the families of all patients, priority will be given to families with infants and children in hospital.

Recognizing the need for such a home away from home in Kelowna, individuals involved with Kelowna Foundation committed their initial financial support of \$250,000 for JoeAnna’s House shortly after the \$8m campaign was announced on Oct 3, 2017. Not satisfied with just writing a cheque, Kelowna Foundation was also seeking creative ways in which to provide campaign leadership, encouraging others to engage in their own philanthropy to help JoeAnna’s House become a reality.

In addition to their gift, in early May 2018, Al Hildebrandt, President of Kelowna Foundation announced that they would match every gift made on the KGH Foundation’s “Day of Giving”, as well as KGH Foundations spring mailer which featured the JoeAnna’s House appeal, dollar for dollar.

With all proceeds going to JoeAnna’s House, the unprecedented community response to the “Day of Giving” on May 29 raised \$177,000. The spring mailer generated another \$72,275, meaning a total of \$249,275 was raised. Delivering on their promise, the Kelowna Foundation matched both initiatives, bringing their total gift for JoeAnna’s House to \$500,000.

“JoeAnna’s House promises to be a game-changer for families having to travel to Kelowna for medical care. Keeping families together is critical. Being together can be the light of hope in those really dark days. Together, we can change everything for these families,” says Hildebrandt.

As Kelowna General Hospital continues to expand its capacity to deliver specialized, advanced medical services to infants and children, an increasing number of beds are becoming occupied by patients from outside the Central Okanagan – which presents significant hardship for families who want to remain close to their children while they are in hospital. While other large provincial referral hospitals in the Lower Mainland and Calgary benefit greatly from Ronald McDonald Houses, currently there is nothing similar for the families of Kelowna General’s out-of-town patients.

“The Kelowna Foundation continues to challenge the status quo when it comes to what we are prepared to do, and to give, to support the children of our region,” says Doug Rankmore, CEO of the KGH Foundation. “This \$500,000 contribution is incredible.”

For more information on the Kelowna Foundation for Hope and Social Innovation, or to get involved, visit: <https://www.kelownafoundation.com/>

*The KGH Foundation is an independent, volunteer-driven charitable organization committed to enhancing the delivery of healthcare to the patients of Kelowna General Hospital and its associated facilities*

Picture left to right from Kelowna Foundation:

Al Hildebrandt, Director & President  
Ginny Becker - Executive Director  
Sarah Armstrong - Project Manager  
Cory Hildebrandt - IT & Operations Manager  
Ron Cannan - Director

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