

WORLD-CLASS HEALTH CARE CLOSE TO HOME

Our Vision & Purpose

Everyone deserves access to the highest standard of health care. At the KGH Foundation, we are dedicated to advancing excellence in health care in the Southern Interior of British Columbia. We see a future where no one must travel to Vancouver, Victoria, or Calgary for advanced acute care, where their health care needs are met in the communities they live, work, and raise their families in.

We see a world-class hospital at the forefront of innovation. We see world-class care embedded within the communities we serve.

And most vitally, we see a generous community connected with transformative opportunities to enable world-class health care where it matters most to them – right here at home.

The KGH Foundation is the lead fundraising organization for Kelowna General Hospital, JoeAnna's House, and Central Okanagan Hospice House, while also fundraising for vital community health care programs.

KGH
FOUNDATION
VISION 2035

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Thank you for helping
to shape the future of
world-class health care,
close to home.

KGH
FOUNDATION
VISION 2035

THE FUTURE WE SEE

VISION 2035

We See a Decade of Transformation

Vision 2035 is a bold commitment to reimagining what is possible in health care for the Southern Interior of British Columbia. It's about seeing 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. And this is how.

“The real voyage of discovery
consists not in seeking new
landscapes, but in seeing
with new eyes.”

— Marcel Proust

We See a Different Approach to Health Care Philanthropy



CONNECTION
We build meaningful relationships rooted in trust and collaboration. By centering our efforts on the values and diverse needs of communities, we drive progress in health care and well-being.



LEADERSHIP
We are dedicated to leading with vision, purpose, and heart. By championing innovation, collaboration, and a people-centered approach, we set new standards and redefine what’s possible for transformative impact.



TRUST
We uphold integrity, transparency, and accountability in all that we do. By consistently delivering on our promises, we build and strengthen the trust that drives our impact in health care and community well-being.



EQUITY
We foster a culture of fairness, respect, and inclusion - internally and in every connection we nurture. By valuing diverse voices and addressing systemic disparities, we strive to empower individuals and communities.



VISION 2035



Kelowna General Hospital serves as the referral centre for the Interior Health region and beyond, supporting communities across a vast area of BC’s interior.

“The best way to predict the future is to create it.”

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.

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.



TAKING ACTION

Impact, Growth, and Excellence

Our strategic goals provide a framework to fulfill our purpose, ensuring a clear sense of direction for effective planning. These goals serve as the foundation that guides our decisions and actions, helping to transform the future we see into the reality we experience as we work toward Vision 2035.

MAXIMIZE IMPACT

- Community Engagement
- Strategic Project Selection
- Catalyzing Innovation
- Operational Agility

OPTIMIZE GROWTH

- Revenue Growth
- Revenue Diversification
- Donor Engagement
- Operational Sustainability

OPERATIONAL EXCELLENCE

- Empowering People
- Optimizing Systems
- Investing in Resilience
- Resource Stewardship

