

Fundraiser Profits Provide Much Needed Funds for the KGH Foundation and the Child Advocacy Centre

Story by Ed Kolybaba on Dec 30, 2022

The Rotary Club of Kelowna Sunrise's 'Season of Giving Calendar' Fundraiser, the second year since its inauguration in 2021, raised a record net profit of \$193,211 over 41 days from October 11th to November 26th, the period of time allocated for Calendar sales, all of which will now be donated right back into the community to help those in need. Winners of the prizes valued at over \$63,000 were released daily from December 01 to December 24.



Funds were generated by the sale of the Calendars (\$169,080), from generous sponsorships from community members and businesses (\$46,768), and from outright cash donations (\$363). Once expenses of \$23,000 were subtracted, a grand total of \$193,211 became available for distribution back into the community.

The Kelowna General Hospital Neonatal Unit and the Child Advocacy Centre will each receive \$77,284 of the net profit; while \$38,642 will be assigned for other Rotary projects within the community.

KGH FOUNDATION Giving Changes Everything. The KGH Foundation was established in 1978 to support the growing demand to close the gap between the provincial standard and what is possible in the delivery of advanced medical care in the southern interior. It is the lead fundraising organization for the Kelowna General Hospital and its associated care facilities, JoeAnna's House, and the Central Okanagan Hospice House.



The Child Advocacy Centre helps children who have suffered from neglect or emotional, physical, or sexual abuse. To support children and families through their recovery and healing process, they work directly with a network of service providers in the community to help via several key programs the Child Advocacy Centre offers.

Since the Calendar was inaugurated in 2021, it has been very successful in generated increased funding for local projects in the community. When asked why the fundraiser was as popular and successful as it was, Club Fundraising Chair Chris Murphy shared that the Calendar was a unique fundraiser for our community. “The Season of Giving Calendar fundraiser is unique in Canada; and it has proven to be very successful with many German and Austrian Rotary clubs that have used this Advent Calendar for years.” Murphy added that one of our current members, who was a Rotary exchange student there several years ago, witnessed the outstanding success of the fundraiser and decided to bring the concept for the fundraiser to the Kelowna Sunrise Club last year for consideration. “It was really successful with almost all prizes coming from local business donations, and also because Kelowna really supports the Child Advocacy Centre and the neo-natal unit at Kelowna general Hospital which helps local Okanagan children,” expressed Murphy.

The Kelowna Sunrise Club and its hard working Season of Giving Calendar Fundraising Committee were overwhelmed with the success of the sales of the Calendar. Murphy attributed this to the really hard work of the club members in promoting the calendar. “We are only in year two, so we have to remind folks what we do and why; and while we were ecstatic to sell out last year, this year with the help of a very generous businessman Brent Marshall, we raised over \$200,000,” pointed out Murphy.

The club and Chris Murphy and his committee are very grateful to their presenting sponsor Business Finders Canada in Kelowna, platinum sponsors Prospera Credit Union, Kelowna Now, Castanet, HiiLite Marketing, and media sponsor Bell Media, the many gold and silver sponsors, including Save-on-Foods as a prize donor and a trusted retail location for the sale of the calendars.