JoeAnna's House

Better together.

Neighbors in Action

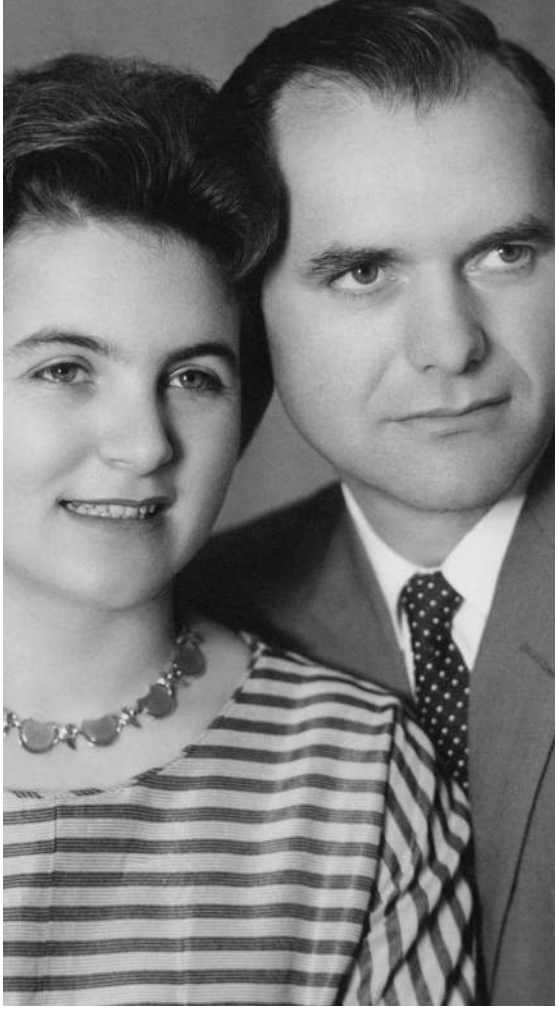
Big or small, every effort makes an impact—because we're always better together.

Community Fundraising Toolkit

About JoeAnna's House

JoeAnna's House offers affordable, on-site accommodations for out-of-town families with loved ones receiving care at Kelowna General Hospital (KGH). It provides a space where families can stay together during some of life's most challenging moments.

With 20 rooms—and 10 more on the way through the current expansion—JoeAnna's House features a modern communal kitchen, welcoming common areas, and practical amenities like laundry facilities and a children's play area. Every detail has been thoughtfully designed to ensure families feel at home and supported during their stay.



Joe and Anna Huber, founders of Prestige Hotels & Resorts.

Why JoeAnna's House Matters

Research shows that patients heal faster and more effectively when surrounded by their loved ones. JoeAnna's House not only keeps families close but also provides opportunities to connect with others going through similar experiences. It's a space that cultivates both support and togetherness when it's needed most.

The most common words used by guests when describing their experience

Comforting Home
Safe **Grateful** Calm
Relief Welcoming
Home-Away-From-Home

Powered by Community Support

JoeAnna's House, owned and operated by the KGH Foundation, is funded entirely by donations, with community fundraisers playing a vital role in ensuring it continues to support families in need.

The house is a legacy of the Huber family, founders of Prestige Hotels & Resorts, who settled in the Okanagan in the 1960s. Known for their compassion and generosity, Joe and Anna Huber believed deeply in giving back and the value of a loving home. Their family, inspired by this legacy, partnered with the KGH Foundation to create JoeAnna's House—a reflection of their commitment to caring for others during challenging times.

Today, Prestige Hotels & Resorts continues to honor this vision, raising thousands of dollars annually to support JoeAnna's House.

History

In October 2017, the KGH Foundation announced a $7-million dollar campaign to build JoeAnna's House. The communities of the Interior of BC rallied together to begin raising the funds needed to begin construction. One year later, October 2018, the official ground-breaking took place at the site. And, one year after that, October of 2019, the KGH Foundation received the keys to the home.

It took approximately 297 individuals to build JoeAnna's House, including architects, engineers, consultants, trades, sub-trades and suppliers.

Together, we grow.

20 Family Rooms

2800+ Families Welcomed

Reasons Loved Ones Needed to Stay at KGH

- 31% Cardiac
- 20% Stroke
- 16% Pediatrics/NICU
- 14% Oncology
- 6% Emergency/Trauma

27000+ Overnight Stays

308 BC Interior Cities/Towns Served

12 Staff | **44** Volunteers

November 25, 2019 JoeAnna's House opens its doors to the first three families

March 2020 - June 2021 Continued to operate throughout the Pandemic (at reduced guest capacity)

$89 Daily Cost To Operate JoeAnna's House

Moving Forward

JoeAnna's House was originally built with 20 rooms, but the ongoing demand for accommodations has shown us that more space is urgently needed. With over 950 families turned away due to capacity, the need to expand is clear. This expansion will allow us to welcome more families, alleviate the waitlist, and ensure more loved ones can stay close together during difficult times—because we truly are better together.

To meet this growing demand, we are expanding JoeAnna's House by 50%, adding 10 additional rooms. This will bring the total to 30 rooms, significantly increasing our ability to support families from across the region when they need it most.

By supporting this effort, you'll be helping to make a meaningful difference in the lives of families who rely on JoeAnna's House. Together, we can ensure no family has to face a medical crisis apart.

Your Impact

The KGH Foundation relies on the incredible support of our community to keep JoeAnna's House running. Hosting a fundraiser—no matter the size or concept—is a fun and impactful way to make a real difference for families in need.

By participating in or organizing a fundraiser, you're contributing valuable funds that directly support families facing medical challenges. Big or small, your event matters, and together, we can make sure no family has to face these moments alone. Because every dollar counts, and every idea helps.

Good Lemonade Day 2023 participants.

Every Effort Makes a Difference

Your hobbies, passions, and favorite activities can become powerful ways to support JoeAnna's House. 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

$978,365

Generated by third party fundraisers for JoeAnna's House as of December 31, 2024

"Walking through the doors of JoeAnna's House was like a breath of fresh air. They gave us a place of calm to call home in a time where inside we felt like a storm was happening."

- Kayla Vannieuwenhuizen

Left: Kayla's daughter, Hattie, at her Good Lemonade Day lemonade stand. Good Lemonade Day is an annual community fundraiser that sees dozens of lemonade stands pop up throughout BC with all proceeds supporting JoeAnna's House.

Share A Meal

The Share a Meal program is an opportunity for Service Groups, Organizations, Individuals and Companies to volunteer to prepare and serve a meal to our Guests from within our kitchen. It helps lessen the stress of having to prepare a meal, but it also helps with some of the costs that they are faced with when they are away from home. A home-cooked meal is a wonderful gift to give someone after a long day at the hospital.

This program not only provides a home-cooked meal for our Guests, but it also creates a team-building opportunity for groups of all kinds.

Steps to Participate

Step 1: Review the FAQs and complete the application found on the JoeAnna's House Share A Meal Website
Step 2: Once your application is received, we will contact you to pick a date
Step 3: Pick your team members

Step 4: Decide who does which job(s)
Step 5: Choose your Menu
Step 6: Share a Meal!

Questions?

If you have any questions please do not hesitate to contact us:

Heather Moison
Share a Meal Coordinator
Heather.moison@interiorhealth.ca

or

Carly Reuter
Director of Community Engagement - JoeAnna's House
Carly.Reuter@interiorhealth.ca

"Often people arrive with no personal belongings, completely overwhelmed because of their loved one's medical situation. Providing a stress-free meal for these folks can be a little bright spot in what is a very challenging time."

- Darlene Haslock
  Director of JoeAnna's House

Event Planning Checklist

Planning an event can be a rewarding way to support JoeAnna's House. 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 JoeAnna's House.

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 JoeAnna's House.
- 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 Carly Reuter, Director of Community Engagement for JoeAnna's House - Carly.Reuter@interiorhealth.ca

KGH Foundation's Role in Your Community Fundraiser

From communities across BC, supporters like you come together with heartfelt and creative fundraising ideas to help keep families close at JoeAnna's House. 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)
- JoeAnna's House Logo
- Letter of Support or Sponsorship Letter
- Key Messaging
- Impact Statements
- Video Links
- Donation Forms
- JoeAnna's House 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 Carly Reuter via email
Carly.Reuter@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 JoeAnna's House. 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 JoeAnna's House and/or KGH Foundation logo is a registered trademark; unauthorized use is prohibited.

2. All materials featuring the name of JoeAnna's House and/or of the KGH Foundation and the use of logos must be approved by the 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 (JoeAnna's House).
   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. Events which promote the use of tobacco or cannabis
   c. Vending machine sales
   d. 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

JoeAnna's House provides a sanctuary for families who must travel to Kelowna for medical care at Kelowna General Hospital (KGH). Designed to offer comfort and support during challenging times, JoeAnna's House is a vital resource for families navigating the stress of serious illness far from home.

Keeping families close.

Key Messaging for JoeAnna's House:

- JoeAnna's House Mission: JoeAnna's House provides accommodation and a sense of community for families who must leave their homes and travel to KGH for critical medical treatment.
- Support for Families: On average, JoeAnna's House welcomes over 500 families each year from across the Southern Interior and beyond. With its proximity to KGH, families are just steps away from their loved ones.
- Relieving Financial and Emotional Stress: Staying at JoeAnna's House helps families avoid costly expenses associated with travel, accommodation, and dining out. By providing affordable lodging, families save thousands of dollars during extended medical stays.
- Creating a Sense of Community: Families find more than a place to stay—they discover a supportive environment filled with shared stories, mutual understanding, and compassionate care.
- Dependence on Community Support: JoeAnna's House operates through the generosity of donors, volunteers, and community partners. Every dollar raised ensures that no family is turned away during their time of need.
- A Legacy of Compassion: Established in 2019 through the generosity of Joe and Anna Huber's family and friends, JoeAnna's House embodies their legacy of giving back to the community.
- Your Impact: By supporting JoeAnna's House, you are directly helping families stay close during some of the most difficult moments in their lives. From hosting events to organizing campaigns, third-party fundraisers play a critical role in sustaining this home-away-from-home.

Logo Standards

JoeAnna's House

JoeAnna's House
Better together.

When using the JoeAnna's House Logo please ensure:

- The image and/or wordmark colours have not been altered
- It has not been cropped
- White space is present around the logo/watermark to ensure clarity

Frequently Asked Questions

Will the KGH Foundation Promote My Event?

We would be happy to share posts that we are tagged in on social media. Please feel free to tag @kgh_foundation on Instagram, Facebook or Twitter, and use #JoeAnnasHouse and #BetterTogether

Can my donors receive a tax receipt for donations to JoeAnna's House?

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, specifying "JoeAnna's House" in the memo line.

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 JoeAnna's House and can I get a photo with the big cheque?

Donations made through your online fundraising page will go directly to JoeAnna's House, managed by 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 (Carly.Reuter@interiorhealth.ca) to arrange your visit. We'd be happy to prepare a large cheque for a photo opportunity and, if time allows, provide a tour of JoeAnna's House so you can see the direct impact your fundraiser has.

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www.joeannashouse.com
Follow Us @joeannashouse

Connect with us.

Carly Reuter
Director of Community Engagement
Carly.Reuter@interiorhealth.ca