

news

CIVIC ELECTION

# Council candidate and slate duo seek funding support

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Three Kelowna council hopefuls have a message for the public at large—go fund me.

The trio—two running as a slate and one independent candidate—have turned to the crowd-sourcing website Go Fund Me in the hopes of reining in thousands of dollars to help with their election expenses.

The duo, Mike McLoughlin and Sean Upshaw of ProsperKelowna and Ryan

Donn are all running for councillor in the Nov. 15 civic election in Kelowna.

And all three see the crowd-sourcing option as more than just a way to raise money for their campaigns.

“Social media will be the number one way to reach people in this campaign,” said McLoughlin, adding he and Upshaw are using Go Fund Me to try to raise \$10,000 because of its integration with social media.

Contributors can not only donate money, they



**Ryan Donn**

can also than let others know, via social media, that they have done so and thus encourage others to do the same.

McLoughlin said with the average amount a candidate spends on a



**Sean Upshaw**

civic election campaign in Kelowna being around \$7,000, he and Upshaw felt the \$10,000 total between them was appropriate.

As of Tuesday, he said they had raised about

\$220.

Donn's Go Fund Me goal is a much more modest at just \$1,500. It will be used to help with marketing expenses.

Anyone donating to a political campaign via a crowd-sourcing

site is subject to the same B.C. Election's Act requirements that they be identified when candidates report the financial donations they received following the election.

There are a total of 31

candidates vying for the eight Kelowna councillor positions in the upcoming election, including four incumbents. There are eight people running for mayor.

The civic election will be held Nov. 15.