

White Party Fashion Soirée

Please tag @theriseprojecthawaii and use hashtags #whitepartybigisland #theriseprojecthawaii

Mahalo to our Committees and Volunteers

Decoration/ Setup: Roxanne
Okazaki, Alena Callejo

Entertainment: Betsy Jones, DJ
Tiger, Pacific Fusion (Fred
Callejo & Melanie Madamba)

Emcee: Elias Callejo

Treasurer (online ticket sales,
tables and seating): Susan
Tanaka

Check-in Hostesses:

Susan Tanaka
Jaime Funakoshi
Grace Amazona, MD
Rhodlynn Watai

Fashion Coordinator Assistant:

Tiare Fountain

Event Photography: Tiare
Fountain & Natalia Mastrascusa

Scholarship Selection

Committee Chairperson: Nicole
Nakamura, PsyD



Timeline of Events

5:30 pm

Doors open * Red carpet photo wall open to VIP guests * “Sip n’
Shop” with our fantastic vendors * Silent Auction opens * Live
music with Pacific Fusion

6:00 pm

Food lines open * Informal modeling commences * Raffle
Drawings

6:50 pm

Fashion Showcase * Diamond Influence Recognition &
Scholarship Award Program

7:30 pm

Silent Auction Closes * Dancing with DJ Tiger

Note on Photos



Please enjoy a complimentary instax print at our red carpet photo wall. A volunteer can also take your photo upon request with your smartphone camera. Photos taken by event photographers will be available via photo gallery link on our The RISE Project Facebook



Message from the Executive Director

Whether it's your family, friends, colleagues or network, every woman needs a tribe that gives you the confidence and courage to dream bigger and reach higher.

Tonight we are all that tribe for a woman from the Big Island community— we've come together to affirm there is no expiration date to setting bigger goals for yourself. Your life does not have to be what you thought it would be at 18 years old. Like our scholarship recipient, you can be 43 years young and still embark on a new journey. The RISE Project will be right here cheering you along! We get together to talk about being financially savvy, goal setting, healthy habits to be balanced bossbabes, the importance of self-care, resources for emotional and mental well-being, as well as new ideas on branding and collaborating with other businesses in town. We want to see women THRIVE!

It was Oprah that said that if you want to change the course of the future for a woman, give her an education. This is why she funded girls' schools internationally. Like her, we at the RISE PROJECT believe that education and professional skills enable women to be resilient and better equipped to move through a myriad of challenges.

Thank you to every single person who gave to this event and showed up. This is truly a grassroots organization from the Big Island with more heart than dollars to give. Most non-profit organization events of this caliber actually have paid staff with salaries and event coordinators. The people who made this event happen tonight have jobs, demanding schedules, kids –and have not made a single dime from giving time and resources to THE RISE PROJECT.

I'm absolutely thrilled that we could shine the spotlight on women entrepreneurs in this community, less recognized volunteers and a woman who turned personal tragedy into something meaningful. This is the heart of the RISE Project. Mahalo for being here! Now let's party...

~Noella Callejo

page and website on 5/7.

SCHOLARSHIP AWARD

The scholarship will be presented to **Stephany Hayes**, a single mom of two that began college at 43-years-old in 2017. Hayes lost her brother to a motorcycle accident in 2007 that involved alcohol and she has since become an active volunteer and public speaker for Mother's Against Drunk Driving (MADD). She was a victim advocate and also worked with the DARE program and Big Island Substance Abuse Council. MADD recognized her with the volunteer of the year award in 2015. Hayes is currently working on a liberal arts degree from University of Hawaii- Palamanui with plans for a master's degree in education and a career as a middle school social studies teacher.

DIAMOND INFLUENCE AWARDS

Tante and Araceli Urban

Foundation- In addition to owning two Maui restaurants and finding success in real estate, Tante Urban has given extensively to the community through his foundation. Last year, the foundation awarded nearly \$11,000 for athletic and culinary scholarships plus donations to the Kealakehe Girls Soccer Program, Kealakehe Boys Varsity Soccer, Konawaena Boys Soccer, 8th Maui Regional Science Olympiad Tournament, UH Maui College I.M. Ready Study Abroad Program, Kona Dance & Performing Arts, Tutu and Me Program and the UH Palamanui Campus Culinary Arts Scholarship. Tante has also received numerous awards for entrepreneurship including being featured on TFC Television, as a Filipino entrepreneurial

success in Hawaii and in 2005 in the Asian Enterprise Magazine. He has a published autobiography and is a member of the Rotary Club of Kona Sunrise, District 5000 and the Maui Filipino Chamber of Commerce.

Josie Kojima of Josie's Salon made many personal sacrifices to launch her career. Twenty two years ago she downsized to a studio and worked over time with a baby to complete her beauty licensing. Because the Big Island did not have a beauty school for many years, she personally apprenticed and mentored more than 30 aspiring stylists and since she opened her salon in 2008. In 2018 alone, Josie's Salon donated more than \$60,000 in services and product through local organizations, hula halau, and community events that include educational "look and learn" experiences open to the public.

Peggy Ciriako serves more than 200 children in the community running the First Tee Hawaii Program and serving in her role as President of the Kona Junior Golf Program. She is also instrumental in helping dozens of local charities conduct successful golf tournaments raising thousands of dollars for worthy causes. In the

Raffle prizes

- ◆ Ohana Bali Spa, 1-hour massage
- ◆ Rise Essential Oil from Stephanie David
- ◆ Heal Essential Oil from Stephanie David
- ◆ Earrings from Gemma's Treasure
- ◆ Outback \$20 off plus blooming onion #1
- ◆ Outback 20\$ off plus blooming onion #2
- ◆ Outback \$20 off plus blooming onion #3
- ◆ LELE "Aloha" trucker hat
- ◆ Rodan & Fields Active Hydration Body Replenish Cream by Jaime Funakoshi
- ◆ Monica Scheel dermatology products
- ◆ Maruyama Jones Farm- Moringa gift set with Green Flash Moringa + Matcha powder (\$20) and a bamboo matcha whisk (\$15)
- ◆ JusDesserts \$50 gift certificate
- ◆ Kaiea Jewelry- Big Island shaped gold filled earrings

Mahalo to the following for donating to our fundraising event:

- ◆ Maruyama Jones Farm
- ◆ Ohana Bali Spa
- ◆ Stephanie David, Personal Training
- ◆ Chey Paris Kitahara of Polished Manicure Art
- ◆ Josie's Salon
- ◆ JusDesserts
- ◆ Monica Scheel Dermatology
- ◆ Coco +Lita Boutique
- ◆ Sandal Stop
- ◆ My Kona Adventures / Le Reve Boutique
- ◆ Outback Steakhouse
- ◆ LELE Hawaii
- ◆ Gemma's Treasure
- ◆ Jaime Funakoshi (Rodan & Fields)
- ◆ Susan Tanaka (Kate Spade)
- ◆ Sandal Stop
- ◆ Kaiea Jewelry/ Nani Kai Cottage

past two months alone she organized logistics for the Konawaena Foundation, St. Michael's Church, and Youth With a Mission. She is a board member for the Hawaii Community Federal Credit Union, Kona Japanese Civic Association, and the North Shore Junior Golf Association. She has also volunteered with Hospice of Kona and Hawaii Red Cross.

Tess Rumley is the owner of Barefoot Zone, a healthy vegan food restaurant in Kona. She is also a professional artist and photographer that has donated handmade koa furniture and art to local organizations for many years, which in turn raised more than \$20,000 for the charitable causes. She is an active and hardworking volunteer with the Tante & Araceli Foundation.

Pineapple Blush Boutique opened its doors in 2018 and is owned by two sisters with multiple businesses in the Kona community. Noelle Soo is the also the owner of 101 Salon & Spa and her sister, Lailan Bento, has a fast-paced career in real estate. Pineapple Blush Boutique features affordable pricing, with nearly every item in the shop priced under \$60. Noelle Soo, collaborated for four years with other local businesses to host Back to School Bash, which last year gave 300 backpacks of school supplies to local kids and 150 free haircuts. They are also diamond sponsors for The RISE Project.

Mirror, Mirror is an online boutique owned by three friends from Kona who love clothes and fashion. Their styles are a mixture of bohemian chic, sexy, and casual with an edge. Their goal is to bring these styles to customers in the comfort of their own home at an affordable price. A portion of the profits from all live sales events go to a different local charity, including their most recent donations going to Hope Lodge.

Monica Scheel, MD donated more than \$50,000 in procedures, treatments and products to over 90 organizations on the Big Island. Some of these include North Hawaii Hospice, Four Seasons Benefit for Cancer Research, Habitat to Humanity, Hawaii Humane Society, VASH, Kona-Kohala Chamber of Commerce, Keiki Surf for the earth and more. She also puts on a free skin cancer screening for the

public once a year (the next one is coming up May 15th) where she and the other providers check for skin cancer. Each year she and her staff catch some life threatening melanomas that may not have been detected otherwise.



Fashion Showcase

Divas Boutique Ailo

Mirror, Mirror Hawaii

Gemmas Treasure

Wahine Toa Design

Janaluxe Jewelry

Pineapple Blush Boutique