



Reaching New Heights

Hualalai 'Ohana Foundation
2014 Annual Report

Me ke aloha, kokua aku kokua mai: Pela iho la ka nohona 'ohana.

With love, help others, be helped: Such is a family relationship.

Our Team

2014 Board of Directors

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Staff

2014 Executive Director, Kei-Lin Cerf

Foundation Assistant, Erlinda Borges

It is with ho'omaika'i (gratitude) for the never ending support of the Hualalai Ohana Foundation that we bring forth our 2014 annual report to this unique community. Together with your spirit of aloha, since the very beginnings of the Foundation in 2002, we have worked steadily to raise the necessary funds to support the ever growing and changing educational and medical needs of our employee Ohana.

Mahalo to the generous families and friends of the Hualalai membership. With your willingness to help us accomplish our mission, we take great pride in knowing we have never turned away an applicant who met our programs criteria due to lack of funding.

Please accept our invitation to join us as we continue to positively impact lives and grow together as 'ohana.

Donna Chipps 2015-2016 President

Our Values

Aloha (love, compassion) - We give of ourselves when we give from our heart. Hualalai embodies *aloha* in so many ways, yet most importantly through the *aloha spirit* of its people.

Mahalo (appreciation) - More than merely 'thank you', *mahalo* represents gratitude, appreciation and esteem. This sincere appreciation for the *aloha* shown by people of Hualalai inspired our homeowners to create the Foundation and continues to guide our mission today.

'Ohana (family) - We believe the generosity within our uniquely blessed community creates '*ohana*. We are connected and care for each other. We want the best for our family members. We serve those who are '*ohana* in our hearts.

Kokua (help others) - We were created to give help to our '*ohana* and this value continues to guide our actions each day. We strive to help those who wish to help their families grow and thrive. *Kokua aku, kokua mai*.

Ho'oko (commitment) - We are committed to our goal of providing opportunities where many do not exist. We do so with *pono* (integrity) and *lokahi* (unity).

The Story of the Mai'a

Created in 2013, the Hualalai Ohana Foundation logo came straight from the heart of our 'ohana. The concept was presented by Landscape manager, John Palos and Golf Maintenance assistant, Charlene "Charlie" Long. They felt the banana tree, or mai'a, was the ideal symbol for the Foundation because the flower, or pua, is considered the 'heart' and from it grows the fruit.

As the tree grows, it makes way for new growth, or keiki, to emerge to take its place. Like the Foundation, it provides from the heart for both the adults of today and the keiki of tomorrow. Each day the Foundations strives to not only grow, but flourish and bloom to support our future generations.

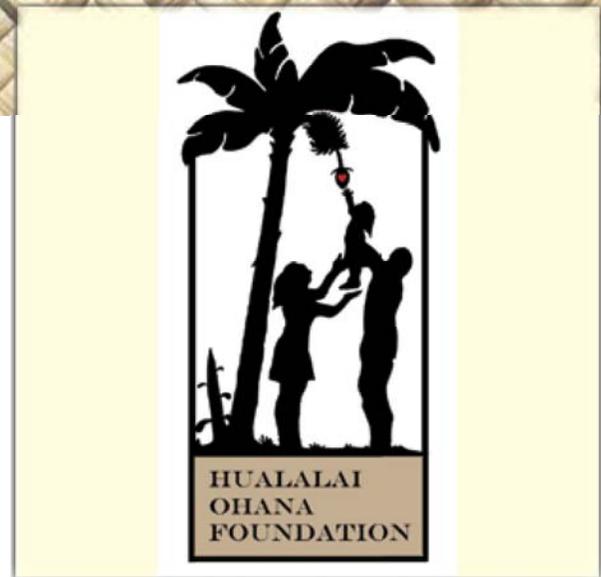
Our Junior Board

The Junior Board of the Hualalai 'Ohana Foundation is a non-award youth leadership committee. Their mission states:

"The objective of the Junior Board is to support the efforts of the Board of Directors in their mission to provide financial assistance for educational and medical needs of the Hualalai Employee Community; to provide the board with a different perspective; and, to provide an opportunity for Junior Board members to learn the importance of philanthropy, as well as, gain professional development skills which will benefit them in the future."

In early 2014, Alec and Ryan Dominick presented their idea of a custom Monopoly board game for the Hualalai Resort and the Junior Board took on their biggest fund-raising challenge yet. They created "Hualalaiopoly" and raised the funds for their project by setting up an online auction to gain sponsors for all the properties and game cards of the Hualalaiopoly game. The game was manufactured and delivered in time to sell during Festive 2014.

The Junior Board has far exceeded initial expectations. Their first fundraiser was a Cart-Wash in 2006, with modest earnings of \$1,250.00. To date, the Junior Board has raised over \$200,000.00 in support of Hualalai 'Ohana families.



Landscape, Jason Oandasan's design was voted #1 of 7 entries submitted by resort employees. The Mai'a Logo was launched in 2014 and has helped to carry the Foundation to new heights.

2014

Junior Board Members

Co-Presidents

Michelle Dreimann & Alec Dominick

Vice President

Ryan Dominick

Secretary

Lucie Anderson

Treasurer

Justin Smrke

Immediate Past President

Alana Dreimann

Fundraising Committee

Emma Cabi

Rose Cabi

Amanda Smrke

Nate Anderson

Olivia Dominick

Travis Taube

The Junior Board was founded in 2006 by Alana and Michelle Dreimann

Left to right:

Michelle Dreimann, Alec Dominick, Alana Dreimann, Lucie Anderson & Nate Anderson

Education Programs

Quality education is a precious resource on Hawaii Island. Our goal is to improve access to education through scholarships, programs, and various learning tools. Since 2003, the Foundation is proud to have awarded over \$3.2 million in support of educational programs for our beneficiaries

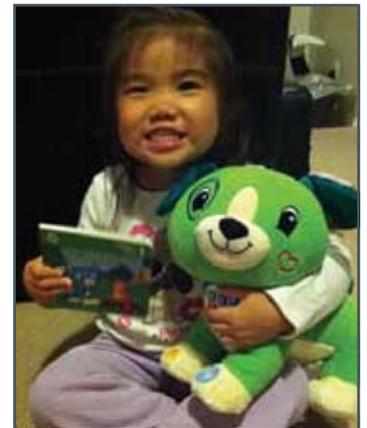


Dolly Parton's Imagination Library

In our partnership with the Dollywood Foundation, the Imagination Library delivers a new book each month to children from birth until five years old. The books are addressed to the children, which creates excitement when they get their own mail each month. The books provide early learning opportunities and encourage parents to read with their children. *Since 2008, the Foundation has gifted over 12,000 books to employees' children, which includes 122 families in 2014*

LeapFrog Learning Toys

Another investment in early childhood education is the annual LeapFrog giveaway. On one day per year, the foundation distributes LeapFrog educational toys to children from three to eight years old. The event is an exciting one, with over 50% of the units handed out in the first hour. This is a favorite program of the employees and a good investment in helping young children to associate learning with fun. *Since 2005, the Foundation has gifted 2,140 learning tools to the employee 'ohana. In 2014, 250 LeapPad 3's were distributed.*



Pre-K to 12th Grade Scholarships

Private education is an expensive investment for Hualalai employee families and to aid these families, the Foundation provides partial funding for tuition costs. This investment helps with access to education that would not be possible otherwise. Awards are granted to eligible applicants on a sliding scale, which is based on gross income, financial need, size of household and academic merit. *Since 2003, the investment in this effort has allowed 688 children to have access to private school education. In 2014, \$173,500 in awards provided scholarships to 21 pre-schoolers and 49 students in 1st - 12th grades.*



Manny Mero of Engineering has three daughters. With the Foundation's help his oldest daughter, Tasha graduated in 2014 from University of Hawaii at Manoa with a B.A. in Journalism. Her sister Mandy will graduate UH Manoa in 2015. The youngest of the three Joanne is still in high school, but following in her sister's footsteps. She is active in Lifeplan at Kealakehe High School and had been granted two Coursework Awards for the University of Hawaii-Running Start program to prepare for college.



Public School Programs



Honor Roll Awards

This program recognizes the academic work of employee children in 6th-12th grade. Private, public, and charter school students are invited to participate. The event kicks off with a carnival and over a dozen games. Students earn tickets at each game booth and exchange them for school supplies. An award ceremony follows the carnival where students are presented with a certificate along with a cash award. *Since 2008, 650 students have received recognition and rewards for their academic achievements. At the award ceremony in 2014, awards were presented to 86 students, reaching 70 households.*

Lifepan Youth Mentoring

This program focuses on the public school sector by helping to mentor teens in life skills and college/career readiness. At nearby Kealakehe High School, employees and other adults volunteer alongside the teachers to mentor students in their 45-minute homeroom class. This partnership between the Foundation, school, mentors, teachers, and youth is making a positive difference in the school environment and for the students. *This program is growing and has already served over 960 high school students. In 2014, participants included 29 adult mentors, 73 youth leaders and 640 sophomore and junior students. The end of year Youth Summit hosted 81 attendees who spent the day preparing for the 2015-2016 school year.*



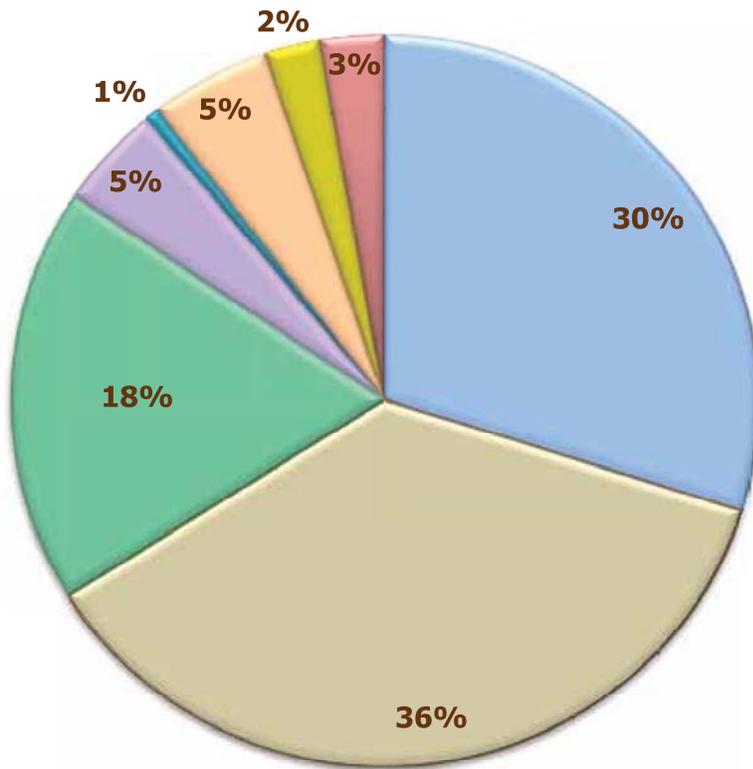
Monica Balanay of the Marketing Department has been a Lifepan Mentor for 5 years. Shown here at the Honor Roll Awards with her husband, James and their daughter's Sophie (19) & Noe (17). Both girls have participated in Lifepan and Honor Roll. Sophie currently receives a Higher Education Award to attend Cuyamaca College in San Diego, California.

Each year at the Honor Roll Award Ceremony honorees are entered for a chance to win a new iMac Computer or an iPod. Pictured on the right are raffle prize winners with their goody bag of school supplies.



2014 Program Distribution

Percent of \$480,300.00 in total awards



- Medical
- PreK-12th Scholarships
- Higher Ed Scholarships
- Coursework and Tutoring
- Dollywood Imagination Library
- LeapFrog Learning Tools
- Honor Roll Awards
- Lifepan Youth Mentoring

Nikki Kidani, of the Spa is one of many employees who bring the whole family to celebrate at The Honor Roll Awards. Held in July, this is our largest and most popular employee event. Each student honored is able to invite up to six family guests to join the celebration.



Our Funding

The Foundation's success would not be possible without the generosity of our donors. The Foundation receives income from four critical areas.

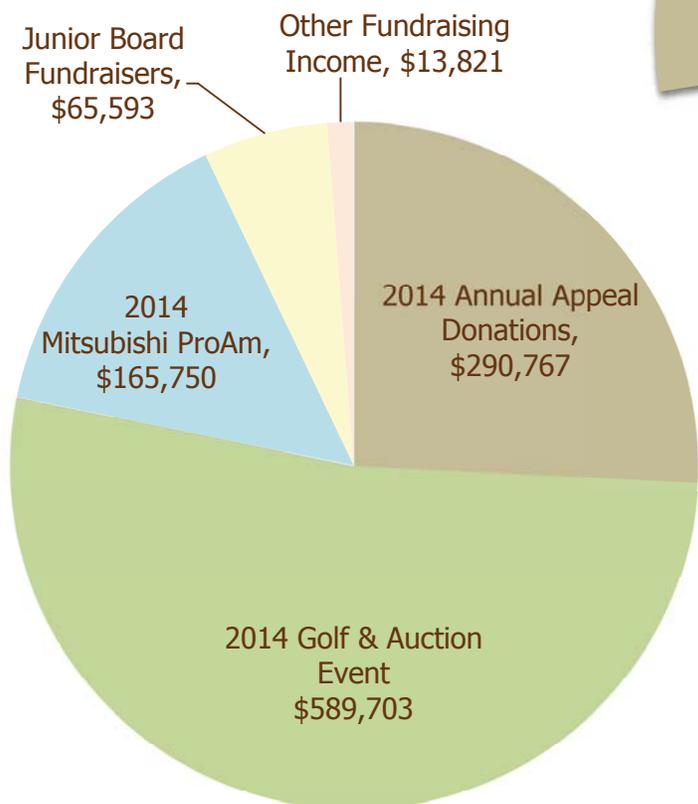
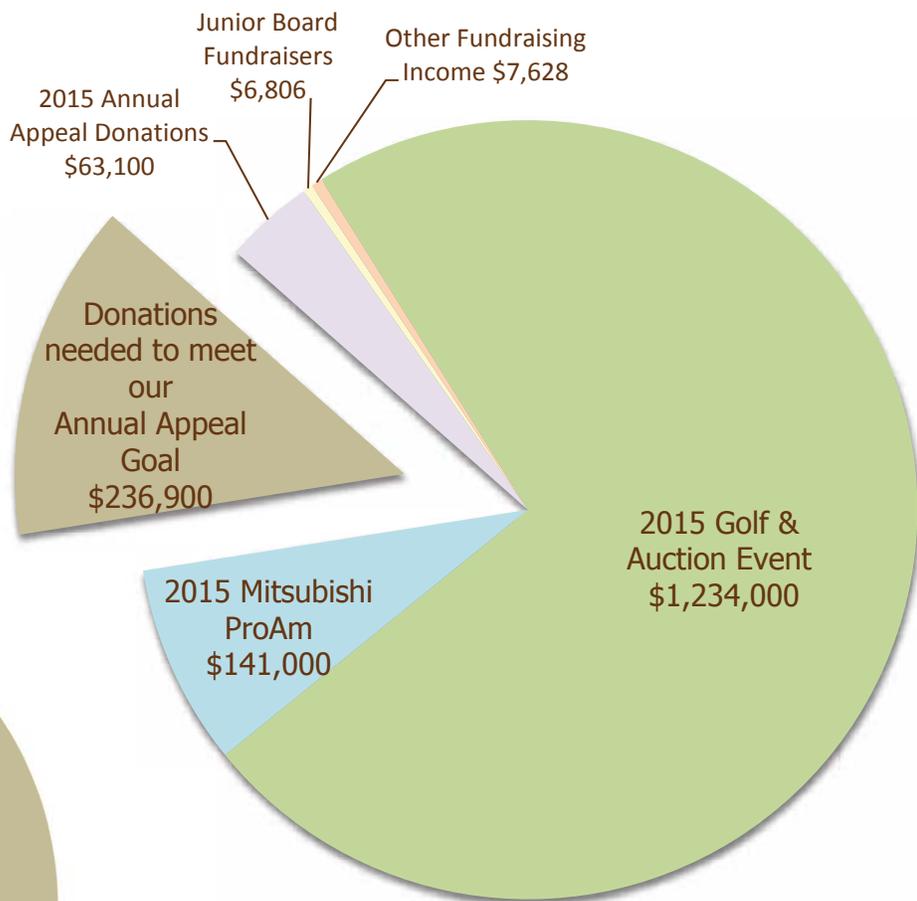
First, our Annual Appeal which typically provides funding for 65% of annual expenditures to support our mission. This pure form of philanthropy allows us to provide access to quality education and medical aid for the employee 'ohana year round.

Second, the Foundation hosts a variety of events that enhance the sense of Hualalai community, while raising money to support our programs. The most exciting event is the Annual Golf & Auction event. Held each summer this event always offers an incredible array of once-in-a-lifetime auction items.

Third, we are the fortunate beneficiary of the event entry fees from the Annual Mitsubishi ProAm hosted by The Four Seasons Hualalai Resort.

Finally, we have a creative Junior Board that sponsors unique activities and events to support our mission.

2015 Revenue
Year-to-date
\$1,452,534.00



2014 Revenue
\$1,125,634.00

Medical Assistance

Significant medical treatment can sometimes create financial distress for our 'ohana. Our financial assistance with life-threatening illnesses and important surgeries help families concentrate on healing. *Since 2003, the Foundation has given over \$650,000.00 to help with significant medical treatment expenses. In 2014, a total of \$143,136.00 was awarded to support 45 households with their medical needs.*

Life-threatening Illness Award

Access to quality healthcare can be a challenge. In the event of a serious illness or injury, Hawai'i Island residents must travel off island for treatment, even sometimes to the mainland. When this occurs, the Foundation helps to ease the burden by helping with patient co-pays, prescriptions, and medical travel. *In 2014, the Foundation gave 25 serious medical awards with an average award of \$4,735.00.*

Surgical Assistance Award

Some medical conditions, though not life-threatening, require necessary treatment to avoid disability. Due to the costs involved, some employees postpone the surgery until they are no longer able to work. The Foundation's award provides up to \$2,000 to help with necessary routine and serious surgeries. *In 2014, an additional 25 medical awards were granted to members of our 'ohana in need of surgery. The average Surgical Award amount was \$889.00.*

Dental Assistance Award

In 2012, the Medical Committee developed a new program to support those in need of urgent dental procedures. Following the same guidelines as the Surgical Assistance Award, this award provides up to \$1,000.00 toward necessary dental treatments. *In 2014, this award was granted to 3 individuals with an average award amount of \$581.00.*

This should be the easiest thank you note I have ever written however I find it to be the hardest. It is impossible to find the adequate words to eloquently describe my gratefulness.

My original diagnosis was "Lung Cancer" and my prognosis was very grim. The FIRST thing I thought of was the 'Ohana Foundation. You have always offered hope, solutions and help when an employee is in absolute need. I have watched you work through my years with Four Seasons. Being one of the original Hualalai Resort employee's opening the Resident's Beach House, I know what you do. I've seen and experienced it. You are like having an ace in the hole. The comfort you offer is unbelievable.

Thank you for the help with the financial burden. With all the things to concentrate on in treatment and recovery, you have eliminated a huge worry.

Thank you too for being there not just for me but for all of the employees.

We are very lucky indeed to have you.

Sincerely, Carol Calland



Our Stories



Prawnee Cook of the Housekeeping Department and her daughter Ananda (14) have received both Medical and Education awards from the Foundation. Prawnee had the Foundation's support for a knee surgery in 2014. Ananda received a Dental Award and is a consistent Honor Roll Award recipient. She is already planning to apply for a Coursework Award in 2015 to help fund a History class field trip to Oahu.



This year my experience at Donkey Mill Art Center was incredible. Week one I did watercolor. We learned all the techniques and style that come with it. One of my favorite styles was pochoir. That is what I did the best on and is what I got an award for.

This was a great experience...And I look forward to it every year and want to thank you from the kindness of my heart for contributing to the payment of my curriculum during summer. I really appreciate it and I am always thankful for it.

Once again thank you so much. Mahalo, Jayda Decker (11)

Keolu employee, Gloria Krier Matthews with her daughter Genevieve at Chaminade University in 2014. Recipient of a Higher Education Award, Genevieve graduated Cum Laude and is attending graduate school.



Saint Louis School has been an indelible experience for me thus far. I am enjoying academic achievement and continued athletic excellence with football. This school has allowed me to take AP Psychology and AP English which was not offered at my previous school. Looking down the road, my dream is to attend a Pac-12 college with a full scholarship. Mahalo for this amazing opportunity.

I am eternally grateful. Sincerely, Luca Vartic



I wanted to take the time to express my extreme gratitude for all the assistance the Foundation has provided me throughout the past two years. First, it was a blessing to get financial aid in my pursuit of a master's degree and now in a time of medical assistance. It has been amazing having so much love and support from not only my friends and family but through work as well.

With this letter is a piece of driftwood I found the day I fractured my spine. Not thinking much of it at the time I tossed it in my truck. Four months later when I finally returned to the Big Island I found it waiting for me. At first, I was not quite sure what I wanted to paint on it. Then one day while scrolling through my photos I came upon a picture I took of Waipio Valley and it seemed perfect! I hope everyone who is a part of the Foundation is able to enjoy it.

*Mahalo, Nicole Tachibana
Natural Resources*

Tom Callero of The Beach Tree and his wife Jodie were the foster parents to Stephanie starting when she was just a few months old. Once they officially adopted her, the Foundation was able to help with pre-school tuition and allow her to continue attending Keikiland Baptist Pre-school.

Pictured on the right Stephanie (4) with her parents and two of her three sisters Lyanne (16) and Kali (8).



Thank you so much for selecting me to be a recipient of your 2014 Scholarship. Education has always been a priority in my family, but the high cost of college makes it very difficult to pursue a higher education. This scholarship has helped me immensely in paying for my tuition at Wagner College in New York City--My DREAM SCHOOL! I can not thank you enough for this financial blessing!

Mahalo, Cathryne "Kimi" Cantyne

Our Mission and the Future

Mission Statement

The Hualalai `Ohana Foundation strives to support the educational goals and exceptional medical needs of our employee families, while providing a vehicle to allow residents opportunities to contribute to the well-being and aloha spirit of our uniquely blessed community.

Philosophy

Consistent with preserving the tradition of respect for the land and of the Hawaiian culture, we wish to acknowledge and support the exceptional individuals of the community who work to make Hualalai a paradise to the eye and to the heart.

Purpose

In response to the high costs of education and medical care for the people of Hawaii, the purpose of the foundation is to provide educational and medical care opportunities to families employed or self-employed in the Hualalai community.

Vision Statement

We are committed to achieving 100% participation by our homeowners to invest in our community by providing encouragement and financial assistance to the Hualalai employee families and through them, the people of Hawaii Island.

We are blessed that each year the attendance and participation has continued to increase at our fundraising events. To maximize the value of your donations, the members of the Board of Directors designate their annual appeal gifts to fund the Foundations administrative costs. Therefore your gifts go directly toward award programs for the benefit of our families.

Moving forward, 2015 has already brought great gifts to the Foundation with a record-breaking Annual Golf & Auction event in August. Due to this success, the board is working on plans to increase individual award amounts and add a new technology program.

We will continue to raise funds and develop innovative programs to maintain the well-being of our community's most valuable asset: its employees.



Mahalo Nui Loa

2014 Contributions

The Hualalai community is unique in so many ways. This is highlighted by the incredible generosity of individuals who give of their time and make contributions to support our mission.

Mahalo for helping our Foundation grow to new heights and flourish while we continue to develop new programs and expand our education and medical awards.

It is the kindness of the people listed below, that allows us to offer a helping hand to our Hualalai 'Ohana in times of need.

A special mahalo to

*Bob & Renee Parsons and
The Bob & Renee Parsons Foundation*

for their exceptional contribution of over
\$230,000.00

Our heartfelt thank you to the following families who have contributed varying amounts, through a combination of annual giving and events in 2014

\$30,000.00 - \$50,000.00

Scott & Marci Dorey
William Jahnke
Rob & Barbara Kildow
Curtis MacNguyen & Sandy Le

\$15,000 - \$29,999.00

Bradley & Donna Chipps
Jerry & Adi Greenberg
John & Patricia Nickoll
Hans & Elaine Riddervold
Anthony & Beatrice Welters

*Our gratitude and appreciation go to the families who have contributed between
\$10,000.00 - \$14,999.00*

Tom Blackburn & Kate Bell
Marti deBenedetti
Norma Foster-Maddy
& Doug Parks
Harry & Susan Frampton
Steve & Jolene Gabbay
Dennis & Mireille Gillings
Rick & Kandace Holley
Susan Johns

Jim & MaryBee Johnston
Dr. Ray Lager
Paul & Yen Yee Locklin
James & Ann Marie Mahoney
Edward & Susan Mueller
Morris & Cynthia Muscatel
Bob & Kathleen Styer
Julie Wrigley & Bill McDowell

We thank the following families who have contributed varying amounts

Tamotsu Adachi
Doug & Pat Aiken
Dan Albertston & Lisa Ogawa
David & Eleanor Ammen
Chris & Anita Anderson
Taber & Kim Anderson
Paul & Judy Andrews
Cindy Asada
Mark & Deborah Attanasio
Linda Barr
Janice Baucum
Beecher & Robin Abeles Foundation
Big Island Villas
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Bitton Group Design
Jennifer Bolosan
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Ron & Linda Borgman
David & Nancy Boschwitz
Tim & Mary Boyle
Bill & Renee Brinkerhoff
Glenn & Barbara Britt
Bruce & Martha Karsh Foundation
Roberta Bertie Buffett
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Tom & Marj Callinan
Castellano Family
Kei-Lin K.H.Cerf
Keenan & Bree Choy
Jack & Gloria Clumeck
Jim & Kay Cobb
Barbara Crowe
Marianne Curran
David & Doreen Keyes Foundation
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Stephanie Elbert
Joy Escobal-Luea
Elliott & Suzanne Felson
Mark Zurack & Kathy Ferguson
Patrick Fitzgerald
Rick & Donna Fluegel
Ryutaro Fukamachi
Rick & Margaret Garbe
Kevin & Mun Sok Geiger
Alex Gerznowicz & Eve Bernstein
Stephen Goldman
John & Barbara Goldsmith
Greg & Frances Gomes
Tim Gonzalez & Ann Mather
Donald & Laura Goo
Jenard & Gail Gross
John & Helen Guiltinan
Jay & Renee Haladay
Anders & Elizabeth Hejlsberg
Sylvia Heller
Herringer Family Foundation
Rebecca Hill
Bob & Becky Holman
George & Sandy Holstead
Hank & Judy Hummelt
Robert & Judy Huret
Bruce Jacobs
Ronald & Susan Johnson
John & Teresita Jubinsky
Richard & Deborah Justice
Jay & Ronnie Kaiser
Hulu Kanda
Ken & Eileen Kaplan

up to \$9,999.00. We are so grateful for everything you give to our 'ohana.

Patricia Small Kellett
Donald & Diana Kennedy
George & Bonnie Kennedy
Richard & Kathryn Kimball
Kosti & Marian Shirvanian Foundation
Mike & Laurie Kozlak
Eleanor Kunitake
Caroline Labe
Dan & Stacey Lanterman
Thomas & Sara Lewis
John & Nancy Lindahl
Peter Linden & Faith Golding
Thomas Loratta
Max & Denalyn Lucado
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Vivian Tobias
Ron Turiello & Margret Caruso
Rory & Jamie Weinstein
Sam & Paige Wilburn
Thomas & Diane Windler
Don & Anne Wood
Nani Zack

Our appreciation also goes to the 8 generous families who have given their support and asked to remain anonymous

A Special Mahalo to our corporate in-kind donors for their support and contribution to our success. Also, we wish to recognize the following companies and individuals for their generous donations to our events throughout 2014

Alive Therapeutic Massage
& Bodywork, LLC
Chad Atkins
Michael Bonahan
& Ricci Racela
David & Nancy Boschwitz
Chambers and Chambers
Donna Chipps
Marti deBenedetti
Michele Dominick
Leon & Joy Dreimann
Norma Foster-Maddy
& Doug Parks

Kevin & Mun Sok Geiger
Gold Coast Transportation
Hawaiian Healing Yoga
Sandy & George Holstead
Hualalai Investors, LLC
Jim & Ann Marie Mahoney
Katie McCullough Simmons
Brendan Moynahan
Paradise Beverage
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Bob & Renee Parsons
Roy's Waikoloa Bar & Grill
Liz Rudinica

Jahn Sawinski
Jim & Maura Schumacher
SJ Communications
Southern Wines and Spirits
Bob & Kathleen Styer
Sun Valley Resort
Tiffany & Company
Lex Van Hessen
Dennis "Devo" Voss
Wave Salon
Julie Wrigley
& Bill McDowell

Hualālai Resort



**BIG ISLAND
TRAVELER**



Mahalo to Tek Mapon Photography the official photographer for the 2014 Foundation Events

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