



The Faces of Hualālai

Hualālai 'Ohana Foundation 10-Year Anniversary 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

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Staff

Kei-Lin Cerf, Executive Director

Erlinda Borges, Foundation Assistant



Four Seasons Housekeeping

Four Seasons Security

Dear Friends and Family,

Our heartfelt gratitude goes out to our dedicated team, committee members, other volunteers, and especially you - our donors. We are accomplishing our mission because of your profound care and generosity.

Our community has grown and changed, but we have remained connected. We are united in a deep sense of caring for the employees and their families because of the aloha spirit that stems from this historical place called, Hualalai.

As we look back on the past ten years, we take pride in what we have accomplished together. Please join us as we welcome in another decade of changing lives and growing together as 'ohana.

Mahalo nui loa and aloha no,

Michael Bonahan

2012-2013 President



Hualalai Trading Company



Hualalai Landscaping



Natural Resources



Four Seasons Phone Operators

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).



Quality education is a precious resource on Hawai'i Island. Our goal is to improve access to education through scholarships, programs, and various learning tools. We were guided in this endeavor by our Education Committee, which is lead by Marti deBenedetti, along with additional board members and guided by advisors, Eleo Ammen, Dr. Kate Mecca, and Liz Rudinica. Since 2003, the Foundation is proud to have given over \$2.6 million in support of educational programs.

Early Childhood Education

Dollywood Imagination Library

In partnership with the Dollywood Foundation, the Imagination Library delivers a new book each month to children from birth until five years old. Each book is selected to be age-appropriate as the child grows. 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 encourages parents to read with their children. Since 2008, the Foundation has gifted over 9,000 books to employees' children.

LeapFrog Learning Toys

Another investment in early childhood education is our annual LeapFrog giveaway. On one day per year, the foundation distributes LeapFrog educational toys to children from three to eight years old. Toys will vary depending on the age group and new technology that has emerged. 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 good investment in helping young children to associate learning with fun. Since 2005, the Foundation has gifted 1,645 learning tools to the employee 'ohana.



Hualalai Tennis Club



Four Seasons Culinary

Private and Higher Education

Pre-K to 12th Grade Scholarships

Many children do not thrive in public school environments; however, private education is an expensive investment for Hualalai employee families. 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. First, the schools are chosen by the families based on their personal preferences: area, cost, and educational aspirations for the child. Then, 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 542 children to have access to private school education.

Higher Education Scholarships

Higher education is a dream for many Hualalai families and it can also be the most important factor in determining their future success. To support the educational goals of our employee families, the Higher Education scholarship awards provide tuition assistance for employees, their spouses and children. Because of the Foundation's investment since 2003, 323 students have been able to attend community colleges and universities, some of them as the first in their family.

Coursework and Tutoring

This program supports personal and professional development for children and adults. The intent of the program is to enrich the employee families, and through them, their community. Coursework is relevant to the applicant's career path; or toward gaining a greater understanding of Hawaiian culture and our island community. Eligible skills include leadership, foreign languages, software education, licensing, and more. Starting in 2003, this program has helped 358 children and adults expand their education through programs in the community.



Hualalai Sports Club & Spa



Four Seasons Accounting

Public Education

Honor Roll Awards

The Foundation created this program to recognize the academic work of employee children in 6-12th grade. Private, public, and charter school students are invited to participate, with over 70% of awardees coming from public schools. The program also encourages participation in our Higher Education Scholarships, which has increased in activity. At the award ceremony, the students are presented with a certificate along with a cash award. All attendees are entered to win a new iMac computer or iPod. Since 2008, 481 students have received recognition and rewards for their academic achievements.

Lifeplan Youth Mentoring

This program focuses on the public school sector by helping employees and the community to mentor teens in life skills and college/career readiness, which can reduce the drop-out rate and increase their lifetime earning potential. At the nearby Kealahou High School, employees and other adults volunteer alongside the teachers to mentor students in their 45-minute homeroom class. Youth leaders, made up of employees' teens and other aspiring students, act as peer mentors and aids for the group. This partnership between the Foundation, school, mentors, teachers, and youth is making a positive difference in the school environment and for the students. The program is rewarding for all involved and, due to the dedication of these employee volunteers and promising youth, the program is growing and has already served over 600 high school students.



Four Seasons Human Resources



Hualalai Landscaping



Kōolu Golf Course



Four Seasons Purchasing

Medical Assistance

Significant medical treatment can sometimes create financial distress for our 'ohana. Our financial assistance with life-threatening illnesses and important surgeries helps families concentrate on healing. The work is guided by the Medical Committee, chaired by Donna Chipps and aided by our board members along with Dr. Jim Johnston, Gail Yanney, and Robert Whitfield. Since 2003, the Foundation has given almost \$500K to help with significant medical treatment expenses.

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. With our help, employee families have been able to treat cancer, survive brain tumors, and recover from heart failures, organ transplants, and near-fatal car accidents.

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 the patient out-of-pocket costs of necessary surgeries such as, hip, knee, and shoulder replacements, back operations, eye surgery, and other serious conditions.



Hualalai Golf Maintenance



Hualalai Canoe Club



Hualalai Landscaping

Our Funding

The Foundation's success would not be possible without the generosity of our donors. Each year, gifts to the Annual Appeal account for over 50% of our total annual income. This pure form of philanthropy allows us to provide access to quality education and medical aid for the employee *'ohana* year round.

The Board of Directors commits to the operation and overall health of the organization by designating their annual gifts to cover the annual administrative costs of the Foundation. Their collective investment allows the other donor funds to be applied directly toward programs for our Hualalai *'ohana*.

The Foundation is also fortunate to be the beneficiary of funds from the annual Mitsubishi ProAm, Junior Board fundraisers, and the new, Brendan's 100 Holes, created by golf pro, Brendan Moynahan to benefit the Foundation and the local Kona Crush Soccer Club.



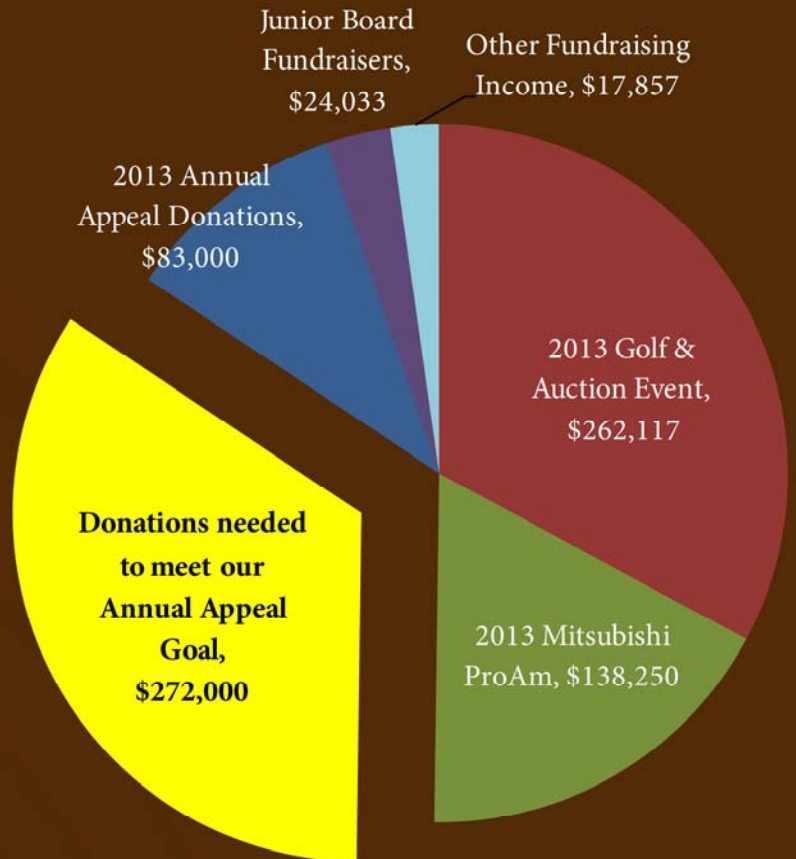
Four Seasons Banquets and Stewarding



Hualalai Sports Club and Spa



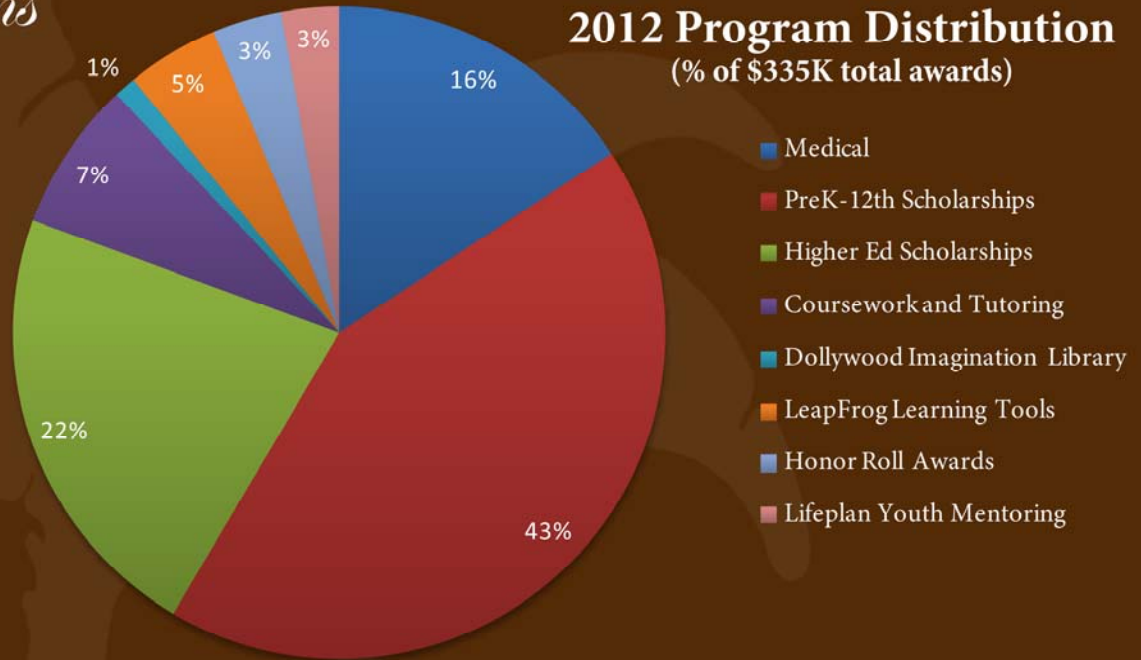
2012 Income



2013 Income YTD

Our Operations

2012 Program Distribution (% of \$335K total awards)



2012 Allocation of Expenses

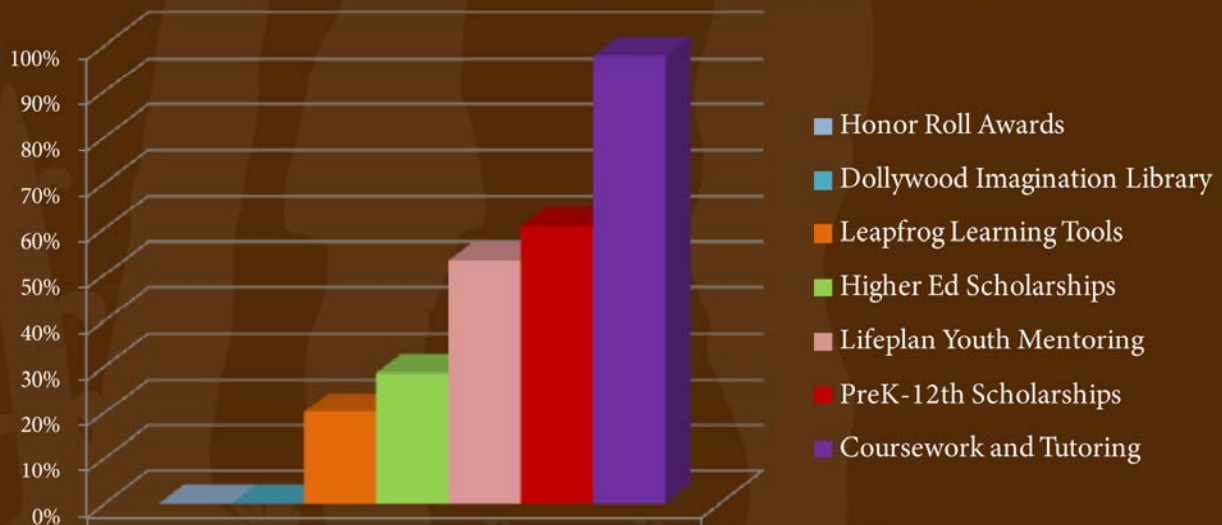


Did You Know?

Members of the Board of Directors designate their annual appeal gifts to fund the Foundation's administrative costs so that your gifts can go directly toward award programs for the benefit of our families.

Growth in Education Awards

(% of increase in number of awards given from 2011-2013)





Hualalai Sports Club and Spa



Hualalai Residential Facilities

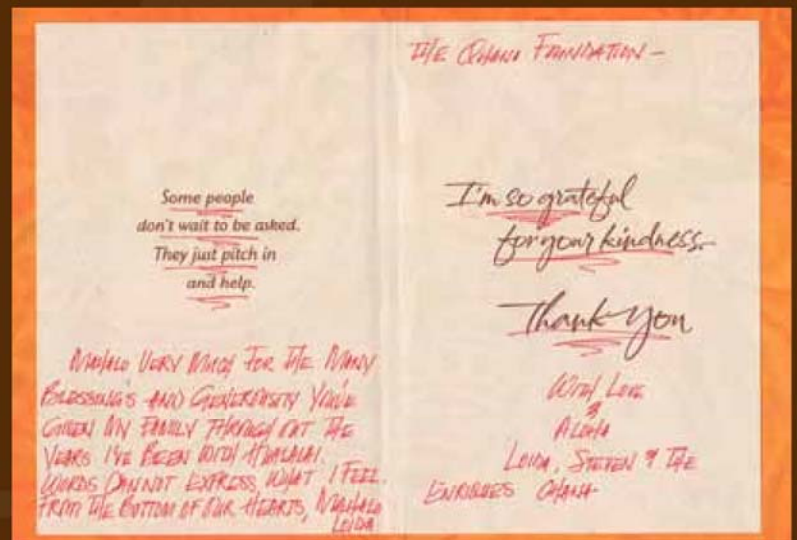
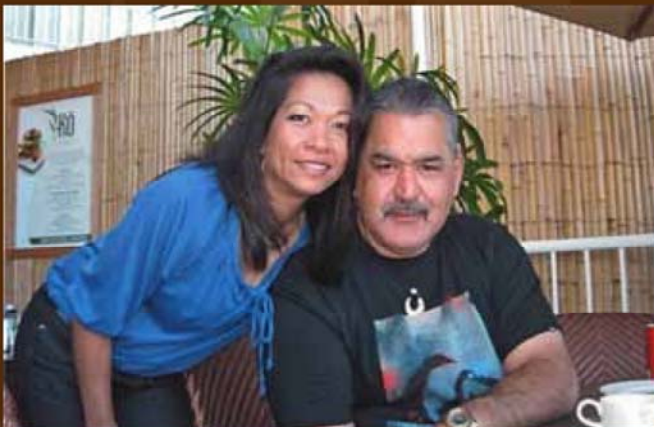
Our Stories

"We are very thankful for all your help with Kylie's education, she is finishing up her first year of Kumon (tutoring) and what a huge change! She is now very confident in reading chapters and chapters of books...She also excels in Math ever since we have her in Kumon, she is so much faster and has her basics down...We would like to say a HUGE MAHALO for all your help and support to us and to every family here at Four Seasons and Hualalai!" - Joyce P.



"Once again, I am honored by your gracious generosity. Such endowments are not given lightly, and I assure you I will do my best to uphold the standard you expect from me. Your belief in me ignites my ambition to learn, and I must attribute both my motivation and opportunity to your endowments. The work done by the 'Ohana Foundation is invaluable to the youth of Hawai'i and, in turn, to the future of our island; the education of our keiki is essential to the creation of a better tomorrow. So I thank you, not only for the chance you have given me, but for what you have given and will continue to give to my peers. Together, the 'Ohana Foundation and the children of the Big Island shall bring about a most prosperous future, and I thank you for your role in its creation."

- Savannah, 15 years old, artist





Charlie Long and John Palos



Jason Oandasan, logo artist

Our New Logo

The Story of the Mai'a

Early in 2013, the Foundation began a project to create a unique logo that would help symbolize our mission. Several ideas came forward and were put forward for an employee vote at one of our Program Info Fairs. To our delight, a new image was suggested by Landscape manager, John Palos and Golf Maintenance assistant, Charlene "Charlie" Long (pictured top right). According to John and Charlie, the banana tree, or *mai'a*, was a more appropriate symbol for the Foundation because the flower, or *pua*, was considered the 'heart' and from it grows the fruit. In addition, all the parts of the banana tree are used and nothing is wasted. As the tree grows, it makes way for new growth, or *keiki*, to emerge to take its place. John and Charlie said they feel this is like the Foundation, providing from the heart for both the adults of today and the *keiki* of tomorrow. Their idea was voted most popular by the employees.

Once the *mai'a* was chosen, the Foundation organized an art contest for employees to design a representation of the banana tree that would portray the spirit of the Foundation's work. At the next Program Info Fair, 132 employees voted on the collection of artistic entries. By an overwhelming majority, the employees chose the silhouette drawing created by Landscaper, Jason Oandasan (pictured below right). Jason's drawing talent is well-known to the Landscape team and he has created designs for several department projects. We look forward to implementing the new logo created by these thoughtful and talented members of the employee *'ohana*.



Photos by Leon Dreimann

Our Junior Board

The Junior Board of the Hualalai 'Ohana Foundation is a non-award, youth leadership committee. The Junior Board brings together adolescent and young adult children of homeowners and employees of Hualalai who are looking for experience on how to participate on a board while creating positive social change. The mission of the Junior Board states, "The representatives of the Junior Board of the Hualalai 'Ohana Foundation work together to improve the lives of the employees of Hualalai and their families through education and healthcare programs. Our mission is to raise funds for the Hualalai 'Ohana Foundation and raise awareness for issues close to our generation." Additionally, it is their objective to support the efforts of the Foundation; to provide the board with a different perspective; to learn the importance of philanthropy, and gain professional development skills, which will benefit them in the future. Since 2007, the children of Hualalai homeowners, now organized as the Junior Board, has raised nearly \$150,000 to support Hualalai 'ohana families.

2013 Junior Board Members

- Alana Dreimann, President
- Nick Holstead, Co-Vice President
- Joe Rosenberg, Co-Vice President
- Michelle Dreimann, Secretary
- Ryan Dominick, Treasurer
- Alec Dominick
- Emma Cabi
- Rose Cabi
- Amanda Smrke
- Justin Smrke
- Lucie Anderson
- Nate Anderson
- Travis Taube
- Bodie Freitas

Our Thanks

2012

We are fortunate to reside in a community of exceptional individuals willing to give freely of their time and contributions to support our mission.

Mahalo for helping our foundation to offer a helping hand to our Hualalai 'ohana in times of need. We encourage everyone to participate in our various events as well as to support our annual appeal. Together, we can reach our vision of 100% participation from our Hualalai homeowner community.

Our heartfelt thanks to the following families who have contributed \$5,000 or more through a combination of annual giving and events from January to December 2012. Your gifts mean everything to us.

Anonymous
Beecher & Robin Abeles Foundation
Doug & Pat Aiken
Chris & Anita Anderson
Gerson & Barbara Bakar
Bertie Buffett Elliott
Tom Blackburn & Kate Bell
Paul & Amy Blavin
Jim & Jan Bochnowski
Michael Bonahan & Ricci Racela
David & Nancy Boschwitz
William & Renee Brinkerhoff
Glenn & Barbara Britt
Bradley & Donna Chipps
Marianne Curran
Marti deBenedetti
Michael & Susan Dell Foundation
Chuck & Ivette Esserman
Andrew & Ann Evans
Elliott & Suzanne Felson
Noel & Sarah Fenton
Rick & Donna Fluegel
Norma Foster Maddy & Doug Parks
Harry & Susan Frampton
Ryutaro Fukamachi
Drs. Dennis & Mireille Gillings
Kenneth and Anne Griffin
John & Helen Gultinan
Rick and Kandace Holley
Bob & Becky Holman

Hualalai Resort
William Jahnke
Susan Johns
Dr. Jim & MaryBee Johnston
Bruce & Martha Karsh Foundation
Peggy Kent & Rich Meschke
David & Doreen Keyes Foundation
Mark & Marilouise Kiesel
Mike & Laurie Kozlak
Thomas & Sara Lewis
Paul & Yen Yee Locklin
Jim & Ann Marie Mahoney
Kim McGovern & Frank Scherkenbach
Andy & Kate Mecca
Tom & Janet Montag
Bill, Rosa & Hillary Mow
Mary Murfey
Bob & Renee Parsons
Tim & Kelly Phelan
Hans & Elaine Riddervold
George R. Roberts Foundation
Richard & Barbara Rosenberg
Jon & Judy Runstad
John & Anne B. Ryan
Jim & Maura Schumacher
Barry & Frankie Sholem
Stuart Sloan Foundation
Bob & Kathleen Styer
James & Robin Ullakko
Lex & Hannie Van Hessen



Four Seasons Engineering



Hualalai Golf Shop

We thank the following families who have contributed varying amounts up to \$5,000 through a combination of annual giving and events from January to December 2012. We are so grateful for everything you give to our 'ohana.

Anonymous
Myron & Tracy Abrams
Mark & Tammy Aiona
Daniel Alberstone & Lisa Ogawa
David L. & Eleanor Ammen
Taber & Kim Anderson
Ares Operations, LLC
Mark & Deborah Attanasio
Mike & Karyn Azzopardi
Vicki Bailey
Danielle Beatty
Anna & Curt Behlmer
Kathy Behrens Wilsey
Eve Bernstein & Alex Gersznowicz
Dyan & Brad Bobzien
Hideyuki Busujima
Marc & Lisa Cabi
Chris Caldwell
Tom & Marj Callinan
Marsden & Roxanne Cason
The Castellano Family
David Chai
John Chapple & Vivian Dixon
Theodore Chervin
Keenan & Bree Choy
Arthur & Merlyn Collmeyer Trust
Peter & Susan Comisar
Anthony Cook
Caroline Crawford Labe
Frank & Michele Dominick
Joy & Leon Dreimann
Mark & Gail Edwards
Aki Egashira
Joy Escobal-Luea
Patrick & Marilyn Fitzgerald
Peter & Adrienne Foley
Jack & Janet Foley
John Freitas
Tara Fukunaga
Steve & Jolene Gabbay
Kevin & Mun Sok Geiger
Toby & Diane Gerber
Greg & Frances Gomes

Donald & Laura Goo
Jerry & Adi Greenberg
Michael & Judy Greenfeld
Jenard & Gail Gross
Hana Hou Recycling
Mike & Sandy Hartley
Jon Hee
JC & Susan Henry
Peter & Julie Hill
Gabriel Hjertstedt
Thomas Hodge Foundation
George & Sandy Holstead
Robert & Judy Huret
John & Jacque Jarve
Serena Jarvis
Joan Zimmerman Sills Foundation
Karen Johnson
John & Teresita Jubinsky
Jay & Ronnie Kaiser
Ken & Eileen Kaplan
George & Bonnie Kennedy
Mark & Holly Kerslake
Rob & Barbara Kildow
Richard & Kathryn Kimball
Masatomo Kimura
K.C. & Toni Knudson
Bill & Gay Krause Foundation
Dr. Ray L. Lager
Chris and Debbie Lammers
Gail & Mark Levie
John & Nancy Lindahl
Dr. Peter Linden & Faith Golding
David & Christine Lucchetti
Jack Lutsky & Susan Mendelson
Luwana 'Letty' Salinas
Cathy Lynn
John & Pat Maney
Ann Mather & Tim Gonzales
Scot & Carolyn McClone
Ken & Dorothy McGowan
Connie McHugh
James & Susan McIntosh
Carl & Rebecca McLarand
Joe & Virginia Mello Trust
Bart & Jennifer Meltzer
Sean & Emi Miller
James & Louise Morwick
Sharon & Terry Mullin
Lilian & D.B. Murray
Scott Murray
Kimberly Beth Murray
John Mutch

Patrice & David Nagy
John & Patricia Nickoll
Tim & Dana O'Connor
Perry & Lynne Olson
Wally & Nicola Opdycke
Jennifer G. Pi
Pohlmann Family Foundation
Mitch & Nina Quaranta
Steve & Rebecca Ravel
Kevin & Lynn Reedy
Bruce Rockowitz
Jay & Carol Rosenbaum
Michael & Ellen W. Rosenberg
Mike & Liz Rudinica
Michael Sack & John Saul
John & Arlene Saffro
Nancy Schmidt
Kosti & Marian Shirvanian
Foundation
Nathaniel & Laura Simons
SJ Communications, LLC
Wynne & Lindy Smallwood
Adrian Smith
Kent & Cindy Snyder
Martin & Marlene Stein
Sy & Laurie Sternberg
Daniel Sullivan
Robert & Sheila Swanson
Tad & Dianne Taube
Masao Tsukada
Robert & Lisa B. Wahbe
Larry Walker
Joseph Walter
Beatrice & Anthony Welters
Paul & Karin Wick
Thomas & Diane Windler
Julie Wrigley
Nani Zack
Mark Zurack & Kathy Ferguson

Our thanks and appreciation also go to the 16 generous families who have given their support and asked to remain anonymous.



Hualālai Resort



A special *mahalo nui loa* goes out to our corporate in-kind donors, who have made a significant contribution to our success. In addition, we wish to recognize the following companies and individuals for their donations to our events throughout the year.

Alaka'i Nalu
 American Wine & Spirits
 Chad Atkins
 Better Brands
 Michael Bonahan
 and Ricci Racela
 Tom and Marj Callinan
 Chambers and Chambers
 Donna Chipps
 Marti deBenedetti
 Leon and Joy Dreimann
 Four Seasons Resort Hualalal
 Kevin and Mun Sok Geiger
 Mike and Judy Greenfeld
 Sandy & George Holstead
 Hualalal Investors, LLC
 Bill Jahnke
 Kilauea Lodge
 Rob and Barbara Kildow

Rick and Kathy Kimball
 Dr. Ray Lagerer
 Jim and Ann Marie Mahoney
 Andy and Kate Mecca
 Brendan Moynahan
 Paradise Beverage
 P.D. Parker
 Bob and Renee Parsons
 Roy's Waikoloa
 Jim and Maura Schumacher
 Katie McCullough Simmons
 Sita Soesman
 SJ Communications
 Bob and Kathleen Styer
 Sun Dot Marine Flags
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 Tiffany & Co.
 Devo Voss
 Rory Weinstein



Photography for the Annual Report by Tek Mapon Photography

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