

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

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

Hualalai 'Ohana Foundation

2009 Annual Report*

*Covering the period of July 2008 - December 2009

A Word From Our President...

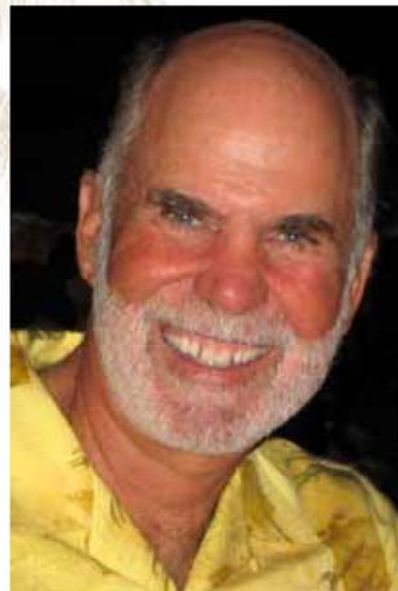
We are thrilled to share with you this annual report detailing the reach and magnitude of our donors' generous investment supporting the educational opportunities and emergency medical care for our employees here at Hualalai Resort and the Four Seasons Hotel.

As we look back on the first decade of work by the Hualalai Ohana Foundation, we can take pride in the creation of a non-profit organization dedicated to the expression of ohana and aloha by those who have generously given their support. Now, as we embark on the next generation of this important work, we are challenged to grow our financial resources in order to meet the increasing demand for educational scholarships for our employee children and be ever ready to step in if/when any family medical emergency needing our support arises.

The Ohana Foundation is an extraordinary opportunity for our fortunate residents to share their aloha and feeling of ohana we experience each and every day when interacting with our employees here at Hualalai.

On behalf of those dedicated residents who had the vision to launch the Foundation, those who have labored to grow it, and those currently shepherding it, we invite all of you to become engaged investors in this loving work. If you have already donated, thank you so much! If you have not yet done so this year, please do so as soon as possible. How wonderful it would be, and what a demonstrative statement we as a collective group would make, by having 100% of our residents being donors!

With much ALOHA! Andy Mecca



How We Began...

The idea for the Hualalai Ohana Foundation was formed in the Spring of 2001 during a lunch meeting attended by Kahu Billy Mitchell, Richard Albrecht, Nicola Opdycke, Tom and Debby Davidson and Joe Schell. These founders wanted to find a way to return the spirit of aloha that we all receive from the resort staff as soon as we drive in the entry gate to Hualalai.

They discussed the extraordinary financial hardship a resort employee endured (despite coverage by medical insurance) due to extended off-island treatment for a life-threatening disease. The Foundation founders felt our community could be even more supportive through the organization of a foundation accepting tax-deductible donations. At the second meeting of this nucleus group, the founders elected to expand our mission to include educational scholarships for the employees, their spouses and their children.

With the willingness of Hualalai Development Company to pay all of the organizational expenses, lawyers were retained to draft by-laws, assist with the articulation of our mission statement and the appointment of officers, and file necessary documents with the IRS, all of which were necessary steps to obtain the "public charitable organization or 501(c)(3) status" the Foundation now enjoys.

In late 2002, a Board of Directors was formed and Joe Schell was instrumental in establishing our first Annual Fund. The goal was to raise \$400,000 to fund educational and medical awards to be granted in 2003. Thanks to the collective generosity of our residential ohana and a lead gift from the Hualalai Development Company, the Foundation received donations from 100 individuals and families (50% participation from the residents at that time!) totaling \$423,000. This was a spectacular result for a brand new foundation on its maiden voyage, beautifully and clearly demonstrating the aloha spirit which flows so freely at Hualalai.

Our Vision... Our Mission...

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

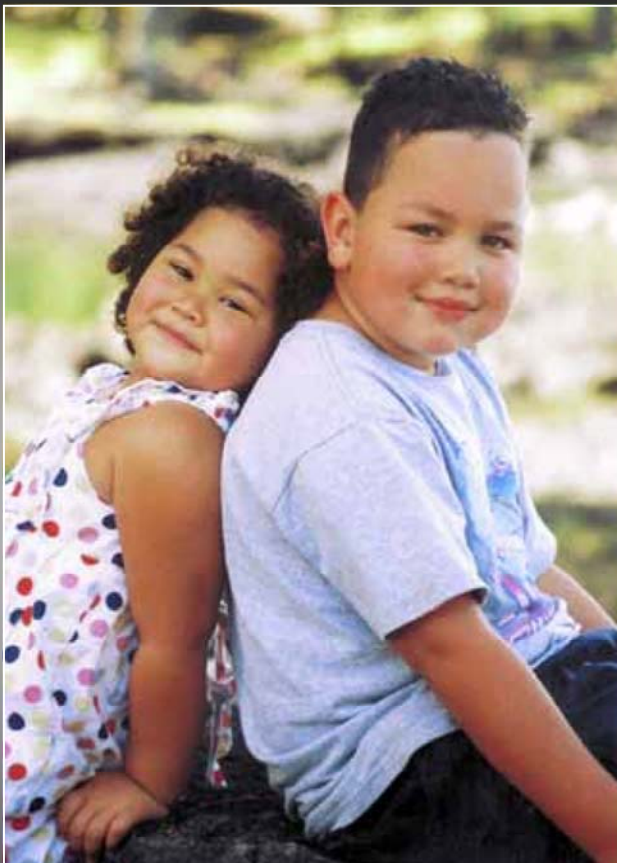
In response to the high costs of education and medical care for the people of Hawaii, the purpose of the Foundation is to provide educational and medical care opportunities to families employed or self-employed in the Hualalai community.

Vision Statement

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

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.



Education Programs:

To qualify for a scholarship, an employee must work on property for at least one year. Each successful applicant must demonstrate financial need, merit and motivation in his or her application.

Since inception in 2002, the Foundation has granted over \$1,600,000 in educational awards.

Medical Assistance Programs:

Medical awards are granted to employees, their spouses and their children in cases of serious injury, life-threatening illness or disabling condition requiring surgery. Medical awards cover expenses incurred beyond those covered by medical insurance. When off-island treatment is required, the Foundation reimburses for eligible travel expenses for the patient and an accompanying family member.

Since 2002, the Foundation has been able to grant over \$345,000 in medical support and relieve the financial burden for affected families.



Educational Scholarship Awards...

In the Fall of 2008, the foundation made a strategic decision to increase its marketing efforts to the employees in order to increase its recipient numbers. At the same time, the island experienced mass layoffs in the tourism and construction industries, which resulted in layoffs for many of the employees' spouses. This increased promotion coupled with increased financial need, resulted in the highest number of K-12th grade and Higher Education recipients in our seven-year history.

For the 2008-2009 academic year, K-12, Higher Education and Summer Program scholarships followed the same guidelines and procedures as our previous year. Scholarships were capped at the cost of tuition and books up to \$4,000 for families earning a combined income of \$75,000 or less. Families with a combined income of more than \$75,000, but not more than \$150,000, were awarded \$3,500 in scholarships.

For Coursework and Tutoring programs, employees and their children were provided half the cost of tuition and books up to \$1,000 per year. Any employee registering for a certified ESL or literacy program was offered the full cost of tuition and books, up to \$1,000 per year.

During the 18 months, the Foundation is proud to have granted educational awards totaling \$554,241 as follows:

- 100 scholarships for K-12 (\$355,935)
- 71 scholarships for Higher Education (\$169,274)
- 4 scholarships for Summer Programs (\$10,710)
- 43 Coursework and Tutoring awards (\$18,322)



Other Educational Awards...

LeapFrog Learning Tools

The Foundation was delighted to renew its partnership with LeapFrog Schools to offer the new LeapFrog Tag and Didj learning systems to all Hualalai families with keiki ages 3-10. These amazing learning tools help children learn reading, math, history and other subjects while inspiring them with an excitement for learning. The Foundation's investment in this exciting program was \$24,575.

Imagination Library

The LeapFrog giveaway is the best time to recruit new keiki for our Dolly Parton's Imagination Library program. Following our tremendous success at the 2008 event, another 30 keiki were signed up in 2009, bringing our total number of children to over 100 and an annual budget of \$3,600. This delightful program distributes a new book each month to our Hualalai children from birth until their 5th birthday. We are proud to be building early childhood literacy and fostering a love of reading, which we hope will last a lifetime.

Honor Roll Awards

In Summer of 2009, the foundation hosted its 2nd Annual Honor Roll Awards for children 6-12th Grade. This very successful program rewarded students earning a 3.0 GPA or higher and simultaneously helped to achieve the Foundation's goal of recognizing the efforts of public school students. In 2009, there were 66 Honor Roll students; 49 from public schools and 17 from private schools. Fifty proud families attended a special award ceremony, which included a prize drawing for a brand new iMac computer, donated by Glen and Barbara Britt.

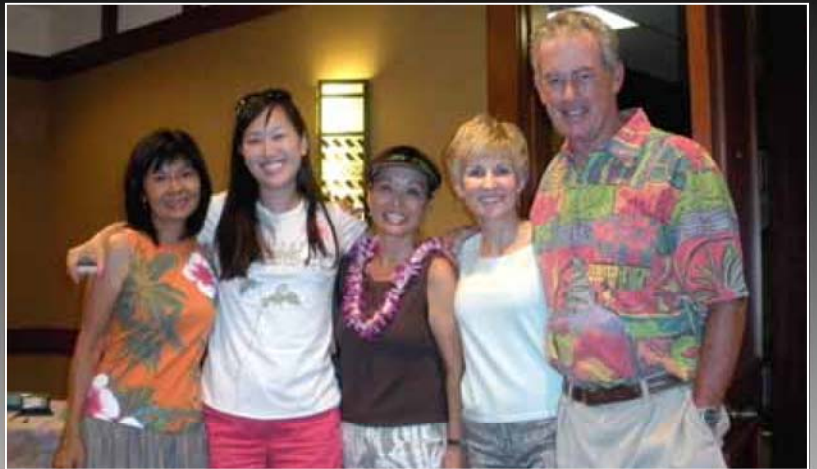
Our Organization and Management...

The Foundation is headed by a dedicated Board of Directors. Each volunteer serves a three-year term; which can be renewed once. Our 2009 board included the following directors in alphabetical order: Michael Bonahan, Benedict Coulter, Pattie Dunn-Jahnke, Rich Erickson (Treasurer), Patrick Fitzgerald, Don Goo, Becky Holman (Vice President), David Keyes, K.C. Knudson, Dr. Ray Lager, Paul Locklin (President), Ann Mather (Secretary), Andy Mecca, Barbara Rosenberg, Martin Stein, Nancy Trull, Robert Whitfield and Gail Yanney.

Mahalo nui loa to the directors who left the Foundation board in 2008; Cathy Lynn, Patty Kellett, Hans Riddervold, Norma Wredberg and in 2009; Benedict Coulter, Becky Holman and Marty Stein. Welcome to the new board members in 2010; Donna Chipps, Joy Dreimann and Joe Schell.

The Board meets approximately five times per year and most of the strategic work is done by the four committees of the Board, each of which consists of board members, interested residents and other volunteers. We appreciate all of their time and effort on the following committees: Education, Finance, Governance and Medical. We welcome additional members of our Hualalai community who wish to participate on the Education or Medical committees.

The Foundation's day-to-day work is done by our Executive Director, Kei-Lin Cerf, working from office space on property provided by Hualalai Investors, LLC. We continue to be blessed with the volunteer efforts of several of the resort employees, most notably, Club Concierge, the Dreimann Family, Barbara Eldridge, JoAnn Furusho, Pat Nagy, Cindy Tavares, Vivian Tobias, and the incomparable Hualalai Resort and Four Seasons Hualalai Human Resources teams.





Our Fundraising Efforts...

The foundation receives income from two critical areas. First, our Annual Appeal, which supports sixty-five percent of our annual expenditures to support our mission. Second, the Foundation is delighted to host a variety of events that enhance the sense of Hualalai community, while raising money to support our programs.

- On December 27, 2008 a special benefit dinner with renowned medical advisor, **Dr. Dean Ornish** was hosted at the home of Gail and Mike Yanney. Thanks to the generosity of the Gross, Rosenberg and Yanney families and all those who attended, the event raised almost \$20,000 towards our annual goal.
- The **2008 Keiki Cart Wash**, a special fundraiser put on by the children of our Hualalai residents. These hard-working keiki washed enough carts to raise \$1,250, which was matched by residents to achieve almost \$8,000!
- In early 2009, the foundation was also fortunate to be the beneficiary of the **2009 Mitsubishi ProAm** fees. This annual gift from Hualalai Investors, LLC donated an amazing \$76,000 to be utilized by our programs.
- On April 3rd, the foundation was proud to host its **5th Annual Golf Event and Auction** at Ke'olu. Over 100 guests participated in the event. Our new auctioneers, Andy Mecca and Michael Bonahan led the spirited live auction and helped to raise over \$96,000 for Hualalai families.
- December 2009 was an exciting time with two successful fundraising events. In a partnership with resident, Lex Van Hessen, the four-day **Avi Kiriatty Art Event**, hosted by the Four Seasons, raised over \$46,000*. Simultaneously, young Michelle Dreimann, along with her industrious family raised eco-awareness through a Green Bag giveaway and generous matching that totaled an astounding \$43,420!*

*Includes funds received in 2010.

Our Foundation's Financial Picture...

The foundation remains in very good shape financially, thanks to the reserve created in our early years when contributions often exceeded expenses. Due to the challenges of the economy over the last 18 months, we have used a portion of our reserves to fulfill our mission as shown in the financials below. We fully expect to return to operating balance in 2010 and beyond.

In 2009, the Foundation's board made the decision to convert from a fiscal year, ending June 30th to a calendar year. For comparative purposes only, the financials below reflect the 2009 calendar year, while the remainder of the annual report highlights our achievements over the 18-month period. Complete audited financials will be available upon request after May 2010.

	Actual	Budget
	Jan - Dec 2009	Jan - Dec 2010
Income		
Annual Appeal Contributions	\$ 269,400	\$ 370,000
Special Event Revenue		
Mitsubishi ProAm	\$ 74,000	\$ 85,000
HOF Golf/Auction Event	\$ 102,965	\$ 100,000
2009 Avi Kiriatty Art Event	\$ 46,040	
2009 Dreimann Green Bags	\$ 43,420	
Total Contributions Received	\$ 535,825	\$ 555,000
Interest Income	\$ 22,886	\$ 24,050
Total Income	\$ 558,711	\$ 579,050
Expense		
Awards		
Medical Awards	\$ 43,953	\$ 60,000
Education Awards	\$ 377,615	\$ 357,700
Total Awards	\$ 421,568	\$ 417,700
Fundraising expenses	\$ 32,676	\$ 40,500
Endowment allocation		\$ 10,000
Other expenses	\$ 107,370	\$ 114,750
Total Expenses	\$ 561,614	\$ 582,950
Operating Profit (Loss)	\$ (2,903)*	\$ (3,900)

At the end of 2009, the Foundation was fortunate to have an operating reserve in excess of \$700,000. The board's recent decision to create an endowment, will reduce this operating reserve to approximately \$200,000. For complete details, see the Development section on the following page.

* For the period July 2008 to December 2009, the foundation operated at a loss of \$111,000.

Looking Ahead Into the Future...

Education

- In January, the Foundation released the 2010 Scholarship applications for children K-12th grades and will then release the Higher Education applications.
- In 2010, the Foundation will explore VTech Learning Systems as a cost-effective alternative for early childhood learning tools. Stay tuned as we play with smart toys!
- One of our most successful programs, Honor Roll Awards, will celebrate its third year in the Summer of 2010. We are looking forward to another season of excellent report cards and an award ceremony full of proud families. The Honor Roll Award amounts will remain the same:
 - \$75.00 for students 6th - 8th grade and \$125 for students 9th - 12th grade

Medical

- The Medical Committee continues to provide important treatment support for those facing life-threatening illnesses or injuries. The foundation will continue our new Surgical Assistance Award, which pays up to \$1,000 in medical co-payments and necessary medical travel. Last year, this program made it possible for three employees to afford necessary surgeries and speed them on to recovery.

Events

- Thanks to the continued generosity of Hualalai Investors, LLC, the Foundation was once again the beneficiary of the 2010 Mitsubishi ProAm fees, which totaled \$90,500. This boost to our annual fundraising will continue in 2011.
- Don't miss our party of the year! Our **Sixth Annual Golf Tournament and Auction** will be held on Saturday, April 3, 2009 at Ke'olu. Participation in this outstanding event is a great opportunity to support the Foundation efforts while sharing a day of aloha with the Hualalai resident community. Inspired by Michelle Dreimann, the foundation is going GREEN and our invitation and registration are now online at www.hualalaiohanafoundation.org.

Development

- The Foundation is pleased to welcome back founder, Joe Schell as Board member and chair of the new Development Committee. He and his dedicated committee have established lofty goals for both the 2010 fundraising events (\$185,000) and the 2010 Annual Appeal (\$370,000). Through letters and phone calls, they plan to contact every resident to answer any questions you may have about the Foundation and ask for your support.
- In 2010, the Development and Finance Committees will partner to establish an endowment fund to sustain the Foundation's financial health. Once created, 10% of our annual appeal income will be added to the endowment. We fully expect that the endowment will be invested prudently and will grow over the years, providing another source of income to the Foundation.
- Over the last eighteen months, 198 Hualalai families provided contributions of \$800,000 through the annual appeal and participation in various events. While this period included two annual appeal periods, it is a tremendous demonstration of the depth and breadth of the aloha spirit in our community. Mahalo to everyone!
- Our future financial success will be dependent upon a growing percentage of residents participating in both the annual appeal and the events throughout the year. To maintain your trust over the coming years, we intend to expand our mission gradually as needs arise, manage expenses wisely, and communicate effectively.






























Our Contributors...

We are fortunate to reside in a community of exceptional individuals willing to give freely of their time and treasure to our Foundation and its mission. Mahalo for helping our Foundation 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. Both sources of income have been and will continue to be vital to our success.

The following 55 families have contributed \$5,000 or more during the last eighteen months through the following categories to support the good work of our Foundation:

Doug and Pat Aiken			
Chris and Anita Anderson			
Paul and Judy Andrews			
Gerson and Barbara Bakar			
Jim and Jan Bochnowski			
Michael Bonahan and Ricci Racela			
Andrew and Tanya Borrok			
Tom and Marj Callinan			
John Chapple and Vivian Dixon			
Ted Chervin			
Brad and Donna Chipps			
Ken and Donna Coit			
Leon and Joy Dreimann			
Bertie Bialek Elliott			
Rich and Julianne Erickson			
Elliott and Suzanne Felson			
Noel and Sally Fenton			
Jim and Mary Fernandez			
Rick and Donna Fluegel			
Harry and Susan Frampton			
Don and Laura Goo			
Rick and Kandy Holley			

Bob and Becky Holman				
George and Sandy Holstead				
Bill and Pattie Dunn Jahnke				
Jim and MaryBee Johnston				
Ken and Eileen Kaplan				
Karsh Family Foundation				
Greg and Shannon Kelly				
David and Doreen Keyes				
Rob and Barbara Kildow				
Catherine Kruttschnitt				
Peter Linden and Faith Golding				
Dr. Raymond Lager				
Paul and Yen Yee Locklin				



Annual appeal cash contributions



Entry fees for Mitsubishi or foundation golf events



Participation in auctions or art events



Other fundraising events or in-kind donations

Jim Mahoney and Ann Tallman

Ken and Dottie McGowan

Andy and Kate Mecca

Joe and Virginia Mello

John and Patricia Nickoll

Wally and Nicola Opdycke

George Roberts

Bruce Rockowitz and Family

Dick and Barbara Rosenberg

Mike and Liz Rudinica

John and Anne Ryan

Joe and Debbie Schell

Jim and Maura Schumacher

Barry and Frankie Sholem

Stuart and Karen Sloan

Barry and Edie Snowbarger

Ken and Susan Thomas

Lex and Hannie Van Hessen

Joe Walter and Kathy Mares

Michael and Gail Yanney



Aloha to all my ohana,

Words cannot explain what an impact you all have been to me and my family. You all not only helped to send my son to college, but you also took a risk and believed in me and Dayson. You accepted my son as a recipient of your hard work's earnings, not knowing if this kid was a good choice.

Well, today I am proud to say that I am so blessed that my son was the first college graduate of the Foundation and have a degree in Auto Body. He works for the largest shop in Hawaii and was promoted. Dayson is a determined young man and at the age of 22, he saved some money and purchased a piece of property in Waikoloa with his girlfriend. In December 2009, they moved with my little granddaughter into their beautiful new house.

Without your generous support, this part of my son's life would not have been accomplished so quickly.

From the bottom of my heart, Mahalo, Mahalo and Mahalo!

*With Love and Aloha,
Loida and Dayson*




































*Aloha,
Here is the photo of the home my girlfriend and I currently had built in Waikoloa Village. The feeling of owning our own home is so overwhelmingly enjoyable. To think back to what I was doing only 3 years ago attending college, thankfully funded by The Ohana Foundation, and now currently holding an Estimator position at Auto Body Hawaii (The most technologically advanced collision repair shop in the State of Hawaii), I cannot thank all of The Ohana Foundation enough for sending me through school, and it is because of school that I currently hold the job I have. I am so thankful to have been given the opportunity to study my craft as well as my passion. Thank you, Dayson*



The following 135 families or individuals have contributed varying amounts up to \$5,000 during the last eighteen months through the following categories to support the good work of our Foundation:

Beecher and Robin Abeles			Mark and Gail Edwards		
Myron and Tracy Abrams			Aki Egashira		
Stephen Ackerley and Tricia McCarthy			Alan Enderle		
David and Eleanor Ammen			Patrick and Marilyn Fitzgerald		
Mark and Deborah Attanasio			Jack and Janet Foley		
Wesley and Delone Bailey			Mark and Mary Lou Frankel		
David Banks			Russell And Karen Fritz		
Charles and Jenny Beeler			Andy and Amy Gordon		
Kathy Behrens Wilsey			Mike and Judy Greenfield		
Mem Bernstein			Len and Beth Griffiths		
Eve Bernstein and Alex Gersznowicz			Jenard and Gail Gross		
Tom Blackburn and Kate Bell			John and Helen Gultinan		 
Ron and Linda Borgman			JC and Susan Henry		
David and Nancy Boschwitz			Frank and Maryellen Herringer		
Bradley Family Foundation			Denise Hill		
Glenn and Barbara Britt			John Hoffee		
Steve and Christine Burd			Hank and Judy Hummelt		
Marc and Lisa Cabi			Bob and Judy Huret		
Roy and Heather Caelius			Hirokazu Imaoka		
Barbara Cameron and Ken Massrey			Bruce and Roz Jacobs		
Mardy and Roxanne Cason			Sanjay and Heather Jain		
Kei-Lin Cerf			John and Jacque Jarve		
Jim and Kay Cobb			Susan Johns		
Benedict and Uli Coulter			John Jubinsky		
Tom and Debbie Davidson			Jay and Ronnie Kaiser		
The Davis and Sills Families			Robert and Kim Kaminsky		
Marti deBenedetti		 	Jay and Patricia Kellet		
Frank and Michelle Dominick			Don and Diana Kennedy		 
Mark Dugan			Margaret Kent		



Yvonne Khouri-Morgan		
Mark and Mari Kiesel		
K.C. and Toni Knudson		
David Kolon and Karen Morris		
Mike and Laurie Kozlak		
Guy and Lizika Lam		
Aileen Lammers		
Roger and Diane Lewis		
Tom and Sara Lewis		
John and Nancy Lindahl		
David and Christine Luchetti		
Cathy Lynn		
Curtis Macnguyen and Sandy Le		
John and Pat Maney		
Jim and Joanne Markiewicz		
Richard and Marlene Mastenbrook		 
Ann Mather and Tim Gonzales		
Katie McCullough-Simmons		
Connie McHugh		
Steve and Beth McParland		
William and Suzanne Meek		
Muffie Meier		
Roger and Mimi Menard		
Susan Mendelson and Jack Lutsky		
Sean and Emi Miller		
Bill and Rosa Mow		
Terry and Sharon Mullin		
Lilian and D.B. Murray		
John and Ann Nelson		

I am a recipient of The Ohana Foundation's power of influence. It is an honor to give back by inspiring others to keep believing that life is beautiful and worth waking up for. The Foundation was a light of hope at a time when my world was shattered. When I lost my son, it was you who reached out to me. When I was trying to find a new sense of purpose, it was the resources the Foundation provided that gave me hope that perhaps my life might influence another. I was given the financial opportunity to take courses that resulted in becoming a Wellness Coach. The only way I know how to show my appreciation is to continue bringing out the best in another in every encounter. You started a powerful ripple affect which has no end. I want to thank you, on behalf of the lives you have touched and those who have yet to feel your goodwill.

*Beth D'Angelo
Fitness Coordinator
Hualalai Sports Club and Spa*



Annual appeal cash contributions



Entry fees for Mitsubishi or foundation golf events



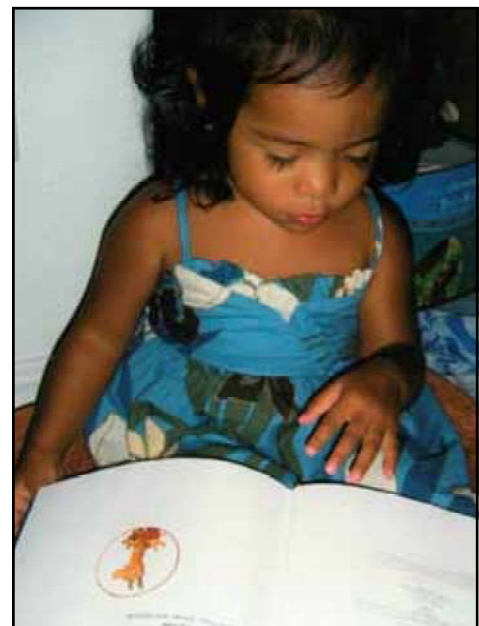
Participation in auctions or art events



Other fundraising events or in-kind donations

Philip and Elizabeth Nicholson	🌳	
Kyle Nishimura	🌳	
Mr. & Mrs. Ed O'Neill	🌳	
JR and Lisa Parrish	🌳	
Andy and Mary Pilara	🌸	
Al and Toni Pinn	🌳	
Pete and Mary Pohlmann	🌳	
Al and Carole Polito	🌳	
Lloyd and Sharon Powell	🌳	🌸
Mitchell and Nina Quaranta	🌳	🌳
Kevin and Lynn Reedy	🌳	🌳
Phil and Valley Reilly	🌸	
Don and Chris Reimann	🌳	
Hans and Elaine Riddervold	🌳	🔨
David and Valerie Robinson	🌳	
Michael and Ellen Rosenberg	🌸	
Peter and Lisa Rosenberg	🌸	
Lou and Joanne Rosendin	🌳	
Mike and Stella Rosendin	🌳	
Mike Sack and John Saul	🌳	
John and Arlene Saffro	🌳	🔨
Jack and Gail Sampson	🌳	
Bob and Terry Samuel	🌳	
Arun and Rummi Sarin	🌳	
Virginia Sawicki	🌳	
Charles and Helen Schwab	🌳	
Pepe and Rita Sigal	🌳	
Nate Simons and Laura Baxter Simons	🌳	
Charles Smith	🌳	🔨

Kent and Cindy Snyder	🌳	
Martin and Marlene Stein	🌳	
Bob and Kathy Styer	🌳	
Bob and Sheila Swanson	🌳	🌳
The Tan Family	🌳	
Tad and Dianne Taube	🌳	🌸
Russ and Nancy Trull	🌳	🌳
Jim and Robin Ullakko	🌳	
Dell and Alyce Van Gilder	🌳	
Robert and Lisa Wahbe	🌳	🌸
Tom and Hilary Watson	🌳	
Tom Waymire	🌳	
WEBCO Foundation	🌳	
Deborah Webster	🌳	
George and Karen Wolff	🌳	
Don and Ann Wood	🌳	🌸
Conrad and Norma Wredberg	🌳	
Howard and Diane Zack	🌳	
David and Dawn Zierk	🌳	
Anonymous	🌳	🌸



Hualalai 'Ohana Foundation

Frequently Asked Questions (FAQs)

Why does the Hualalai 'Ohana Foundation support employee benefit programs if that should be the responsibility of the employers?

The healthcare benefit programs of both the Hualalai Resort and the Four Seasons Hualalai are very good and offer their employees numerous options for coverage. The Foundation's medical awards cover only those expenses not covered by healthcare benefits plans. In life-threatening cases like cancer, heart attacks and surgery, these expenses can be only 10% of the total cost of care, yet still require thousands of dollars from the affected family. This is why and where the Foundation steps in to help.

Why are the hotel employees included?

At its founding eight years ago, the Board decided that our mission should be a unifying, rather than a divisive, force in our community. The aloha spirit that the residents and guests so enjoy at Hualalai is freely offered by all employees in every department. There is a sense today, as there was eight years ago, that the hotel and residential staff are all pulling together to maintain facilities and service levels consistent with Hualalai being the world's finest resort community.

How are the raised funds spent and who makes those decisions?

In recent years, we have spent 65-70% of our annual operating budget on educational awards to over 100 families, 8-12% on medical awards to 12-15 families, with the remainder allocated to fundraising expenses, staff expenses and miscellaneous expenses. Of the 15 members of the Board of Directors, 13 are residents who volunteer their time and the work is done by committees who establish guidelines for qualification each year and allocate their budgeted funds accordingly.

What is a typical educational award?

For K-12 and Higher Education scholarship awards, we have traditionally awarded scholarships of \$3,500 to \$4,000 for an academic year. For Coursework and Tutoring, the foundation pays half the cost of the program up to \$1,000. These amounts represent enough assistance to provide an educational opportunity which otherwise would not have been available for many families.

For the complete list of our FAQs, please visit our website, www.hualalaiohanafoundation.org.

Dear Ohana Foundation,

It is very difficult to express my thoughts and gratitude in just a few sentences. What the Ohana Foundation has provided for my children's education and for my wife Sunny during her battle with cancer is overwhelming. Not just financial help, but also for their support, kind words and encouragement. Although Sunny lost her battle, I believe the foundation was a big part of helping her fight that battle much longer than her doctor's diagnosis. My family and I are forever grateful to you that we had those special years together. - Brown Bear Haspe

A special “mahalo nui loa” goes out to our corporate sponsors and company donors:



Over the years, our Foundation has been blessed to have residents who volunteer their time through service on the Board of Directors and its committees. We thank them all for their wisdom, energy and time commitment.

We are especially pleased to recognize the extraordinary contributions of Becky Holman over the last six years . During that time, Becky has been a Board member, chair of various committees, member of other committees, our resident artist and our most active goodwill ambassador. She has been our heart and soul and we will miss her enthusiasm and passion as she steps off the Board.

Fortunately, Becky has an incurable case of aloha for the Hualalai community and the Foundation. We look forward to her continued involvement on the Medical Committee and in spreading the mission and vision of the Hualalai 'Ohana Foundation.



“Maika’i ka hana” (*great work*) and “Mahalo nui loa” (*thank you very much*)!

To find out more about the Hualalai 'Ohana Foundation,
please contact:

Kei-Lin K.H. Cerf, Executive Director
P.O. Box 5227
Kailua-Kona, HI 96745
(808)325-4701
(808)325-8228 fax
KLCerf@ohanafoundation.com

www.hualalaiohanafoundation.org