



## PRESIDENT & CEO MESSAGE



**Aloha,**

Attached is our 2017 Annual Report which we continue to provide in electronic format to reduce our environmental impact.

I wish to thank you, our supporters, for your donations and confidence in Aloha United Way (AUW) and our nonprofit partners. We were able to invest \$12,140,000 in the community because of your generous contributions. This resulted in support for much needed programs and services to help vulnerable children, families and individuals.

During 2017, Aloha United Way supported over 320 independent agencies that provided 920,000 service encounters for families and individuals in need. Additionally, over 97,000 people received assistance from our 2-1-1 information and referral helpline.

2017 was also a year of self-reflection for Aloha United Way. The AUW Board and staff embarked on a 10-month strategic planning effort which culminated in 2017. The process included over 70 hours of feedback sessions involving a broad cross-section of community stakeholders. These sessions increased our self-awareness as an organization, emphasized what we were doing well, where there was room for improvement, and identified gaps in serving our community that present both challenges and opportunities. This informed our decision to adopt a collective impact model to address the root causes that continue to perpetuate the social issues we struggle with. We will be seeking and funding sustainable and scalable solutions to these social issues.

You can visit our website at [www.auw.org](http://www.auw.org) to learn more about how your support made a difference in 2017 and to stay informed on current initiatives and programs. We will also keep you updated through our quarterly newsletters.

We all share responsibility for the quality of life in our community. Mahalo nui loa for your contributions, volunteerism and leadership.



Cindy Adams  
President and CEO

The work we do in our community wouldn't be possible without our supporters. Thank you to everyone for your generosity.

Please click on the link to view our: [GRANTS, FOUNDATIONS AND TRUSTS](#)  
[ALEXIS DE TOCQUEVILLE SOCIETY](#)  
[LEADERSHIP GIVERS](#)

## GIFTS IN KIND CONTRIBUTORS

3.1 Phillip Lim	Egan's Fit Body Bootcamp	Kristin Wood Lashes	Sheraton Waikiki & Kai Market
A Bundle of Flowers	Enterprise, Alamo, and National	Kualoa Ranch	Sherwin Williams
Alaska Airlines	Car Rental	Kunoa Cattle	Society of Young Leaders and
Aloha Island Lei	First Hawaiian Bank	KWME	its members
Aloha United Way staff	Fleenor Packaging & Paper Co.	La Perla	Something to Dye For
Altres	Flip Flop Workshop	Legacy of Life Hawaii	Sonix Therapy
Amy Hammond	Four Seasons Resort Oahu	LeMana Perles	Southern Glazer's Wine & Spirits
Amy A. Ogawa, DMD	at Ko Olina	L'Occitane	of Hawaii
Aqua-Aston Hospitality	GEICO	Macy's	Spectrum Media
Art of Shaving	Ginger13	Maile's Thai Bistro	Staffing Solutions Hawaii
Ashlyn & Lorna Jane	Global Village Boutique	Manoa Chocolate Hawaii	Starbucks
AXA Advisors	Habilitat	Manoa Valley Theatre	Sugarfina
Barnes & Noble	Harbor Financial Group	Marsha Nadalin Salon & Spa	Surfjack Hotel & Mahina and Sun's
Big City Diner	Hawaii Cares and its members	Maryknoll School	Target
Big Kahuna Kettle Corn	Hawaii Convention Center	Maui Divers Jewelry	Tea at 1024
Bloomingdale's	Hawaii Energy	Meadow Gold	Ted Baker
Blue Note	Hawaii Foodbank	Meadow Gold Dairies Hawaii	Terez
Blue Tree Cafe	Hawaiian Airlines	Michael Horton Design	Territorial Savings Bank
Booz Allen Hamilton	Hawaiian Chip Company	Michael Kors	Tesla
Brick House Training	Hawaiian Telcom	Microsoft	THE MODERN HONOLULU
Burger King	HEI	Monica Lau Photography	& Ravish Restaurant
Cakeworks	Henna Hawaii	Nalukai	The Queen's Health Systems
California Pizza Kitchen	Herringbone	Neiman Marcus	The Royal Hawaiian, a Luxury
Celebrity Tuxedo	HI Fresh Box	NEON.Republic	Collection Resort, Waikiki
Central Pacific Bank	Hilton Hawaiian Village	New York Life Insurance	The Skin Institute Internationale
Chamber of Commerce Hawaii	HMSA	Nordic PCL	The Street by Michael Mina
Chef Chai	HNL Photo Booth Company	Nordstrom	Tiki's Bar & Grill
Choco le'a	Honolulu Coffee Company	North Shore Shark Adventure	Tommy Bahama
Consolidated Entertainment, Inc.	Honolulu Cookie Company	Oahu Party Bus	Town Restaurant
Constellation Brands	Honolulu Henna	OceanIt	Trina Turk
Contour Spa Hawaii	Honolulu Magazine	Olomana Golf Links	Ty Gurney Surf School
Cora Yee Jewelry	Honolulu Star-Advertiser	PANCI Style	UFC Gym
Corepower Yoga	Honolulu Symphony Orchestra	Pearl Hawaii FCU	Uggs
CRS Hawaii	Hula Grill Waikiki	Penhaligon's	United Airlines
Cummins	Infinium Interiors	PetSmart	UPS
Dave & Buster's	Jamba Juice	PhotoLuxe and Event Services	Velocity Honolulu
David Yurman	Jason Dow Jewelry	Pier 1 Imports	Volcanic Rock Gym
de Reus Architects	JJ Dolan's	Premier Models & Talent	Waikiki Parc Hotel
Deckers Outdoor Corporation	John Mullen and Company	ProService Hawaii	Wal-Mart
Denise Hayashi Yamaguchi	JPG Hawaii	Pualani Hawaii Swimwear	Women United and its members
Diana Wrobel, Beyond Pilates	Kahala Hotel and Resort	Pure Joy Day Spa	Woodmen Life
Studio Hawaii	Kai Market	R&M Reyes Enterprises	Wyndham Hotels & Resorts
Diane Kimura	Kaiser Permanente	Saint-Germain Bakery	Yauatcha
DJ Kool E	Karen Lindsay	SAKS	Yelp Hawaii
Doraku Sushi	Kastner Design Associates	San Lorenzo Bikinis	
Duke's Waikiki	KEY Project	Sanuk	
Eating House 1849	Kinetic Productions	Sephora	

## 2017 ALOHA UNITED WAY BOARD OF DIRECTORS

We are honored to count on these exceptional business leaders for their dedication and willingness to create positive change in our community. Our board members serve as an extension of our team and are the catalyst for success in what we do. Every one of them brings passion for Aloha United Way's mission and a wealth of expertise. For this and more, we are truly grateful.

### **Scott Barber**

President and CEO  
Hawaiian Telcom

### **Christopher J. Benjamin**

President and Chief Executive Officer  
Alexander & Baldwin, Inc.

### **Harris Chan**

Area Vice President, Operations  
Marriott International Hotels and Resorts

### **Patrick "Rick" D. Ching**

President and Chief Operating Officer  
Servco Pacific Inc

### **Dion Dizon**

Public Relations Marketing Specialist  
American Income Life Insurance  
Company / OPEIU 277

### **Christopher Dods**

EVP-Marketing Communications and  
Card Services Divisions  
First Hawaiian Bank

### **Dennis Francis**

President and Publisher  
Star Advertiser

### **Terri T. Fujii**

Audit Partner  
CW Associates, CPAs

### **Blenn Fujimoto**

Executive Vice President  
Central Pacific Bank

### **Guy Fujimura**

Secretary-Treasurer  
ILWU Local 142

### **Tracy Hayashi**

Vice President/Assistant Business Manager  
IBEW 1186

### **Gregory C. Hazelton**

Senior Vice President, Finance  
Hawaiian Electric Industries, Inc.

### **Kelly Hoen**

Area General Manager  
Outrigger Hotel and Resorts

### **Len Isotoff**

Vice President, Sales – Hawaii  
Matson, Inc.

### **David Lassner**

President  
University of Hawaii

### **Alicia Moy**

President and CEO  
Hawaii Gas

### **Ernest K. Nishizaki**

Principal Advisor  
Acumen Advisor LLC

### **Teri Orton**

General Manager  
Hawaii Convention Center

### **Randy Perreira**

Executive Director  
HGEA Local 152

### **Richard M. Rosenblum**

President and CEO – Retired  
Hawaiian Electric Company, Inc.

### **Kevin Sakamoto**

Senior Executive Vice President  
Bank of Hawaii

### **Daniel Schaberg**

Vice President/General Manager, HI Group  
Enterprise, Alamo & National Car Rental

### **Michael B. Stollar**

President and COO  
HMSA

### **Brian Tatsumura**

Store Manager – Retired  
Nordstrom

### **Scott Viola**

Operations Manager  
Nordic PCL Construction

### **Scott Wo**

Owner / Executive Team  
C.S. Wo & Sons, Ltd.

**ALOHA UNITED WAY, INC. FINANCIAL SUMMARY**

For the Years Ending December 31, 2017 and 2016

<b>Funds Raised</b>	<b>2017</b>	<b>2016</b>
Aloha United Way campaigns	\$ 9,506,377	\$ 9,264,577
Hawaii-Pacific Area Combined Federal Campaign <sup>1</sup>	-	3,916,574
Grants & bequests <sup>2</sup>	1,285,844	4,873,834
Other income	1,801,308	1,507,803
<b>Total Funds Raised</b>	<u>\$ 12,593,529</u>	<u>\$ 19,562,788</u>

<b>Programs &amp; Support</b>	<b>2017</b>	<b>2016</b>
Donor designations <sup>1</sup>	\$ 3,628,515	\$ 7,793,448
Impact Area allocations	3,754,789	2,202,762
Programs services <sup>2&amp;3</sup>	2,299,476	6,275,063
Fundraising <sup>3</sup>	1,561,733	2,117,386
Administration <sup>3</sup>	1,250,562	2,033,232
Pledge loss & miscellaneous	497,284	375,011
<b>Total Programs &amp; Support</b>	<u>\$ 12,992,359</u>	<u>\$ 20,796,902</u>

Note 1: The Combined Federal Campaign (CFC) decided to centralize its operations effective the 2017 campaign. Therefore, Aloha United Way, Inc. (AUW) has ceased management of the Hawaii-Pacific Area.

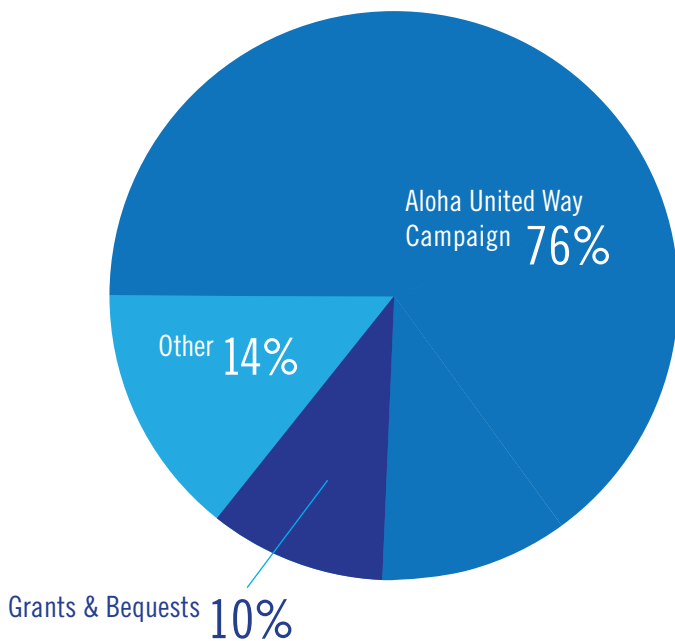
Note 2: In 2016, AUW was selected to manage the Coordinated Statewide Homeless Initiative, a one-time, one-year grant that provided rent, deposit, and utility assistance to homeless populations and those at-risk of homelessness. Of the \$5,000,000 granted by the State of Hawaii, approximately \$706,000 and \$4,273,000 was earned and expended in 2017 and 2016, respectively.

Note 3: AUW made final distributions of its terminated defined benefit pension plan in September 2016. Due to the termination, pension expenses of approximately \$1.8M was recognized in 2016 and allocated to Program services, Fundraising and Administration.

Note 4: AUW's Form 990 and audited Financial Statements are available upon request.

Note 5: AUW's chief administrative personnel are Cindy Adams, President & CEO and Norm Baker, COO.

**FUNDS RAISED**



**PROGRAMS & SUPPORT**

