



## THE OUTDOOR CIRCLE

*“Keeping Hawai‘i Clean, Green and Beautiful since 1912”*

<Contact Name>  
<Business Name>  
<Address Line 1>  
<Address Line 2>

April 2024

Aloha <Contact Name>,

For over 112 years, *everyone in Hawai‘i has been the beneficiary of The Outdoor Circle’s beautification and advocacy efforts.*

- ✿ **Billboards:** Communities statewide enjoy neighborhoods, business districts, highways, and view planes free of billboards due to The Outdoor Circle’s continuing vigilance.
- ✿ **Tree Planting and Beautification:** Residents and visitors across the state enjoy and are sustained by The Outdoor Circle’s tree planting and beautification efforts in our neighborhoods, along major thoroughfares, and in parks and botanical gardens.
- ✿ **Cultural Heritage:** The Outdoor Circle has played a major role in preserving and protecting Hawai‘i’s rich historical and cultural heritage.
- ✿ **Environmental Stewardship:** For over a century, The Outdoor Circle has been at the forefront of environmental causes, such as advocating for statewide recycling, under-grounding of utilities, protection and preservation of our fragile natural resources, and the establishment of Hawai‘i’s Environmental Court.

Founded in 1912, The Outdoor Circle is *Hawai‘i’s oldest and leading non-profit organization for protecting and enhancing the environment and natural beauty of Hawai‘i.* Through the efforts of generations of our dedicated volunteers, we have pursued our stewardship mission of keeping our islands clean, green and beautiful.

Hawai‘i is our shared home, and it is our collective duty to protect these beautiful islands for future generations, to ensure that our communities are livable, our families are healthy, and our spirits are nourished by our green environment. *We invite you to join us!*

MAKE A PLEDGE TO HAWAII’S FUTURE  
WITH A DONATION TO THE OUTDOOR CIRCLE’S  
ANNUAL “KEEP HAWAII BEAUTIFUL” PLEDGE DRIVE!

The Outdoor Circle has a proven track record of performance and reliability and holds the prestigious *GuideStar Platinum Seal of Transparency indicating outstanding leadership and effectiveness.* The Outdoor Circle and its Branches from Kaua‘i to Hawai‘i Island operate through all-volunteer Boards of Directors, consisting of experienced urban planners, landscape architects, arborists, native species



Honolulu's Streets in 1920 . . .



. . . And today

experts, and engaged community members who care deeply about maintaining the beauty of our island state. We maintain a small, dedicated central office staff headed by an Executive Director, all of whom have extensive backgrounds in environmental sciences and non-profit operations.

Through our civic engagement, The Outdoor Circle strives not only to enhance our public green-scapes through community-based beautification and tree planting projects, but to *educate the public about the value and importance of environmental stewardship.*

But our work does not stop there. We continue to protect our landscape and scenic view planes from visual clutter and billboards, maintain green spaces and nature parks, protect wetlands, watersheds and cultural sites, rehabilitate and preserve native forests and ecosystems and strongly advocate for sound public policies ensuring that our island home is livable and sustainable.

The vision of The Outdoor Circle's early founders over a century ago has fostered and inspired generations of environmental stewards who have kept this legacy alive and flourishing. We welcome you to join us!

*Your support is not just a donation – it is an investment in Hawai'i's future and a commitment to "Keep Hawai'i Beautiful"!*

Sincerely,

Winston Welch  
Executive Director, The Outdoor Circle

Diane Harding  
President, The Outdoor Circle

The Outdoor Circle is a Hawai'i-based non-profit 501c3 organization funded primarily through grants and donations, which are fully tax-deductible. You may use the enclosed donation card or donate online at: <https://outdoorcircle.org> - Look for "Keep Hawai'i Beautiful"

To learn more about The Outdoor Circle, or to join us in our efforts, visit: [www.outdoorcircle.org](http://www.outdoorcircle.org).

For a detailed history of The Outdoor Circle, visit: [www.outdoorcircle.org/history-of-toc.html](http://www.outdoorcircle.org/history-of-toc.html).

To learn more about ways to support us, visit: [www.outdoorcircle.org/ways-to-give.html](http://www.outdoorcircle.org/ways-to-give.html).



About TOC



Our History



Keep Hawai'i Beautiful



Ways to Give

THE OUTDOOR CIRCLE

1314 S. KING STREET #306 | HONOLULU, HAWAII 96814

T: 808-593-0300 | MAIL@OUTDOORCIRCLE.ORG | WWW.OUTDOORCIRCLE.ORG



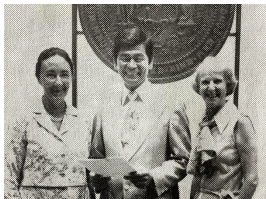
## WHY YOUR SUPPORT FOR THE OUTDOOR CIRCLE MATTERS TO HAWAII



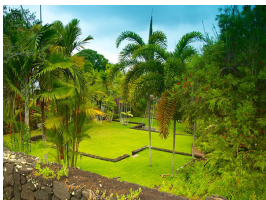
**Started Campaign to Ban Billboards, 1912:** Spearheaded enactment of Hawai'i's first signage laws, 1927 & state sign laws, 1957



**Queen Emma Summer Palace After Restoration, 1913**



**Governor George Ariyoshi signs "Hawai'i Litter Control Bill," 1977,** with Mrs. Ashby Fristoe, First Vice President and Mrs. Theodore Crocker, President of The Outdoor Circle.



**Sadie Seymour Botanical Garden:** Established by Kona Branch, 1986



**Pahua Heiau Restoration, 1984**

The Outdoor Circle's history over the last 112 years is filled with well-recognized significant achievements, such as our **1912 campaign to eliminate billboards** from the Territory of Hawai'i, and subsequently from the State. Hawai'i's billboard free environment is now the envy of the nation. Our tree planting and tree preservation projects started in urban Honolulu in 1912 and have spread throughout communities across the islands, with over **one million trees planted to date**.

In 1913, The Outdoor Circle collaborated with the "Daughters of Hawai'i" to **save the deteriorating Queen Emma Summer Palace** from demolition to install a baseball park. In 1914 and 1922, we spearheaded **replanting the 'Iolani Palace grounds**, and we **refurbished the gardens of Washington Place** in the 1930s and again in 1963. The Outdoor Circle **led the clearing of Ulupo Heiau**, in Kailua, Oahu, for archeological inspection in 1951, and **restored Pahua Heiau** in Hawai'i Kai, Oahu in 1984 ... thus preserving these valuable cultural and historical resources for the benefit of all of Hawai'i.

The Outdoor Circle **established Oahu's first recycling plant** in 1967, "Cash for Trash", which led to the 1977 "Hawai'i State Litter Control Bill, Act 2", whose provisions are still in force in the Hawai'i Revised Statutes. Through our advocacy, Oahu's **Kualoa Ahupua'a was protected from development** and placed on the State Historic Register in 1974, and the **Diamond Head State Monument and Crater**, one of the most visited attractions in Hawai'i, **was dedicated and opened to the public by The Outdoor Circle** in 1978.

The Outdoor Circle **founded the Hawai'i Nature Center** in Makiki, Oahu in 1981, the **Sadie Seymour Botanical Gardens** in Kona in 1986, the **Ulu La'au Nature Park** in Waimea, Hawai'i Island in 1999, and helped establish the **Waikoloa Dry Forest Initiative** in 2012 ... thus cultivating and fostering the public's appreciation for and stewardship of Hawai'i's unique natural environment.

Through The Outdoor Circle's advocacy efforts in 2004, we spearheaded Hawai'i State tax incentives to **protect our Heritage and Exceptional Trees** and, in 2014, were **instrumental in establishing the Hawai'i State Environmental Court**, the second in the nation.

FOR OVER A CENTURY, ALL OF HAWAII HAS BEEN THE BENEFICIARY OF THE BEAUTIFICATION, ADVOCACY AND ENVIRONMENTAL WORK OF THE OUTDOOR CIRCLE.

*Let's Keep Hawai'i Beautiful!*

The Outdoor Circle • 1314 S. King Street #306 • Honolulu, Hawai'i 96814

T: 808-593-0300 • mail@outdoorcircle.org • www.outdoorcircle.org

# Keeping Hawai'i Clean, Green and Beautiful

## HIGHLIGHTS

- **1912** - The Outdoor Circle established
- **1918** - Founded the first plant nursery in Waikiki (1918), gave to city in 1946, now the City & County nursery in Kapiolani Park
- **1922** - Established "Shade Tree Commission" which became the Honolulu City and County Department of Parks and Recreation
- **1927** - Spearheaded the enactment of Hawai'i's first billboard and signage laws
- **1955** - Started the first campaign to place utility wiring underground
- **1957** - Spearheaded enactment of Hawai'i State Sign Ordinance banning billboard advertising
- **1978** - Dedicated Diamond Head State Monument, opening the crater to the public, and eliminating signs there
- **1981** - Founded the Hawai'i Nature Center in Makiki
- **1993** - Initiated legislation to underground all utilities along federal aid highways
- **1997** - Established the "Green Hawai'i Coalition" to promote the planting and better maintenance of trees
- **2004, 2006, 2014** - Spearheaded the enactment of Hawai'i's laws banning vehicular and aerial advertising
- **2013** - Established the "Exceptional Tree Initiative" to preserve and replant our Exceptional Trees
- **2014** - Successfully helped uphold challenge to aerial advertising ban
- **2014** - Played a key role in establishment of Hawai'i's Environmental Court, the second in the nation
- **2015** - Recipient of prestigious Community Service Award from national "Keep America Beautiful" organization
- **2016** - Citizen Forester Mapping of tree inventory on Oahu begins with partners and volunteers
- **2017-2018** - Virtually mapped over 50 sites of scenic beauty across Hawai'i using Google Trekker
- **2022** - Helped establish "Friends of Historic Banyan Drive" to save Hilo's iconic banyans

## AND MORE

- **1912** - Planted mahogany and coconut trees along Kalakaua, scores of trees and flowering plants at A'ala Park, Thomas Square, Alapai Plaza, and the Royal Palms around Palm Circle, Fort Shafter.
- **1914** - Hired Honolulu's first City tree trimmer
- **1920** - Landscaped military bases
- **1920** - Planted Banyans at Ala Moana Beach Park
- **1920** - Planted 5,000 street trees in Kaimuki
- **1920** - Planted hundreds of street trees along Vineyard, Piikoi, Tantalus and Round Top Drive
- **1922** - Rehabilitated the grounds of 'Iolani Palace
- **1920-30s** - Planted hundreds of trees at Kamamalu Park, Kalihi Park, Pauoa Park, Queen Emma Park
- **1930** - Rehabilitated the grounds of Washington Place
- **1932** - Donated the Thomas Square fountain in honor of TOC President Beatrice Castle Newcomb
- **1937** - Planted Banyans along the Ala Wai Canal
- **1930s-40s** - Planted scores of trees at Fort Kamehameha, Fort Armstrong, Fort Ruger, and Fort DeRussy
- **1939-45** - Planted thousands of trees at Schofield Barracks and military bases for camouflage
- **1947** - Landscaped and planted trees at over 80 public schools on Oahu
- **1950** - Landscaped the entire Keahole Road entrance to Kona Airport
- **1950** - Planted scores of trees on Ka'ahumanu Highway, Maui
- **1960** - Provided 154-woman all volunteer staff (363 days/year) at Foster Botanical Garden
- **1960** - Spearheaded preservation of Kawainui Marsh through the "Kawainui Heritage Foundation"
- **1967** - Opened Hawai'i's first recycling facility on Sand Island
- **1970** - Successfully helped preserve Mount Olomana, Kailua, from development
- **1972** - Successfully helped create City and County height limits for development in Kailua, Oahu
- **1973** - Conceived the "Lei of Green" allowing shorelines to be primarily devoted to parks and open space
- **1974** - Spearheaded efforts to place Kualoa Ahuapua'a on historic register
- **1975** - Spearheaded the enactment of Hawai'i's Exceptional Tree Act, to protect magnificent historical specimens for future generations
- **1977** - Spearheaded enactment of Hawai'i State Litter Control Bill
- **1980** - Spearheaded efforts to create the tree-shaded park at Aikahi Park, Kailua
- **1982** - Planted 200 hibiscus on the State Capitol grounds
- **1984** - Began Kona's Environmental Education Center
- **1986** - Established the Sadie Seymour Botanical Garden in Kona
- **1992** - Established the "Ho'oma'oma'o Restoration Project" to replant hundreds of endemic species on Kauai, after Hurricane Iniki
- **1993** - Saved 600 trees on the Puna Coast
- **1998** - Established the "Hawai'i Environmental Coalition" for more effective legislative action
- **1999** - Established the Waimea Ulu La'au Tree Park in Waimea, Hawai'i Island
- **2000** - Spearheaded the planting of hundreds of street trees in downtown Kailua, Oahu
- **2000, 2001, 2004** - Planted over 160 trees at Magic Island in Ala Moana Beach Park
- **2005** - Created the "Urban Reforestation Master Plan" for City and County
- **2005** - Helped preserve Irwin Park from development
- **2005** - Provided tree pruning workshops to the Depts. of Transportation and Education
- **2006** - Preserved Waimea Valley, Oahu, as historic and cultural site, in partnership with Audubon Society and OHA
- **2008** - Protected mature trees threatened with removal for a music festival on Magic Island
- **2008** - Protected one of the last remaining, historic (15th century) coconut groves, Helumoa, in Waikiki
- **2009** - Partnered with State Forest Stewardship Program to preserve remaining Uhiuhi trees in Waikoloa, Hawai'i
- **2012** - Helped set in motion the "Waikoloa Dry Forest Initiative" which protects and preserves endangered native trees
- **2013** - Helped preserve and protect the Kanaha Wetlands from development
- **2014** - Distributed over 1,000 free plants and trees in communities statewide, continuing to do so in succeeding years
- **2015** - Recognized by the Honolulu Mayor Kirk Caldwell and the City and County for crafting Bill 84 to update and expand Hawai'i's Exceptional Tree Program
- **2015** - Created a public access interactive digital map of all Exceptional Trees and their environmental benefits.
- **2015** - "Next Generation" branch created
- **2016** - Greater Waikiki Branch created
- **2017** - East Hawai'i Island branch created
- **2017** - Spearheaded creation of Trees for Honolulu's Future and became a founding member
- **2017** - Carbon Neutrality collaboration began
- **2018** - Protected trees at Manoa Marketplace from being cut down
- **2019** - Advocated for sound policies on the proposed Ala Wai Watershed Project, Oahu
- **2019** - Established an ongoing relationship with the Arbor Day Foundation to collaborate on tree projects throughout the state
- **2019** - Entire grove of Monkeypod trees on Kapiolani Blvd. added to Exceptional Tree registry
- **2020** - Saved trees at Diamond Head State Monument from being cut down
- **2024 and beyond** - The Outdoor Circle continues to advocate, protect, and enhance the scenic beauty of Hawai'i statewide

Our efforts statewide have been in collaboration with and funded through City, County and State entities, foundations, private corporations and businesses, private donations, and grants. Major financial supporters have included State of Hawaii, County of Hawaii, Honolulu City and County, Hawaiian Electric Company, Inc., Kaneohe Ranch, Alexander & Baldwin, Inc., General Growth Properties, Enterprise Car Rental, International Paper, Fed Ex, Hardware Hawaii, BOSH Inc, Adventist Health Castle, Prisanlee Fund, Poha Fund, Richard and Esther Wong Fund, Women's Fund of Hawaii, Kamehameha Schools, Harold K.L. Castle Foundation, Armstrong Foundation, Hawaii Community Foundation, Arbor Day Foundation, MacNaughton Group Foundation, Padosi Foundation, Atherton Family Foundation, Zadoc and Lawrence Brown Foundation, LGA Family Foundation, Domestic Violence Action Center.



**Yes! I want to support The Outdoor Circle's "Keep Hawai'i Beautiful" Pledge Drive.  
Your contribution will help us maintain our legacy and reach our Million Dollar goal!**

Please accept my tax deductible gift of \_\_\_\_\_

Donation Frequency:  One-time  Monthly  Semi-annually  Quarterly  Annually

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

- Enclosed is my check payable to The Outdoor Circle.
- Please charge my: Visa | Mastercard | American Exp
- Please add 3% to cover the credit card transaction fee.

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_



**Make your gift online: [www.outdoorcircle.org](http://www.outdoorcircle.org) - Look for "Keep Hawai'i Beautiful"**

The Outdoor Circle • 1314 S. King Street #306 • Honolulu, Hawai'i 96814 • 808-593-0300 • [mail@outdoorcircle.org](mailto:mail@outdoorcircle.org)