<*Contact Name*> February 2024

<*Business Name>*

<*Address Line 1>*

*<Address Line 2*>

Aloha,

The Outdoor Circle is Hawaii’s long-standing and leading non-profit organization for protecting and enhancing the environment and natural beauty of Hawaii. Since our founding in 1912, through the efforts of generations of dedicated volunteers, we have pursued our stewardship mission of keeping our Islands clean, green and beautiful.

Hawaii is our shared home, and we all cherish its unique environment. Our collective duty must be to protect the beauty of our amazing islands now and 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!

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***Make a Pledge to Hawaii’s Future***

***with a Donation to The Outdoor Circle’s***

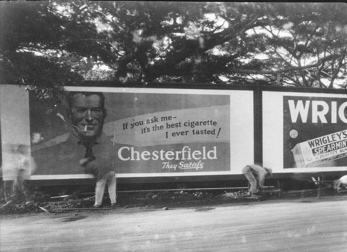
***Annual “Keep Hawaii Beautiful” Pledge Drive!***

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

* **Local communities** enjoy neighborhoods and business districts **free of billboards** due to The Outdoor Circle.
* **Residents and visitors** enjoy and are sustained by The Outdoor Circle’s **tree plantings and beautification projects** in neighborhoods, along major thoroughfares and in parks.
* **Our real estate industry** relies on clients who are drawn to our communities for their **parks and tree-lined streets,** due in large part to Outdoor Circle efforts.
* **Our** **tourism and visitor industry** highlightsHawaii’s **natural beauty and cultural resources** to attract guests to choose Hawaii as their vacation destination. The Outdoor Circle has played a major role in preserving Hawaii’s **rich historical and cultural heritage,** its **fragile natural resources** and its **spectacular scenic view planes.**

The Outdoor Circle has a proven track record of performance and reliability. By working together across our diverse communities, The Outdoor Circle has been responsive to and respectful of those unique community needs and has leveraged our collective strengths to further the **establishment of lasting protections in both policy and programs for Hawaii’s environment and people**.

***Who We Are***

The Outdoor Circle and its Branches from Kauai to Hawai’i Island are run by all-volunteer Boards of Directors consisting of experienced Urban Planners, Landscape Architects, Arborists, Legal and Financial Consultants, Horticulturalists, Green Industry Representatives, Native Species Experts, and Community Members who care deeply about maintaining the beauty of our island state.

Through our civic engagement, we strive not only to enhance our public green-scapes through community-based beautification and tree planting projects, but also to educate the public about the value of trees and the importance of environmental stewardship.

**Honolulu Streets @1920 … And Today**

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

The vision of The Outdoor Circle’s early founders to protect and enhance Hawaii’s natural beauty has fostered and inspired **generations of environmental stewards** who have kept this legacy alive and flourishing. We welcome you to join us!

Sincerely,

Winston Welch Diane Harding

The Outdoor Circle Executive Director The Outdoor Circle President

***Your support is not just a donation – it’s a commitment to***

***“Keeping Hawaii*** ***Beautiful!”***

***Mahalo for Investing in Hawaii’s Future!***

****The Outdoor Circle is a Hawaii-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 www.outdoorcircle.org.

*To learn more about The Outdoor Circle, or to join us in our efforts, visit:* *www.outdoorcircle.org*

*For a detailed history of The Outdoor Circle, visit: www.outdoorcircle.org/history-of-toc.html*

*******To learn more about ways to support us, visit:* *www.outdoorcircle.org/ways-to-give.html*

***Why Your Support Matters***

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 Hawaii, and subsequently from the State. Our tree planting and tree preservation projects started in urban Honolulu 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 Hawaii” to save the deteriorating **Queen Emma Summer Palace** from demolition to install a baseball park. In 1914 and 1922, we spearheaded replanting of 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 for archeological inspection of **Ulupo Heiau** in Kailua, Oahu in 1951, and restored **Pahua Heiau** in Hawaii Kai, Oahu in 1984 … thus preserving these valuable cultural and historical resources for the benefit of all of Hawaii.

**Pahua Heiau restoration 1984**

The Outdoor Circle established **Oahu’s** **first recycling plant** in 1967, “Cash for Trash”, which led to the 1977 “Hawaii State Litter Control Bill, Act 2”, whose provisions are still in force in the Hawaii Revised Statutes. Through our advocacy, the entire **Kualoa Ahupua’a** on Oahu 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 Hawaii, was dedicated and opened to the public by The Outdoor Circle in 1978.

The Outdoor Circle founded the **Hawaii Nature Center** inMakiki, Oahuin 1981, the **Sadie Seymour Botanical Gardens** in Kona in 1986, the **Ulu La’au Nature Park** in Waimea, Hawaii Island in 1999, and helped spawn the **Waikoloa Dry Forest Initiative** in 2014 … thus cultivating and fostering the public’s appreciation for and stewardship of Hawaii’s unique natural environment.

**Sadie Seymour Botanical Gardens, Kona 1986**

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

***For over a century, all of*** ***Hawai‘i has been the beneficiary of the beautification, advocacy and environmental work of The Outdoor Circle.***

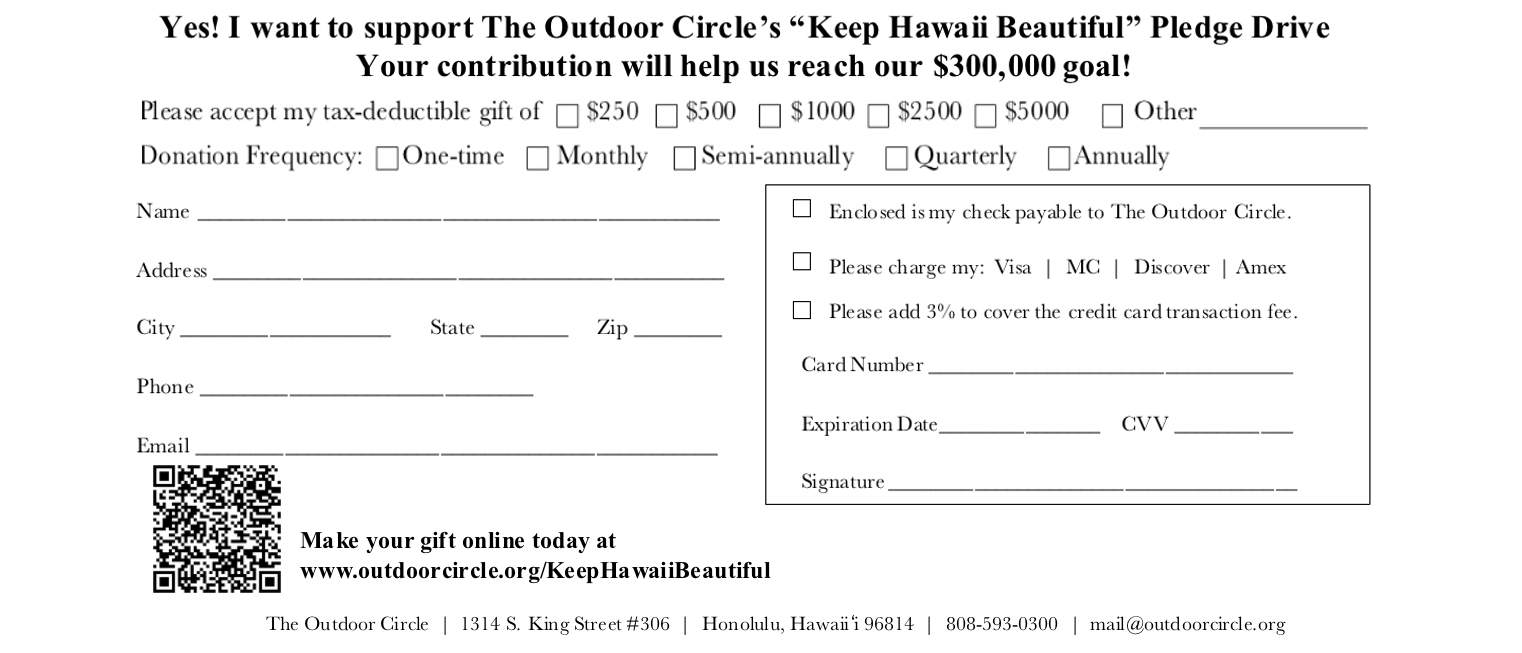
***Let’s Keep Hawaii Beautiful!”***

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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.

**Sample Pledge Card to enclose, with a self-addressed return envelope.**

**(It has a box around it here just to delineate it. Jackie will reformat it to make it look good.)**

* QR codes may change as described below.
* Our first pass will target local businesses and individuals.
* Second pass will target local large corporations.
* Third pass will target foundations (this may require a separate cover letter).

Note: All of our donation campaigns are hosted online on our internal database software platform (called Bonterra, formerly NFG), through specialized donation pages tailored to each campaign. We will set up a new Bonterra online donation page specifically for the **Keep Hawaii Beautiful** pledge drive. Note that all donors are always entered into our database by campaign, whether donating online or via mail, so we can track giving responses per campaign. Online campaign donation pages are kept active for months.

Note: The above **QR code** now points to TOC’s standard online donation pagebut will be altered to point to the new online donation page for **Keep Hawaii Beautiful** pledge drive.