



THE OUTDOOR CIRCLE

“Keeping Hawaii Clean, Green and Beautiful since 1912”

Aloha <Business Name> Ohana,

We are The Outdoor Circle, Hawaii’s leading organization for protecting and enhancing the environment and natural beauty of the Islands. For over 100 years, everyone in Hawaii has been the beneficiary of our efforts,

- ❖ from **local communities** who enjoy neighborhoods and business districts free of billboards and enhanced by our beautification and tree planting efforts ...
- ❖ to our **real estate industry** whose clients who are drawn to our communities for their beautiful parks and tree-lined streets ...
- ❖ to our **tourism and visitor industry** which relies on Hawaii’s natural beauty and rich history to attract guests to choose Hawaii as their vacation destination ...
- ❖ to **historical, cultural and environmental organizations and County and State entities** that value our contribution and collaboration in preserving and enhancing Hawaii’s rich heritage, public green spaces and fragile natural resources.



*Please consider a gift in support of
our remarkable, impactful, and important work.
Any gift, large or small, will make a difference!*



The Outdoor Circle is a non-profit 501c3 member-based organization funded primarily through donations, which are fully tax-deductible. It’s easy to donate at www.outdoorcircle.org, or you may use the enclosed donation card.

We were founded in Honolulu in 1912 by seven insightful women who were inspired to create a “city beautiful”. Their vision to enhance Hawaii’s natural beauty has spawned generations of environmental stewards who have kept this legacy alive and flourishing in Hawaii for over a century.

For those who might not be familiar with The Outdoor Circle, our history over the last 111 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, and our many tree planting and tree preservation projects, which started in Honolulu and have spread throughout communities across the Islands (**over one million trees planted to date**).



Started Campaign to Ban Billboards, 1912:
Spearheaded enactment of Hawaii’s first sign laws, 1927 & state sign laws, 1957

But possibly less known is the Circle’s 1913 collaboration with the “Daughters of Hawaii” to save **Queen Emma Summer Palace** from demolition to install a baseball park ... or the Circle’s



Queen Emma Summer Palace after restoration 1913

1914 and 1923 replanting of the **Iolani Palace** grounds ... or the Circle's 1951 clearing of **Ulupo Heiau** in Kailua, Oahu (largely unmarked on maps at that time) for archeological inspection ... or the Circle's 1984 restoration of **Pahua Heiau** in Hawaii Kai, Oahu ... thus helping preserve these valuable cultural and historical resources for the benefit of all of Hawaii.

Did you know the 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 ... or that the entire **Kualoa Ahupua'a** on Oahu was protected from development and placed on the State Historic Register in 1974 due to the Circle's efforts ... or that **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 ... or that the Circle established the **Sadie Seymour Botanical Gardens** in Kona in 1986 ... or that in 2014, the Circle was instrumental in the establishment of **Hawaii's Environmental Court**, the second in the nation?



Governor George Ariyoshi signs "Hawaii Litter Control Bill," June, 1977, shown with Mrs. Ashby Fristoe, First Vice President, and Mrs. Theodore Crocker, President of The Outdoor Circle.

Today, The Outdoor Circle has branches in communities across the State, from Kauai to Hawaii Island, each run by all-volunteer boards of directors. Our members, both at the branch level and statewide, through their volunteerism and civic engagement, work not only to enhance our green-scapes through community-based beautification and tree planting projects, but to educate the public about the value of trees. The Circle works to rehabilitate and preserve native forests and ecosystems, maintain our scenic view planes, green spaces and nature parks, protect and promote wetlands and watersheds and advocate for sound public policies ensuring the protection of Hawaii's natural resources and unique environment.

Hawaii is our home, and we cherish our unique environment. We have a duty to protect these amazing islands to ensure that our communities are livable, our families are healthy, and our spirits are nourished. By working together across our diverse communities, The Outdoor Circle has been responsive to their unique needs and able to leverage its collective strengths to establish lasting protections for Hawaii's environment and people.

Your contribution will further The Outdoor Circle's lasting legacy and enduring mission of "Keeping Hawaii Clean, Green and Beautiful!"

To learn more about the 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

Mahalo from all of us at The Outdoor Circle!

Keeping Hawaii 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 C&C nursery in Kapiolani Park
- **1922** - Establish the "Shade Tree Commission" which became the Honolulu City and County Department of Parks and Recreation
- **1927** - Spearheaded the enactment of Hawaii's first billboard and signage laws
- **1955** - Started the first campaign to place utility wiring underground
- **1957** - Spearheaded enactment of Hawaii 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 Hawaii 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 Hawaii'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 Hawaii'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 Hawaii using Google Trekker
- **2018** - Collaborated to save the Monkeypod trees at Manoa Marketplace

AND MORE

- **1912** - Planted mahogany and coconut trees along Kalakaua
- **1912** - Planted scores of trees and flowering plants at A'ala Park, Thomas Square, Alapai Plaza
- **1914** - Hired Honolulu's first City tree trimmer
- **1920** - Landscaped military bases for camouflage
- **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, Fort DeRussy
- **1939-45** - Planted thousands of trees at Schofield Barracks
- **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"
- **1970** - Successfully preserved 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
- **1975** - Spearheaded the enactment of Hawai'i's Exceptional Tree Act, to protect magnificent historical specimens for future generations
- **1976** - Opened Hawai'i's first recycling facility on Sand Island
- **1981** - Planted 1800 hibiscus in the median at the entrance to Waikiki
- **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
- **1991** - 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
- **2010** - Joined the "Complete Streets Initiative" to make our communities more livable
- **2012** - Helped spawn the "Waikoloa Dry Forest Initiative" which protects and preserves endangered native trees
- **2013** - Helped preserve and protect the Kanaha Wetlands from development
- **2014** - Gave away over 1,000 plants and trees in communities state-wide
- **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
- **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
- **2022 and beyond** - The Outdoor Circle continues to advocate, protect, and preserve the scenic beauty of Hawai'i statewide.

The Outdoor Circle • 1314 S. King Street #306 • Honolulu, HI 96814 • Phone: (808) 593-0300 • Email: mail@outdoorcircle.org • www.outdoorcircle.org