



THE OUTDOOR CIRCLE
“Keeping Hawaii Clean, Green and Beautiful since 1912”

<Business Name>

January 2024

<Address Line 1>

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Aloha,

The Outdoor Circle is Hawaii’s long-standing and leading organization for protecting and enhancing the environment and natural beauty of Hawaii. Our mission is to keep our Islands clean, green and beautiful.

Hawaii is our home, and we cherish our unique environment. Our duty is 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.

***Make a Pledge to Hawaii’s Future
with a Donation to The Outdoor Circle’s
Annual “Keep Hawaii Beautiful” Pledge Drive!***

For **over 111 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** highlights Hawaii’s **natural beauty and cultural resources** to attract guests to choose Hawaii as their vacation destination.
- ❖ **Historical, cultural and environmental organizations and County and State entities** value the Outdoor Circle’s contribution and collaboration in preserving and enhancing Hawaii’s **rich heritage, public green spaces and fragile natural resources**.

The Outdoor Circle, since its founding in 1912, has a proven track record of performance, professionalism and reliability. By working together across our diverse communities, The Outdoor Circle has been responsive to and respectful of their unique community needs and has collaborated to leverage our collective strengths into consensus for **establishing lasting protections in both policy and programs for Hawaii’s environment and people**.

Who We Are

The Outdoor Circle is run by an experienced all-volunteer Board of Directors consisting of Urban Planners, Landscape Architects, Arborists, Legal Consultants, Financial Consultants, Horticulturalists, Green Industry Representatives, Native Species Experts, and Community Members who care deeply about maintaining the beauty of our island state.

Today, The Outdoor Circle has branches in communities from Kauai to Hawaii Island, who, through their volunteerism and civic engagement, strive not only to enhance our public green-scapes through community-based beautification and tree planting projects, but 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 maintain our scenic view planes, green spaces and nature parks, protect and promote wetlands and watersheds, rehabilitate and preserve native forests and ecosystems, protect our scenic landscape from visual clutter and advocate for sound public policies ensuring the protection of Hawaii's natural resources and unique environment.



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

***Your gift to The Outdoor Circle makes a difference!
Let's "Keep Hawaii Beautiful!"***

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 (add a button on our home page for "[Donate to Keep Hawaii Beautiful](#)")

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

Mahalo for Investing in Hawaii's Future!



KEEP HAWAII BEAUTIFUL



THE OUTDOOR CIRCLE - Home



THE OUTDOOR CIRCLE - History



THE OUTDOOR CIRCLE - Ways To Give

Why Your Support Matters

The Outdoor Circle's 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. 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**.



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

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



Queen Emma Summer Palace after restoration 1913

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



Pahua Heiau restoration 1984

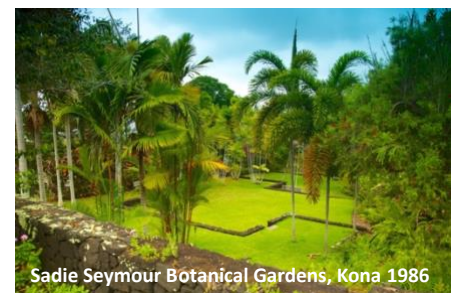
restored **Pahua Heiau** in Hawaii Kai, Oahu in 1984 ... thus preserving these valuable cultural and historical resources for the benefit of all of Hawaii.



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.

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** in Makiki, Oahu in 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!

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
- **2022** - Helped establish "Friends of Historic Banyan Drive" to save Hilo's iconic banyans

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
- **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
- **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 Hawaii'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
- **2024 and beyond** - The Outdoor Circle continues to advocate, protect, and preserve 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.

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.)

- Campaign Goal and Giving levels may change or be given names, depending on our target audience and your input.
- 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).

Yes! I want to support The Outdoor Circle's "Keep Hawaii Beautiful" Pledge Drive
Your contribution will help us reach our \$300,000 goal!

Please accept my tax-deductible gift of \$250 \$500 \$1000 \$2500 \$5000 Other _____

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 | MC | Discover | Amex

Please add 3% to cover the credit card transaction fee.

Card Number _____

Expiration Date _____ CVV _____

Signature _____

 **Make your gift online today at**
www.outdoorcircle.org/KeepHawaiiBeautiful

The Outdoor Circle | 1314 S. King Street #306 | Honolulu, Hawaii 96814 | 808-593-0300 | mail@outdoorcircle.org

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 page but will be altered to point to the new online donation page for **Keep Hawaii Beautiful** pledge drive.