



## THE OUTDOOR CIRCLE

*“Keeping Hawaii Clean, Green and Beautiful since 1912”*

January X, 2024

<Business Name>

<Address Line 1>

<Address Line 2>

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.

For over 100 years, everyone in Hawaii has been the beneficiary of our efforts.

- ❖ **Local communities** enjoy neighborhoods and business districts free of billboards
- ❖ **Residents and visitors** enjoy and are sustained by our tree plantings and beautification activities in our neighborhoods, along our major thoroughfares and in our parks
- ❖ **Our real estate industry** relies on clients who are drawn to our communities for their beautiful parks and tree-lined streets
- ❖ **Our tourism and visitor industry** highlights Hawaii’s natural beauty and rich history to attract guests to choose Hawaii as their vacation destination
- ❖ **Historical, cultural and environmental organizations and County and State entities** value our contribution and collaboration in preserving and enhancing Hawaii’s rich heritage, public green spaces and fragile natural resources.



*Please consider an investment in Hawaii’s future  
with a donation to The Outdoor Circle’s  
“Keep Hawaii Beautiful” Pledge Drive!*



The Outdoor Circle, since its founding in 1912, has a proven track record of performance, professionalism and reliability, and 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, and native species experts.

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.

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 many tree planting and tree preservation projects started in urban Honolulu and have spread throughout communities across the Islands, resulting in 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

In 1913, The Outdoor Circle collaborated with the "Daughters of Hawaii" to save **Queen Emma Summer Palace** from demolition to install a baseball park. In 1914 and 1923, The



**Queen Emma Summer Palace after restoration 1913**

Outdoor Circle spearheaded the replanting of **Iolani Palace** grounds, and the refurbishment of the grounds 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 helping preserve these valuable cultural and historical resources for the benefit of all of Hawaii.

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 The Outdoor Circle's 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 and the **Sadie Seymour Botanical Gardens** in Kona in 1988. In 2004, The Outdoor Circle spearheaded Hawaii State tax incentives to protect our heritage **Exceptional Trees** and, in 2014, The Outdoor Circle was instrumental in establishing the **Hawaii State 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. Through their volunteerism and civic engagement, our members work 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. We 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.

The Outdoor Circle is a non-profit 501c3 organization funded primarily through donations, which are fully tax-deductible. It's easy to donate at [www.outdoorcircle.org](http://www.outdoorcircle.org), or you may use the enclosed donation form, which describes our pledge drive goal.

***Your contribution to “Keep Hawaii Beautiful”  
will further The Outdoor Circle’s enduring mission of  
“Keeping Hawaii Clean, Green and 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)

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

<b>The Outdoor Circle’s “Keep Hawaii Beautiful” Pledge Drive</b>	
<b>Our goal is to raise \$200,000 to further our mission!</b>	
<b>Yes, I want to pledge my support for “Keep Hawaii Beautiful!”</b>	
<input type="checkbox"/> <b>Plumeria \$500</b> <input type="checkbox"/> <b>Kou \$1000</b> <input type="checkbox"/> <b>Kamani \$2500</b> <input type="checkbox"/> <b>Ohia Lehua \$5000</b> <input type="checkbox"/> <b>Other _____</b>	
<input type="checkbox"/> <b>Please consider my pledge as a sustaining yearly donation</b>	
Name _____	<input type="checkbox"/> Enclosed is my check payable to The Outdoor Circle.
Address _____	Please charge my: <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> Discover <input type="checkbox"/> Amex
City _____ State _____ Zip _____	Card Number _____
Phone _____	Expiration Date _____ CVV _____
Email _____	Signature _____
<b>Please consider a gift or bequest to The Outdoor Circle in your will or trust. Please contact us for more information.</b>	
The Outdoor Circle   1314 S. King Street #306   Honolulu, Hawai'i 96814   808-593-0300   <a href="mailto:mail@outdoorcircle.org">mail@outdoorcircle.org</a>	
<b>Pledges may also be made online at: <a href="http://www.outdoorcircle.org">www.outdoorcircle.org</a>.</b>	

***Sample Donation Card - draft mock-up  
(Could be a separate card to enclose)***

# 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 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
- **2022 and beyond** - The Outdoor Circle continues to advocate, protect, and preserve the scenic beauty of Hawai'i statewide.