Join us in Doing the Most Good for those in need.

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hawaii.salvationarmy.org/hawaii/corporategiving | @salarmyhi
The Salvation Army Hawaiian and Pacific Islands Division has been serving our island communities since 1894, providing shelter for the homeless; relief for those impacted by disaster; hot meals and basic needs for those who need a hand up; structured programs for at-risk youth; freedom for those gripped by addiction; wellness programs for seniors; and sharing the love of Christ with those in need of comfort and hope.

It takes an Army to meet the ever-growing needs. It takes volunteers giving their time. It takes community partners bridging resources. And, it takes people like you putting compassion into action. Join us in Doing the Most Good.

**Areas of Service in Hawaii and the Pacific Islands**

- **Basic Needs Assistance**
- **Emergency Disaster Services**
- **Drug & Alcohol Rehabilitation**
- **Youth Services**
- **Adult Day Health Services**
- **Spiritual Services**

The Salvation Army’s service to others is made possible thanks to the generosity of our community and corporate partners. We are humble stewards of your generous resources and want to be the best partners we can be, coming alongside your company to help you reach your business and philanthropic goals.

We understand the value of engaging your employees and customers in your company’s efforts to give back to the communities where you do business, and we offer many partnership opportunities to make that possible.

The Salvation Army is a tax-exempt 501(c)(3) organization, and contributions are deductible for Federal Income Tax purposes to the extent permitted under Section 170(b)(2) for corporations.
A Trusted & Recognized Brand


As one of the most recognized and trusted organizations in the world, The Salvation Army sets the standards for serving a community through its needs with love and compassion.

Our brand is authentic, honest, and sincere.

As a faith-based charity that rebuilds and saves lives in every zip code in America, we work in ways that are effective, efficient, and conscious about the community’s concerns.
Our Partnership Strategy

Our Mission + Your Values = Meaningful Marketing

The formula for our partnership strategy is to pair our mission with your company’s values to produce a stronger community and reap the benefits of meaningful marketing.

Trustworthy and dependable, The Salvation Army’s friends and supporters will view your company with more credibility and as a partner with a shared interest in making our islands a better place. Benefits of a partnership includes brand recognition in varying mediums including radio, television, social media, press releases, and event signage.
How We Serve the Community

Family Services Office
The Family Services Office helps to meet emergency material and financial needs, providing emergency food bags, financial assistance and budget and nutritional counseling.

Care-A-Van
The Salvation Army’s locations in Honolulu, Kahului and Lahaina offer the Care-A-Van, which is a van equipped with basic survival items and medical supplies to provide assistance to homeless individuals and families living on beaches and in cane fields on the island. This service includes meal distribution and access to case management.

Kokua Soup Kitchen
The Kokua Soup Kitchen, located at the Hanapepe, Lihue, and Hilo Corps Community Centers, serve the homeless and hungry hot meals twice a week.

Hale Palekana Homeless Drop-In Center
The Lahaina Lighthouse Corps’ Hale Palekana Homeless Drop-In Center provides hot meals, showers, laundry facilities, substance abuse counseling, and more to help homeless individuals secure jobs and housing.

Basic Needs Services
Youth Services

Family Intervention Services
The Salvation Army Family Intervention Services (FIS) provides residential, prevention and intervention services to adolescents in communities on the Big Island of Hawaii and Maui. FIS teaches them the necessary skills for a healthy lifestyle, and instills purpose, hope, and vision to youth and their families.

Camp Homelani
The Salvation Army Camp Homelani, located along a beautiful sandy beach on the North Shore of Oahu, provides an affordable camp experience to 450 underserved kids each year. The camp curriculum ranges from S.T.E.A.M (science, technology, engineering, art, mathematics) activities to music and sports.

Senior Care

Adult Day Health Services
Located adjacent to downtown Honolulu, The Salvation Army Adult Day Health Services serves more than 60 seniors in need of care during the day while their loved ones are at work. The center provides daily supervision through affordable services, socialization, nursing and therapeutic services, and senior housing for those eligible.

Silvercrest Senior Housing
The Salvation Army Silvercrest Senior Housing is an affordable senior housing program for seniors 62 or older. The 78-unit HUD housing facility is located in Wahiawa and provides a supportive living environment that is sensitive to the needs of individual residents.
Drug & Alcohol Rehabilitation

Family Treatment Services
Family Treatment Services provides substance abuse treatment specifically designed for women with children. It specializes in mental health services for young children and their parents, the only one of its kind in the State of Hawaii.

Addiction Treatment Services
Addiction Treatment Services provides a comprehensive continuum of substance abuse treatment services for adult men and women with alcohol and/or drug problems. Accredited levels of care include detoxification, residential treatment, day treatment and outpatient treatment.

Adult Rehabilitation Center
The Salvation Army Adult Rehabilitation Center is a 75-bed residential drug and alcohol rehabilitation center serving adult men with substance abuse problems with the opportunity to regain their self-respect and acquire the skills needed to take their rightful place in life.

Central Pacific Bank supports a culinary program for women in treatment at The Salvation Army Family Treatment Services.

Commercial Roofing and Waterproofing Hawaii, Inc. partnered with The Salvation Army to provide school supplies for children in need.
The Salvation Army is there before, during, and after a disaster. Partner with us to offer comfort and assistance to disaster survivors.

Our policy for raising money and collecting supplies for a disaster is that 100% will go directly to relief efforts.

As an Emergency Disaster Partner, you will ensure that The Salvation Army continues to have resources to respond immediately and maintain aid throughout the recovery process. The Salvation Army’s Emergency Disaster Relief program is effective because we are prepared, provide immediate response, and ensure long-term recovery.

The Salvation Army is one of the only organizations in the world prepared to effectively respond to natural disasters. Our response services are managed locally, by people who live and work in the communities they serve. The Salvation Army recognizes the critical importance of being prepared for disasters and takes steps to ensure its own ability to respond quickly and efficiently to a disaster, while also working to educate others about how to prepare for and respond to an emergency situation.
THE SALVATION ARMY ANNUAL THANKSGIVING DINNER
Every year, The Salvation Army hosts a Thanksgiving Day Dinner for members of our disadvantaged community, serving approximately 2,000 meals in a matter of hours. We rely heavily on the support of over 800 volunteers to execute a host of duties including general set-up, preparing food, serving our guests and cleaning up.

Food and supplies are provided via in-kind donations from local businesses to serve our guests and volunteers. Secured volunteer slots are available for sponsors of the Dinner.

CHRISTMAS
Each year, The Salvation Army offers assistance to families in our communities by providing them with basic needs items such as food and Christmas gifts for children and seniors in need.

ANGEL TREE PROGRAM
Stationed at malls and businesses throughout Hawaii, Angel Trees are decorated with numbered paper tags with the name, age and gender of the recipient, along with an item requested for Christmas. Contributors select tags and purchase appropriate gifts for the individual. Businesses can host a tree at their place of business or request tags directly from The Salvation Army.

RED KETTLE BELL RINGERS
The Salvation Army Red Kettle is an iconic image during the holiday season. Money raised through our Red Kettles support services directly in the community in which they are stationed in. Businesses can adopt a kettle to be placed at their retail location or recruit employees to be bell ringers.
National Donut Day
National Donut Day commemorates The Salvation Army’s service to the military since World War I and honors our veterans and serviceman. In partnership with local bakeries, we deliver and serve free donuts throughout Hawaii to continue our mission of providing comfort and food to those in need.

CEO Sleepout
The CEO Sleepout provides business leaders with an opportunity to become actively involved in raising funds, awareness and action toward one of Hawaii’s biggest social issues: Homelessness. Participants are invited to sleep outdoors with The Salvation Army, engage in homeless outreach in Honolulu and discuss and create an actionable plan toward ending homelessness.

Back 2 School
The Salvation Army coordinates with local businesses to collect school supplies for Back-To-School drives. Whether they are in-house drives for employees or through retail outlet locations in the community, The Salvation Army provides support toward our partners’ initiatives to educate our keiki.

Partners in Community Service Gala
Our Partners in Community Service Gala is an opportunity to thank and honor those who help us make a difference. Through this event, Hawaii’s business and community leaders partner with us to raise funds for our strategic Pathway of Hope initiative, which connects people to jobs and affordable housing, introducing them to a new community and reuniting families.

Get involved with any of our community events by becoming a sponsor, a volunteer or donating goods or services.

Community Event Partnership
How to Partner

Financial Support

Volunteerism

Matching Gifts

In-Kind Donations

Sponsorships

Point of Sale
ADOPT A PROGRAM
Support the work we do with a financial contribution toward a program of your choosing or a special project within a program. By designating funds, businesses contribute toward needs that align with their corporate culture.

POINT OF SALE CAMPAIGN
Point of Sale campaigns can take several different forms and are a great way to showcase your support for The Salvation Army in a very visible and actionable way.

• **Counter Kettle** – Retail locations can host a miniature kettle for customers to place change in.
• **Paper Kettles** – Donate $1 or more and customers receive a Salvation Army Paper Kettle to write their name upon and display on the corporate partner’s wall.
• **Sales Percentage** – Donate a percentage of sales for a duration of time or for a specific item to The Salvation Army.

SPONSORSHIPS
The Salvation Army community events are open for a variety of sponsorships and naming opportunities.
Employee Contributions

Matching Gifts
Multiply the impact of your employees’ donations to the causes they love. Employee match programs increase participation in giving campaigns while allowing you to reach your philanthropic goals.

If you have an employee giving program, we’ll help you promote it to your employees and will work with you to provide impact reports.

Volunteerrism
Many of our corporate partnerships include meaningful employee engagement opportunities. Not only do these partnerships influence purchasing behaviors and strengthen the loyalty of your customers, but also has profound effects on your employees.

Employee volunteer opportunities can translate into real business benefits such as job satisfaction, retention rates and new employee acquisition.

Echelon
Echelon is a community of diverse, young leaders collectively rising up to serve The Salvation Army and their local communities. Echelon seeks to mobilize the next generation of Salvation Army supporters through a variety of fundraising, volunteering, and networking opportunities.
Levels of Support

Select your level of partnership for any of our events or customize a partnership to fit your company's needs.

Vision Partner
$25,000

- Co-Branded Sponsored Event (If Applicable)
- Opportunity for an executive to join an advisory council
- Maile Table at Partners in Community Service Gala
- 1/8 Page ad in PBN insert
- Partnership Recognition with major media outlets
- Online Logo presence on local Salvation Army website
- Corporate Breakfast Recognition - Partner testimonial
- Holiday Appreciation Recognition
- Secured Employee Volunteer Engagement Opportunities at special events
- Invitation to exclusive events
- Recognition in Salvation Army annual report
- Impact Reports & updates
- Field Visits to Salvation Army Programs

Mission Partner
$15,000

- Ilima Table at Partners in Community Service Gala
- 1/8 Page ad in PBN insert
- Partnership Recognition with major media outlets
- Online Logo presence on local Salvation Army website
- Corporate Breakfast Recognition
- Holiday Appreciation Recognition
- Secured Employee Volunteer Engagement Opportunities at special events
- Invitation to exclusive events
- Recognition in Salvation Army annual report
- Impact Reports & updates
- Field Visits to Salvation Army Programs

Purpose Partner
$10,000

- Pikake Table at Partners in Community Service Gala
- 1/8 Page ad in PBN insert
- Partnership Recognition with major media outlets
- Online Logo presence on local Salvation Army website
- Corporate Breakfast Recognition
- Holiday Appreciation Recognition
- Secured Employee Volunteer Engagement Opportunities at special events
- Invitation to exclusive events
- Recognition in Salvation Army annual report
- Impact Reports & updates
- Field Visits to Salvation Army Programs

Red Shield Partner
$5,000

- Ginger Table at Partners in Community Service Gala
- Partnership Recognition with major media outlets
- Online Logo presence on local Salvation Army website
- Corporate Breakfast Recognition
- Holiday Appreciation Recognition
- Secured Employee Volunteer Engagement Opportunities at special events
- Invitation to exclusive events
- Recognition in Salvation Army annual report
- Impact Reports & updates
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Our Corporate Partners
2016 - 2017

7-Eleven Hawaii
A-1 A-Lectrician
Aloha Pacific Federal Credit Union
Aloha Petroleum
Aloha Sweet Delites
Amazon
American Airlines
American Carpet One
American Savings Bank
Associa Hawaii
Bank of Hawaii
BEI Hawaii
Big City Diner
Burger King Hawaii
Carlsmith Ball
Central Pacific Bank
Century 21 All Islands
Charter Communications
Choco le'a
City Mill
Coca Cola
Commercial Roofing & Waterproofing
Constructors Hawaii, Inc.
Cricket Wireless
Critchfield Pacific
CW Associates, CPA's
Daylight Donuts
Déjà vu Surf
Deloitte & Touche
Delta Airlines
Dorvin Leis
Dr. Pepper Snapple Group
Enterprise Holdings
Estate Planning Group
FedEx
First Hawaiian Bank
First Insurance Company of Hawaii
Foodland Supermarket, Ltd.
GMR, LLC

Hanes
Hawaii Lodging & Tourism Association
Hawaii News Now
Hawaiian Chip Company
Hawaiian Host
HI Tech Support
HMSA
Honolulu Star-Advertiser
Howard Hughes Corp.
Island Insurance
Jack in the Box
Jamba Juice Hawaii
Kamehameha Schools
Keller Williams
KouWorks
Krispy Kreme
Kyo-Ya Hotels & Resorts
Latigo Constuction
Locations Hawaii
Macy's
Marcus & Associates
MW Group
Ohana Health Plan
Pacific Business News
Par Hawaii
Pipeline Bakeshop & Creamery
Regal Bakery
Ruby Tuesday Hawaii
Sam's Club
Shima's Termite & Pest Control
Swinerton Builders
Target
Territorial Savings Bank
The Gentry Companies
TrueSense Marketing
Unitek
UPS
Walgreens
WalMart
Our Impact in 2016
Hawaiian & Pacific Islands

People served
80,843

Children served with basic needs
2,047

Individuals provided with drug and alcohol treatment and rehabilitation
5,033

Families provided with housing assistance
604

Meals provided
429,924

Lodging & housing services
19,719

Clothing & furniture items distributed
22,169

Gifts & toys distributed
67,674