



LOVE BEYOND THE HOLIDAYS

2025 PARTNERSHIP OPPORTUNITIES



HAWAII.SALVATIONARMY.ORG

JOIN US IN LEADING WITH **PURPOSE**, THIS **HOLIDAY** SEASON.

For more than 130 years, The Salvation Army has stood as a trusted pillar in Hawai'i and the Pacific Islands responding to urgent needs with compassion, dignity, and action. From food insecurity and housing instability to disaster relief and recovery, we serve our most vulnerable neighbors with unwavering commitment.

This holiday season, we invite you to stand with us - not just in spirit, but in purpose. As challenges grow across our island communities, your leadership helps meet immediate needs and sustains vital programs beyond the season. Motivated by the love of God and our mission to serve all without discrimination, we walk alongside those facing hunger, hardship, and loss offering hope through practical support and compassionate care.

Your partnership provides meals, holiday gifts, crisis relief, and strengthens year-round services like housing, food distribution, and recovery support.

Now more than ever, Hawai'i needs leaders who lead with heart. Together, we can bring healing, hope, and the true spirit of aloha to every doorstep.



Majors Troy & Anie Trimmer

Divisional Leaders
The Salvation Army
Hawaiian & Pacific Islands



**"I AM CONTINUING THE
JOURNEY TO HEAL AND REBUILD
A LIFE FOR MY SON AND I AFTER
OUR DEVASTATING LOSS, BUT
WITH THE HELP I RECEIVED,
IT HAS GIVEN ME THE
CONFIDENCE TO SET SHORT
AND LONG-TERM GOALS,"**

~TIERA TAUANUU



OUR 2024 IMPACT



123,877 Total People Served.

We meet the greatest needs. We operate corps community centers, social services, and other programs throughout the islands to support anyone who needs help – wherever they are.



6,719 Served with Substance Use Disorder Treatment.

We combat addiction. We provide specialized rehabilitation programs that help families and individuals.



535,998 Meals Provided.

We nourish hearts and souls. We provide meals, groceries, snacks and drinks to those who need it the most.



66,292 Individuals Served with Housing Assistance.

We break cycles of crisis. We provide housing and utility assistance, lodging support, and a community of care to help families stay off the streets and in their homes.



33,967 Children Served Through Youth Programs.

We help kids be kids. We provide shelter, basic needs, summer camps, character building, and after-school programs – whatever it takes to support and care for underserved keiki.



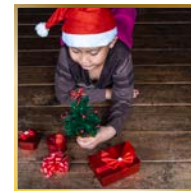
11,694 Basic Needs Items Distributed

We fight poverty with love. We provide clothing, personal comfort kits, transportation vouchers and more to help those in need get back on their feet.



1,780 People Served with Emergency Disaster Response.

Whenever disasters strike, we're there to provide food, supplies, financial assistance, spiritual and emotional support, and long-term solutions.



69,531 Gifts & Toys Distributed.

We create miracles. We provide holiday support and gifts so families won't have to choose between paying the bills or buying presents for their keiki and kūpuna.

THIS HOLIDAY SEASON, WE INVITE YOU TO BE PART OF THAT LEGACY. THROUGH OUR **LOVE BEYOND THE HOLIDAYS CAMPAIGN**, YOUR PARTNERSHIP WILL HELP US:

- Serve thousands at our **Thanksgiving Celebration at the Neal Blaisdell Exhibition Hall**
- Fulfill holiday wishes for keiki and kūpuna through **Angel Tree**
- Sustain critical support services through our **Red Kettle Campaign**

YOUR LEADERSHIP INVESTMENT WILL ALSO FUEL LONG-TERM PROGRAMS THAT EXTEND WELL BEYOND THE HOLIDAYS:

- Emergency rent and utility assistance
- Food Insecurity Programs
- Substance use treatment for men and women
- Character building programming for youth
- Emergency Disaster immediate response and long-term support

This is more than a seasonal appeal, it's a chance to stand with an organization trusted for over a century and demonstrate your company's leadership in building a stronger, more resilient Hawai'i.

We welcome the opportunity to meet and explore how this partnership can align with your values, brand, and vision for impact.



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Love Beyond the HOLIDAYS

Become a Salvation Army Holiday Partner and be part of a 130 year legacy of service in Hawaii. From food and housing to disaster response and addiction recovery, your support will meet critically urgent needs throughout the year. Join us this season in bringing hope, dignity, and joy to those who need it the most.

2025 PARTNERSHIP OPPORTUNITIES

	Doing The Most Good \$125,000 Exclusive	Love Beyond \$75,000 Exclusive	Golden Bell \$50,000	Kettle Hero \$25,000	Holiday Hope \$10,000	Bringing Joy \$5,000
iHeartRadio Community Matters & LEON Day Concert						
Pacific Business News Year Long Exposure - Print & Digital						
HI Now Daily Segments	3	2	1			
Custom Video Testimonial	3	2	1			
Co-Create Special Volunteer Day	Up to 3 Projects	Up to 2 Projects	1 Project			
Dedicated Social Media Posts	5	4	3	2	1	
Inclusion in Special 1-Hour Holiday Show	In Person Guest 30 sec commercial	Prominent Placement 15 sec commercial	Prominent Placement			
Digital Recognition Website, eBlast, Social Media	Prominent Placement	Prominent Placement	Prominent Placement			
Recognition in Mahalo Ad	Prominent Placement	Prominent Placement	Prominent Placement			
Recognition in Holiday Recap Video	Prominent Placement	Prominent Placement	Prominent Placement			
Logo on Thanksgiving Volunteer T-Shirt and Banners	Prominent Placement	Prominent Placement				
Opportunity to Reserve Thanksgiving Volunteer Spots	Priority Reservation					
Inclusion in Statewide Thanksgiving News Release	Prominent Placement					



**BRING HOPE
TO LIFE**

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REAL PEOPLE. REAL CHANGE.

**130 YEARS OF SERVING HAWAII
POWERED BY YOUR PARTNERSHIP.**



“When Lee and John Pagan became court-appointed guardians to their six young grandchildren, Lee came to us feeling overwhelmed and unsure where to begin. Referred by a friend, she was simply looking for guidance.

What she found was strength, not only in The Salvation Army’s support, but within her own family. Her grandson Kaimana stepped up in extraordinary ways, helping lead their home with structure, love, and respect. Today, Lee is healthier, more at peace, and filled with purpose as she watches her grandchildren grow and her prayers unfold into action.”

~Abraleen Keliinui, MSW, LSW
Divisional Pathway of Hope
Case Manager

“I’ve learned to confront my fears, step outside my comfort zone, and approach my future with purpose. Creating a vision board gave me clarity. The workshops gave me tools. And the community gave me the confidence I didn’t know I still had.

For the first time in a long time, I feel hope.”

~S. Robinson, Participant
Pathway of Hope Program



**JOIN US THIS SEASON IN
BRINGING HOPE,
DIGNITY, AND JOY.**



**YOUR SUPPORT SUSTAINS
MORE THAN PROGRAMS.
IT RESTORES PEACE. IT BUILDS
UNITY. IT KEEPS HOPE ALIVE.**



Because of generous partners and compassionate leaders like you, families across Hawai'i and the Pacific don't just survive, they begin to thrive. **Love Beyond the Holidays** isn't just a campaign, it's a commitment to walk alongside individuals and families navigating hardship, healing, and hope.

**JOIN US IN LEADING WITH
PURPOSE, THIS HOLIDAY SEASON.**



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