

*We are ever mindful of the debt of gratitude we owe to our many contributors - family members and supporters - whose generosity makes it possible for the Foundation to carry on the work we do in the name of James and Abigail Campbell. To you we express our warmest thanks. Mahalo i ke Kahiau.*

**2010**  
**James & Abigail**  
**Campbell Family**  
**Foundation**

**A N N U A L R E P O R T**

**Mahalo i ke Kahiau**

*Gratitude for generous giving, expecting nothing in return.*



**James Campbell**  
1826-1900



**Abigail Kuaihelani  
Maipinepine Campbell**  
1859-1908

### **James and Abigail Campbell**

James Campbell was one of Hawai'i's foremost business pioneers and believed in the wise stewardship of land. He knew that caring for the land's resources wisely and efficiently would provide a better environment for growth and a better quality of life for Hawai'i's people. Mr. Campbell's wife, Abigail, was a kind woman whose generosity touched the lives of many elderly Hawaiians and other people in need.

## THE FOUNDATION

Established in 1980, the James & Abigail Campbell Foundation embraces the values and beliefs of James and Abigail Campbell by investing in Hawai'i's people and the communities that nurture them.

Over the years, the Foundation has had a great return on this investment — in the form of stronger families, more effective educational programs and an improved quality of life for the people of Hawai'i. In 2005, the Foundation, which is funded primarily by Campbell family members, was renamed the James & Abigail Campbell Family Foundation to reaffirm the family's commitment to Hawai'i and its future well-being. It is dedicated to continuing the Foundation's work in memory of James and Abigail Campbell.

Thanks to the support of Campbell family members and friends, the Campbell Family Foundation's assets have grown to nearly \$19.7 million.

## JAMES & ABIGAIL CAMPBELL FAMILY FOUNDATION BOARD OF DIRECTORS

President: Kapi'olani K. Marignoli

Vice President: Wendy B. Crabb

Secretary: Jonathan E. Staub

Treasurer: Alice F. Guild

Members:

James Kimo Campbell

Dorna M. Robinson

Alice K. Shingle

Richard J. Dahl

## MESSAGE FROM THE PRESIDENT



**Mahalo i ke Kahiau**  
*Gratitude for generous giving,  
expecting nothing in return.*

In the toughest of times, people and communities show their true character in the ways they come together to help one another. In 2010, we could not help but admire and appreciate the resilience and strength of the many community groups and organizations that, despite ever shrinking resources, worked undeterred to better the lives of the people they serve. It was even more inspiring to see how those who benefited would unselfishly “pay it forward” by doing a good turn for someone else in need. The James & Abigail Campbell Family Foundation is proud to be a partner in their good works, and express our gratitude to them for all that they do.

In 2010, we were delighted to do our part through our targeted giving to youth, education, and Hawaiian programs, with preference to communities in West O’ahu. We allocated \$300,000 in grants, and another \$220,000 in multi-year grants, totaling \$520,000 for the year. We gave grants to programs aimed at giving at-risk youth a new lease on their future. We supported educational programs, which recognize that there are different ways to learn. We assisted organizations in their efforts to build and sustain healthy communities. And we continued our support of the Campbell family-sponsored cultural programs aimed at cultivating and expanding the practice of Hawaiian culture and arts.

We are ever mindful of the debt of gratitude we owe to our many contributors – family members and supporters – whose generosity makes it possible for the Foundation to carry on the work we do in the name of James and Abigail Campbell. To you we express our warmest thanks: Mahalo i ke Kahiau.

Kapi’olani K. Marignoli  
President

*"We will continue to share our message throughout Hawai'i to make a safer, better and happier home." Teen Advisory Council, Hawai'i Meth Project*

One could say this is the underlying purpose of the youth programs funded by the Campbell Family Foundation in 2010. Whatever the organization's particular focus – encouraging young people to advocate for abused animals, stand firm against the pressure to use drugs, or say no to risky behavior – their common goal is to give youngsters a sense of their self-worth, and inspire them to change their lives and help to make Hawai'i "a safer, better and happier home."

**Boys & Girls Club of Hawaii**

In its mission to inspire young people to become responsible citizens through character building, the Boys & Girls Club addresses the whole child through a spectrum of programs. These programs are aimed at fostering their educational aspirations, helping them to develop healthy, active lifestyles, and giving them ways to explore self-expression by developing their creative skills. The Foundation supported their efforts by providing \$25,000 towards retrofitting the Hale Pono Ewa Beach Clubhouse with a multimedia technology lab – a surefire draw for kids in this digital age.

**Hawai'i Meth Project**

Hawai'i ranks second nationally for the percentage of meth-related treatment admissions, while 90 percent of the state's federally sentenced drug cases involve meth. These alarming statistics prompted the Foundation to pledge \$100,000 over two years to the Hawai'i Meth Project's large scale prevention program aimed at teens and young adults. The core message, Not Even Once, is the thrust of the project's hard-hitting public service messaging, public policy and community outreach efforts. It also employs an aggressive grass-roots awareness campaign involving more than 2,000 volunteers, and a statewide Teen Advisory Council that facilitates peer outreach. As one teen wrote, "I'm tired of seeing my friends and peers getting hurt by meth. They were once good people, but the drug changed them."



The campaign, which began in 2009, is having a marked impact. A 2011 survey shows that 70 percent of Hawai'i teenagers (up 11 points from 2009) have told their friends not to try meth.

message throughout Hawai'i to make a safer, better and happier home."  
Meth Project.

### **Hawaiian Humane Society**

In just one year, the Hawaiian Humane Society responded to nearly 18,000 calls for service – many of them coming from West O'ahu, where more than 60 percent of households have pets. The Foundation provided \$5,000 in seed money to help the Society establish a Community Teen Advisory Panel in Leeward O'ahu. The Panel's 12 teen leaders will serve as peer animal welfare activists, each charged with developing teams of about 10 other teens. These teams will take the Society's message of humane treatment for animals into the community, particularly along the Wai'anae Coast. One more way to engage young people in their communities, give them life skills in leadership and encourage the spirit of volunteerism.

### **Kahi Mohala**

As Hawai'i's only psychiatric hospital, the non-profit Kahi Mohala Behavioral Health in Ewa has cared for more than 27,000 children, teens and adults with psychiatric disorders since 1983. Its Lokelani residential 32-bed acute-care unit for children and adolescents requires extensive renovation, which the Foundation is helping to fund with a \$10,000 grant. The unit, which provides a place for care and healing, accommodates from 10 to 16 patients on any given day.

### **Surfrider Spirit Sessions**

Since 2006, Surfrider Spirit Sessions has been giving juvenile offenders a second chance. Hawai'i Family Court judges refer teens that are likely to wind up incarcerated as adults if they didn't turn their lives around. Nearly half of them are from the Leeward Coast, and most of them are the toughest kids for whom other programs didn't work. For many, this was a last chance.

The program uses surfing as a metaphor for life. Its experiential ocean-based mentoring program engages at-risk youth in surfing and other ocean-related activities. The "cool" factor of the Hawaiian surfing culture as well as the influence and example of the volunteer mentors, some of them former students, has many juvenile offenders asking their probation officers to be directed to the program. Once they experience it, they often ask to return for more sessions. The Foundation provided a \$20,000 grant to the program.



*"Thanks to your support, we will continue to  
'change the world, one student at a time.'"  
- Leeward Community College*

This is a message that aptly describes the educational institutions and organizations funded by the Campbell Family Foundation in 2010.

## LEARNING IN NON-TRADITIONAL CLASSROOMS

*Sometimes the best place to learn is outside the traditional classroom.*

### **Hawai'i Nature Center**

Appreciation of nature and wise stewardship of the environment are the hands-on lessons thousands of elementary school students from Leeward O'ahu learn each year at the Hawai'i Nature Center. The Foundation supported this program with a \$15,000 grant so that 900 students from Leeward schools will continue to learn how to value our endangered wetlands and their threatened species in the best classroom of all – a rainforest.

### **Women in Need**

Actually, not just women, but men and children as well, are the clients of the WIN Family Resource Center in Wai'anae. The non-profit's goal is to teach basic life skills and job readiness to a population of homeless and at-risk families in this mainly low-income community. The Foundation's \$10,000 grant will support the Center's computer training center, which will foster client learning, expand their marketable job skills, and give them the ability to access information and services in today's increasingly online society.

## LEARNING FROM PEER MENTORS

*Peer mentors can be highly effective teachers. This is the idea behind two vastly different programs.*

### **Leeward Community College (LCC)**

LCC's Associate of Arts in Teaching Program is aimed at improving teacher education for underrepresented groups and nontraditional students on the Leeward Coast, particularly native Hawaiians and part-Hawaiian students. This is based on the belief that locally educated teachers-to-be will bring a special cultural sensitivity to their own communities. To help achieve this, the Foundation contributed \$20,000 to support a peer mentor pilot program. Two peer mentors are responsible for helping these students navigate an unfamiliar education environment, and overcome cultural obstacles to their academic success.

...t, we will continue to 'change the world, one student at a time'."  
Leeward Community College

### **Searider Productions (SP)**

Wai'anae High School's immensely successful and award-winning media education program is using its best resources – SP alumni currently in college – to serve as technical advisors and role models in its summer digital media-mentoring program for students from Kapolei and James Campbell high schools, and Wai'anae Intermediate. The Foundation gave \$20,000 to support the program, whose goal is to better prepare these mentors for higher education, employment and entrepreneurship in digital media industries. They are also expected to mentor other students in their own media programs, and eventually, in feeder intermediate and elementary schools. As a result of this training, Kapolei High School ran a summer media program for its complex.

"The idea is to create a seamless pipeline of digital media throughout the Leeward coast through student mentoring," said the program's director Candy Suiso. "And now it's gone statewide. A direct result of the generous funding from the Campbell Family Foundation."



## **SCHOLARSHIPS SUPPORT LEARNING**

*For many students, this is the only way to afford an education.*

### **Pacific Islands Athletic Alliance (PIAA)**

PIAA's mission is to increase the number of student athletes pursuing a higher education using their athletic abilities to secure scholarships and financial aid. But to be competitive on the educational playing field, they often need "training" to prepare for their SATs. The Foundation provided \$25,000 to fund six free three-day SAT preparation workshops at Leeward area public high schools to reach 180 student athletes. PIAA estimates this effort could generate as much as \$3 million in scholarships, grants and financial aid.

### **University of Hawai'i Foundation Campbell Family Foundation Scholarships**

Since 1996, the Campbell Family Foundation has funded 86 scholarships to students pursuing an Education degree in the UH College of Education. These students are from the Leeward Coast and many often return to teach in their home communities. The Foundation renewed its support with a \$30,000 grant.

### **High School Scholarships**

The Foundation continued its annual support of high school graduates with scholarships totaling \$85,000. These 2010 graduates are from Leeward area Campbell, Kapolei, Nānākuli and Wai'anae high schools, as well as Kahuku High School on O'ahu's north shore, and Lahainaluna High School on Maui.

## SHARING OUR CULTURE

*"... all I can hope as a hula practitioner is that I made some impression about Hawai'i and its culture through the hula that was shared."*

*"... all I can hope as a hula practitioner is that I made some impression about Hawai'i and its culture through the hula that was shared." Kumu hula Leialoha Amina, Na Lei O Kaholoku*

This is the hope of every kumu hula who has participated in the Lei O Lanikuhonua Hula Festival, a unique event created and sponsored by the Campbell Family Foundation and the Lanikuhonua Cultural Institute. It could also be said of the canoe culture experts who share their knowledge in the Foundation's companion event, Lauhoe O Lanikuhonua Canoe Festival.



...ner is that I made some impression about Hawai'i and its  
red." Kumu hula Leialoha Amina, Na lei O Kaholoku

### 5th Annual Lei O Lanikuhonua Hula Festival

This five-year-old festival is unique in the sense that it is non-competitive, with no prizes awarded. The real prize is the gift all participating high school hula students receive – learning from and being inspired by well-known hula masters who generously share their knowledge in a one-day celebration of Hawaiian culture and dance. This year's event featured 10 kumu hula, including Olana Ai, Coline Aiu, Kawai Aona-Ueoka, Leialoha Amina, Sonny Ching, O'Brian Eselu, Hokulani Holt-Padilla, Kimo Keaulana, Nalani Kanaka'ole, and Twyla Mendez.

If there was any question of their impact on the students, the numbers tell the story: Participation at the event has grown by nearly 200 percent since it began in 2007 with 40 students from eight schools, to 250 students from 15 schools.

The Campbell Family Foundation supported the festival with a \$20,000 grant.

### 2nd Annual Lauhoe O Lanikuhonua Canoe Festival

Launched as a pilot program, the canoe festival was created by Campbell family members. It is based on the hula festival's concept of sharing rather than competing, with the purpose of reaching high school students already involved in their school's paddling program. The idea was to expand the young paddlers' appreciation of the sport by immersing them in a day long exploration of the Hawaiian canoe's history and culture, and its importance to ancient Hawaiians and Polynesians. The festival targeted four Leeward O'ahu public high schools – Campbell, Kapolei, Nānākuli, and Wai'anae, attracting 40 students the first year and growing to 58 students in the second. With solid experience under their belts, festival organizers are ready to expand the program to other schools.

The festival included master canoe builder Uncle Bobby Puakea, Anela Benson from Polynesian Voyaging Society, cultural archaeologist Kehaulani Souza, and E Ala Canoe crew members Kaina Holomalua, Sam Kapoi and Waimea McKeague.

Hawaiian cultural practitioner Anuheali'i, who offered an opening oli (Hawaiian prayer), captured the spiritual aspect of the canoe culture: "The importance of oli to a kanaka maoli is that it sets the spiritual foundation for all things kanaka maoli, from the rising of the sun to the setting of the moon. When a kanaka maoli is giving oli or pule in preparation and while sailing in a canoe, it will strengthen one's spirituality and physical well being and also give tribute to nā akua, nā aumakua, nā alii, nā kupuna a me ka 'āina."



SERVING THOSE IN GREATEST NEED

*"...thank you for your generous gift ..."* The Salvation Army



*"... thank you for your generous gift. We anticipate remarkable success stories from every walk of life ..."* The Salvation Army Ray & Joan Kroc Corps Community Center

Campbell Family Foundation's 2010 single and multi-year community grants were indeed aimed at every walk of life – from homeless vets and families, to specific at-risk groups and entire underserved communities – through organizations that already have many success stories they can tell.



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my Ray & Joan Kroc Corps Community Center

### **U.S. VETS**

Whether they're new veterans returning from Iraq and Afghanistan, or veterans of other wars – Korea, Vietnam and the Gulf War – too many of them and their families have faced and still face the enormous challenges of re-entering civilian life. For example, nationally, the homeless rate for vets is more than double the rate of the general population, with a jobless rate that reached 15 percent in 2010. For many of them, war-related disabilities are contributing factors. The Foundation made a \$15,000 grant to the United States Veterans Initiative – Hawaii (U.S. VETS) toward the cost of much-needed renovation to its Kalaeloa residential facility. The facility houses 98 veterans in its successful Veterans-in-Progress “Back-to-Work” program, serving 250 to 300 veterans annually. As one veteran who lost his job and became homeless said, “If it wasn't for U.S.VETS, I have no idea where I would be right now.”

### **Save the FoodBasket**

Once a month, eight volunteer drivers and 10 volunteer packers help to deliver groceries to about 70 homes of homebound low income individuals and families living with HIV/AIDS. Eighty percent of the families served live in the Ewa and Kapolei areas, and look forward to their delivery of nourishing food, including fresh, frozen and canned goods. Volunteers also serve more than 350 clients through the twice-weekly hot lunch program for those who can travel to Church of the Crossroads in Honolulu.

The amazing side of this program is that it has become a unique “self-help” organization, powered by many client-volunteers who are regaining their self-respect and sense of usefulness in the community. They serve and deliver not just food, but the aloha of those who understand the plight of their fellow clients.

The Foundation contributed \$7,500 for the organization's Rural Home Delivery Program.

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### **Multi-Year Grants**

In 2010, the Foundation gave its support to four major community programs through multi-year grants that totaled \$220,000. The programs will truly affect all walks of life – from abused children and young people vulnerable to drug use, to families in need of comprehensive social services and communities concerned about environmental sustainability.

**Family Programs Hawai'i's Ho'omalua O Na Kamali'i Program** (Protection and Safety for Children) is a Leeward Coast-based receiving home for children removed from their homes for suspected abuse and neglect. Ho'omalua serves 180 to 300 children a year.

**Hawai'i Meth Project** is a large-scale prevention project aimed at reducing meth use by Hawai'i's young people. See page 2 for more details.

**The Salvation Army Ray and Joan Kroc Corps Community Center** will be the largest community center of its kind in Hawai'i, and will begin serving families in the West O'ahu region when it opens its doors in late 2011.

**Malama Learning Center** will be building a learning center as a living laboratory where students and residents can participate in creating healthy and sustainable environments.

**EDUCATION**

Hawai'i Nature Center	\$ 7,500
Pacific Islands Athletic Alliance	25,000
Searider Productions (Wai'anae High School)	20,000
University of Hawai'i Foundation (Leeward Community College)	20,000
University of Hawai'i Foundation (Scholarships in teacher education)	30,000
Women in Need	10,000

**HAWAIIAN**

Lanikuhonua Cultural Institute (Hula Festival)	20,000
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**YOUTH**

Boys & Girls Club of Hawaii	25,000
Hawaiian Humane Society	5,000
Kahi Mohala Behavioral Health	10,000
Surfrider Spirit Sessions	15,000

**OTHER**

Save the FoodBasket, Inc.	7,500
U.S. VETS	15,000

**Subtotal, Grants Approved \$ 210,000**



Hawaii Meth Project

**SCHOLARSHIPS**

Lahainaluna High School	\$ 5,000
Nānakuli High School	10,000
Wai'anae High School	10,000
James Campbell High School	20,000
Kahuku High School	20,000
Kapolei High School	20,000

**Subtotal Scholarships \$ 85,000**

**MULTI-YEAR COMMITMENTS**

Family Programs Hawai'i (Total \$60,000 – 1st of 3 payments)	\$ 20,000
Hawai'i Meth Project (Total \$200,000 – 1st of 2 payments)	100,000
Malama Learning Center (Total \$250,000 – 4th of 5 payments)	50,000
Salvation Army (Total \$250,000 – 5th of 5 payments)	50,000

**Subtotal Multi-Year Commitments \$ 220,000**

**TOTAL: \$ 515,000**



2nd Annual Lauhoe O Lanikuhonua Canoe Festival

**SUSTAINING MEMBERS**

The Campbell Family Foundation is grateful for the generous donations of its contributors, especially from the following Campbell family members whose regular contributions have helped sustain the Campbell Family Foundation's giving:

Georgina J. Allred  
Suzanne M. Avina  
James Kimo Campbell  
Wendy B. Crabb  
Juliette K. S. Dwight  
Alice G. Eveleth  
Judith Flanders  
Cynthia C. Foster  
James W. Growney  
Alice F. Guild  
Diane S. Guild  
Maric D. Guild  
Walter F. Guild  
Kari Allred Jones  
Edward Kawananaoka, Jr.  
Quentin K. Kawananaoka  
Regina Kawananaoka  
Pamala D. Keller  
Howatt P. King

James T. King  
Thomas D. King, Jr.  
Muriel C. Lighter  
Kapi'olani K. Marignoli  
Beatrice C. McKinney  
Ruby L. Montgomery  
Alicia S. Morris  
Ronald L. Olson  
M. Blair Paterson  
Gail S. Peterson  
Alice K. Robinson  
Patricia W. Sheehan  
Alice K. Shingle  
James C. Shingle  
Cynthia K. Sorenson  
David S. Staub  
Jonathan E. Staub  
Jonathan R. Sutherland  
Gaylord H. Wilcox

**Contributing Donors**

Mahalo to the following contributors who made donations to the Campbell Family Foundation in 2010:

Elizabeth Doane Hare  
Van C. Hare IV  
Dorna M. Robinson  
Priscilla Sorenson Witt



Surfrider Spirit Sessions

# 2010 GRANT APPLICATION PROCEDURE

## Policies

The Foundation will only consider requests from organizations which qualify as non-profit, tax-exempt "public charities" under Section 501(c)(3) and 170(b) of the Internal Revenue Code.

## Grant Guidelines

The Foundation supports projects in the following areas:

- Youth** Programs that address the challenges of young people.
- Education** Support for public schools, early childhood education and environmental stewardship.
- Hawaiian** Support for programs that promote values and the health and welfare of Hawaiians.

Priority is given to programs located in or serving communities in the following areas of West O'ahu: Ewa/Ewa Beach, Kapolei, Makakilo and the Wai'anae Coast.

The following types of requests are eligible for consideration:

- Support for special projects that are not part of an organization's ongoing operations.
- Program support when unforeseen circumstances have affected the financial base of an organization.
- Financial assistance to purchase items such as office equipment and to fund minor repairs and renovations.

The Foundation will not consider funding for: individuals, endowments, sectarian or religious programs, loans, political activities or highly technical research projects.

Requests from previous grantees will be evaluated competitively with other requests. Only one request per organization will ordinarily be considered in a calendar year. Funds are usually not committed for more than one year at a time.

## Applying for a Grant

*Previous grantees must submit final reports before applying for new funding.*

To apply for a grant, summarize the following information in a two- to three-page proposal letter:

- The nature and purpose of your organization.
- The objectives of your program. Please include the grant amount requested and the proposed use of funds.
- A brief outline on how you plan to accomplish your objectives.
- A statement of a community problem, need or opportunity that this project will address.
- The duration for which Foundation funds are needed.
- Other sources of funding currently being sought and future funding sources.
- Methods used to measure the program's effectiveness.

In addition to the proposal letter, submit a copy of the following:

- Internal Revenue Service notification of tax-exempt status.
- Most recent annual financial statement.
- List of the current Board of Directors.
- The project's proposed budget.

*We require only one (1) copy of your complete grant proposal package.*

## Written Report

If your grant is approved, the Foundation will require:

- A formal acknowledgment of receipt of the contribution.
- A written report summarizing the outcome of the project.

## Application Deadlines

Your grant application must be postmarked by:  
February 1 for the April/May meeting;  
August 1 for the October/November meeting.

## Where to Send Your Grant Proposal

The Board of Directors  
The James & Abigail Campbell Family Foundation  
James Campbell Building, Suite 200  
1001 Kamokila Boulevard  
Kapolei, Hawai'i 96707

## For More Information

These guidelines are also available online at this link:  
[campbellfamilyfoundation.org](http://campbellfamilyfoundation.org)

### Or contact:

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2nd Annual Lauhoe O Lanikuhonua Canoe Festival

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