

2015 ANNUAL REPORT

James & Abigail Campbell Family Foundation



DISCOVERING THEIR WORLD



James Campbell
1826-1900



Abigail Kuaihelani
Maipinepine Campbell
1859-1908

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.

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 \$21,152,716.52 million (unaudited).

James & Abigail Campbell Family Foundation Board
of Directors

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DISCOVERING THEIR WORLD



*“Your work is to discover your world
and then with all your heart
give yourself to it.” – Buddha*

For many young people, the world is a place of limited horizons and undiscovered potential. In 2015, the James & Abigail Campbell Family Foundation opened many windows of opportunity for our local children and their families in low-income and under-served communities in West O’ahu.

With carefully targeted grants totaling \$748,200, the Foundation focused its giving on education, Hawaiian culture, youth, and healthcare. These grants reflect the Foundation’s belief that for children to reach their fullest potential, resources must support the development of the whole child, and in particular, the cultural essence of who they are and where they come from. This allows them to discover their sense of place in the world.

In this report, we highlight three grants that speak very much to the heart of our youth: The Hawai’i Arts Alliance’s Turnaround Arts program, which helps students find their voices through art and music; the Hawaii Children’s Foundation that engages middle school students in expressing themselves through digital media; and Ulu A’e Learning Center, a culture-based program that connects young people with their history and culture and includes the stewardship of sacred cultural sites.

All of this is possible because of the support and generosity of our core contributors, the Campbell Family. We also thank our other contributors who have supported our work over the years. With your continued help, we will remain steadfast in our efforts to open up more windows to the world for all our youth.

With Aloha & Mahalo,
Wendy B. Crabb
President

TURNING AROUND LIVES



*E hō mai
Ka 'ike mai luna mai e
Grant us the knowledge from
above*

*'O na mea huna no'eau
'O na mele e
Concerning all the wisdom of
songs*

*E hō mai,
E hō mai,
E hō mai
Grant, grant, grant us these things*

Nine youngsters wearing smiles, bright blue aloha shirts and kukui nut lei performed this traditional Hawaiian chant or oli to open the White House Turnaround Arts Talent Show on May 25, 2016. Then they performed the song by and with Turnaround Artist mentor Paula Fuga, “Just a Little Bit” through ukulele, singing and hula. The young performers, who were from three O’ahu schools – Kalihi Kai Elementary, Kamaile Academy PCS and Wai’anae Elementary schools – were selected to open the event. They were joined by students from nearly 30 Turnaround Arts schools from eight other states in this hour-long talent show hosted by First Lady Michelle Obama. The Hawai’i schools joined the program in 2015, and are three of 68 Turnaround Arts schools in 15 states and the District of Columbia. Hawai’i Arts Alliance and the Hawaii Department of Education are the local program partners for Turnaround Arts Hawai’i.



Turnaround artists Jack Johnson (left) and Alfre Woodard (above) mentor students at Wai’anae Elementary School and Kamaile Academy PCS.

Turnaround Arts impacts learning

The mission behind Turnaround Arts is more than nurturing creative talent. It’s a signature program of the President’s Committee on the Arts and the Humanities aimed at helping high-need, low performing schools to close the achievement gap through the arts. The program started in 2012 as a pilot program to test the 2011 findings of the President’s Commission report titled *Reinvesting in Arts Education: Winning America’s Future Through Creative Schools*. Research on the pilot program showed a marked improvement in reading (an average 12.6 percent) and math (22.5 percent) proficiency

– more than similar schools not using the arts. It also showed that attendance increased and suspensions decreased significantly.

“The arts are central to who we are as a people, and they are central to the success of our kids. This is not an afterthought,” said President Obama. “This is not something you do because it’s kind of nice to do. It is necessary for these young people to succeed that we promote the arts.”

The arts are integrated in the curriculum

Behind the scenes of this showcase event was a lot of hard work. The schools are using innovative arts, dance, theater and music programs, arts integration across subject areas, arts resources, musical instruments, and high profile artist mentors (Jack Johnson, Jake Shimabukuro and Alfie Woodard in Hawai'i schools) to help address broader school challenges faced by these high-need low performance schools.

Nationally, Turnaround Arts is made possible by a partnership of government agencies, non-profits, and corporate and private donations. Turnaround Arts Hawai'i is funded by numerous foundations, organizations and individual donors. The James & Abigail Campbell Family Foundation is a major donor with a \$150,000 multi-year grant.

“The Turnaround Arts Hawai'i approach uses the arts as a learning strategy to enhance the well-being and growth of all students academically, socially, emotionally and physically. It has had a dramatic impact on our principals, teachers and schools,” said Marilyn Cristofori, Chief Executive Officer, Hawai'i Arts Alliance

“The multi-year support from the Campbell Family Foundation has benefitted the students tremendously. We are so grateful for this important support.” »

(From top) First Lady Michelle Obama hosts the White House Talent Show, which opened with an oli and hula by Hawai'i students. Jack Johnson and Paula Fuga sing with Kamaile Academy students, while Jake Shimabukuro leads a ukulele class at Kalihi Kai Elementary School.





A GOOD HANDSHAKE



A GOOD HANDSHAKE



Believe it or not, finding yourself can start with a good handshake. This was the case at the Hawaii Children's Foundation first pilot program for its after school Media Academy in 2013. When the teachers and media professionals introduced themselves to each student with a handshake, one young girl could not shake hands without laughing nervously and uncontrollably. She never did succeed in pulling it off. It was while the class was researching the topic of bullying for their team's video that they learned that she was one of the school's biggest bullies. By the end of the semester, her team's video, "Bullies Go to Jail, Don't Be a Bully," was one of the most gripping. On the last day of class, the girl approached media professional Michelle Garcia, looked her in the eyes, shook her hand and said, "I just want to say 'thank you.' Thank you for taking the time to care and for believing in me. I wasn't a very nice person before class, but I'm different now."

Kapolei Middle School Media Academy

Perhaps not all the stories are as dramatic, but it encapsulates the spirit of what the 2015 – 2016 after school Media Academy at Kapolei Middle School hoped to achieve with the help of a \$25,000 Campbell Family Foundation grant that covered two semesters.

The program's goal was to help students learn leadership and teamwork through the production of a public service announcement. Media professionals including Garcia worked with teachers to develop the curriculum and offered practical advice from their experience in the industry. Then teams of students went through the entire video production process from research, designing a storyboard, constructing a set complete with lights and green screen, filming and editing the final cut. At the end of each session, the teams presented their PSAs covering topics such as bullying, staying healthy and drug abuse.

Media kids shine

How successful was the Kapolei Middle School Media Academy? The students have become so proficient that a vice principal commissioned the "media kids" to make a documentary about "Visible Learning," a set of new learning strategies the school is implementing. And one of the crews took the grand prize in the Olelo Youth Xchange Video Competition for a short file entitled "Bully Boyfriend."

Besides the skills they learned, Kapolei Middle School teacher Nicholas Delzotto said the Media Academy also impacted students on a deeper level.



Students creating their videos in the after school Media Academy at Kapolei Middle School.

"They learned a lot about themselves and how they each can uniquely contribute to a team," said Delzotto. "As they worked through the process of creating their videos, they learned how to communicate their ideas and give voice to issues important to them. Students that have been through the program display confidence and a growth mindset that is sure to bring them more success in their futures wherever their paths may take them." ❧

HO'OMAKAUKAU IHO



HO'OMAKAUKAU IHO

Ho'omakaukau iho or preparing students to learn is the key to cultural learning, according to Ulu A'e Learning Center's After School program founder and executive director, Miki'ala Lidstone. While it refers to the practice of stretching and rhythmic counting to clear students' minds before they proceed with actual learning, it could be said that it's a way of bringing them to a place where they are open to discovering themselves through an experience of their culture.

With the help of a \$20,000 Campbell Family Foundation grant, Ulu A'e's after school program at Kapolei Middle School and Mauka Lani Elementary are doing just that. During the eight sessions, students are exposed to cultural practices like hula, chant, Hawaiian language, ukulele, music, native art, and health and fitness. Then at the end of the sessions, they present what they learned to family and friends in a ho'ike.

Hula and Mele

This is no mean feat, as 90 percent of the students had little or no hula background. Chanting was an even greater challenge. With no knowledge of the language, they were reluctant to utter Hawaiian words for fear of making a mistake. In time, they were chanting with confidence. While they learn hula and chant, they are also exposed to the history of the mele and the meaning of Hawaiian words and phrases related to the chant.

Place-based learning

Because many of the students are not aware of the cultural treasures in their community and their connection to the history of the area, an important part of their learning is visiting and



Ulu A'e Learning Center students learn about the Hawaiian culture (top and lower left), as well as caring for the aina (lower right)

caring for some of the sites, including the Kalaeloa Heritage Park, Palehua, Lanikuhonua, and Pu'u 'o Kapolei.

This exposure also creates a connection between kanaka (person) and 'aina (land) so deep that it leads to a sense of stewardship and love of the community. Such was the case when Ulu 'Ae undertook the clean up of Pu'u 'o Kapolei, which had been severely vandalized - graffiti, destruction of sprinklers, litter, abandoned bulk trash and homeless encampments. Students joined community volunteers in a massive clean up, after which they chanted and danced for the restored

area. This prepared the way for a rededication of the Pa Hula at the Pu'u as part of the preparation for the first Kapu'uola Culture and Hula Festival, which is slated to take place next year.

“Our mission is to empower and enrich the lives of our young people through programs that develop skills, build confidence and promote healthy relationships based on Hawaiian values and customs,” said Lidstone. “We are grateful for this generous grant from the Campbell Family Foundation, which is so committed to supporting our shared Hawaiian culture.” »



EDUCATION

Hawaii Children's Foundation	\$	25,000
Kapolei High School		8,000
Reading is Fundamental		13,000
Read to Me International		13,000
Teach for America–Hawai'i		50,000
University of Hawai'i Foundation		30,000
<i>New Multi-Year Education Grant</i>		
Hawai'i Arts Alliance		50,000
<i>(1st of 3 equal payments)</i>		
Subtotal	\$	189,000

HAWAIIAN

Lanikuhonua		
2015 Hula Festival	\$	21,000
2016 Hula Festival		20,000
Kupuna Program		15,000
Middle School		
Hawaiian Cultural Program		3,200
Ulu A'e Learning Center		20,000
Subtotal	\$	79,200

OTHER GRANTS

Aloha Harvest	\$	30,000
Boys & Girls Club of Hawaii		50,000
Subtotal	\$	80,000

MULTI-YEAR GRANTS

Polynesian Voyaging Society	\$	100,000
(3rd of 5 equal payments)		
The Queen's Medical Center –		
West O'ahu (2nd of 5 equal payments)		200,000
Waianae Coast Comprehensive		
Health Center		100,000
(4th of 5 equal payments)		
Subtotal	\$	400,000

TOTAL	\$	748,200
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**James & Abigail Campbell Family
Foundation 2015 Members**

Georgina J. Allred
Suzanne M. Avina
Wendy B. Crabb
Kaione Crabb
Kaiwi Crabb
Kristin A. Crabb
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G.J. Liloa Willard
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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

Or contact:

D. Keola Lloyd
E-mail: keolal@jamescampbell.com



James & Abigail Campbell Family Foundation 2015 Annual report

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