



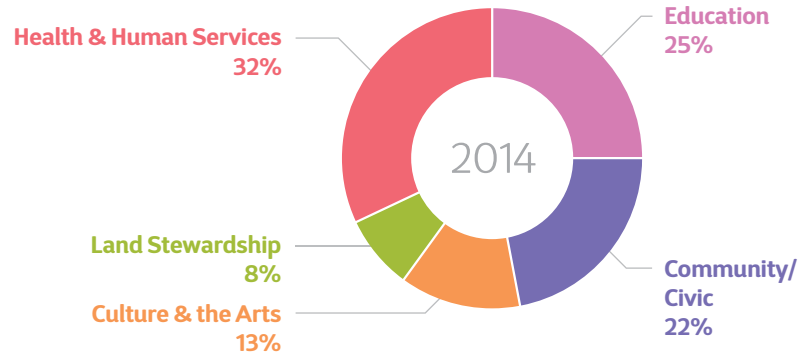
# CELEBRATING OUR COMMUNITIES



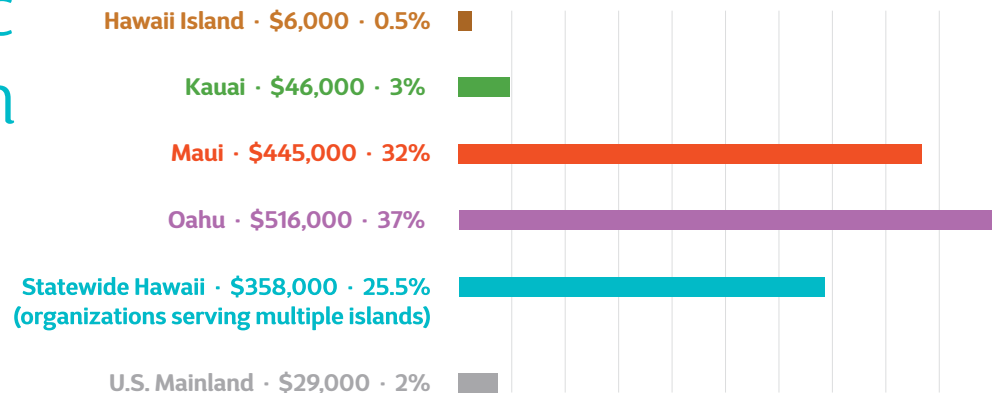
ALEXANDER & BALDWIN, INC. REVIEW OF GIVING | 2014

In 2014, Alexander & Baldwin's Kokua Giving contributions totaled **\$1.4 million** to 360 organizations.

## Program Distribution



## Geographic Distribution



## MESSAGE FROM THE CHAIR



## Celebrating our Communities

In 2014, change continued at Alexander & Baldwin as we broadened and deepened our business activities across Hawaii. Consistent with our community legacy that reaches back 145 years, we expanded our charitable footprint as well. We welcomed the communities of Kailua and West Oahu with new giving programs, and intensified our support on Maui with the launch of the HC&S Community Initiative.

In 2014, our company's community investments totaled \$1.4 million to 360 organizations.

A&B's Kokua Giving Program contributed \$1,000,000 throughout the Islands to organizations whose services fall into five general categories: health & human services, education, community, culture & the arts and land stewardship. In addition, \$100,000 was committed to fund the new HC&S Community Initiative – an innovative, community-directed approach to grant-making. Grace Pacific's charitable giving, including its annual scholarship program and other contributions, added up to nearly \$180,000. And, A&B extended a generous helping hand to Kailua Town with \$100,000 in grants, services and sponsorships that supported traditional community events and new activities to enrich the lives of Windward Oahu residents.

As always, we are extremely proud of the personal generosity of our 1,500 employees, who are dedicated supporters of their island United Ways and other local charities of choice, providing personal cash donations and volunteer service in their communities.

This 2014 Review of Giving celebrates our communities across Hawaii, island-by-island, with an overview of our philanthropic activities and stories about some of the lives touched by A&B's charitable giving. We hope you enjoy this report.

Sincerely,

A handwritten signature in black ink, appearing to read 'Meredith J. Ching'.

Meredith J. Ching  
Chair  
Alexander & Baldwin Kokua Giving



For expanded overviews and video stories, go to the Corporate Responsibility tab at the A&B website: [www.alexanderbaldwin.com](http://www.alexanderbaldwin.com)

## Safety Selfies Support Maui's Youth

With its "Play Hard. Play Safe!" contest, HC&S and East Maui Irrigation challenged Maui youth centers and their members to find creative ways to use 'selfie' photos to encourage Maui's keiki to engage in fun activities and stay out of irrigation ditches and off cane-haul roads. Each center received \$250 for participating in the contest, along with branded trucker hats to use as photo props, with prize monies ranging from \$250 to \$3,000 for winning entries in 18 categories.

Winners were chosen by the public, who were invited to vote for their favorite photos on the HC&S website, and by a panel of local judges, including Maui's mayor, who selected other winning images in various categories.

A total of \$13,000 was donated by the company to seven youth centers across Maui, with the Hana Youth Center capturing top honors with three winning selfies, including the Viewers' Favorite. Hana Youth Center will use the \$4,500 in prize money toward the purchase of a new van for the club. Each participating youth center also took home copies of a calendar displaying all 60 entries, to share with families and sell as a fundraising tool.

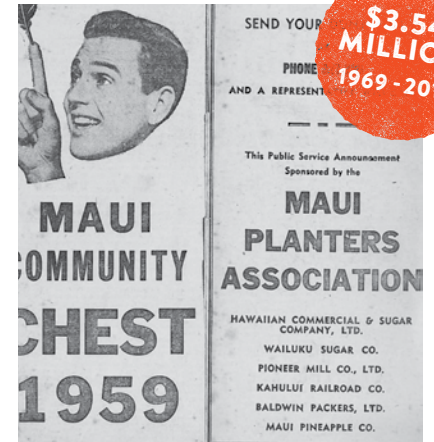


■ The "Play Hard. Play Safe!" photo contest challenged Maui youth to capture fun and safe activities.

## COMMUNITY

### Maui United Way

Every day, Maui United Way focuses on the building blocks of life – quality education, stable income for local families and good health – by supporting the vital needs of 41 health and human service programs on the island.



■ A 1959 ad solicits support for Maui Community Chest, today's Maui United Way, sponsored in part by HC&S.

Since 1969, A&B and its employees have led the way as Maui United Way's largest contributor, accounting for roughly 15-16% of MUW's Annual Campaign revenue. Generous A&B employees add to a \$100,000 company grant with total employee donations averaging \$58,000 annually, ensuring continued care for those in need, from keiki to kupuna.



**Total personal giving by A&B's Maui employees averages \$58,000 annually**

## HC&S \$100,000 COMMUNITY INVESTMENT

HC&S demonstrated its long-standing commitment to the Maui community in an exciting new way last year. The **HC&S Community Initiative**, a grant-making effort guided and directed by Maui residents to address community priorities, funded the innovative programs of 16 nonprofits and community groups.

Here is how three programs were impacted by these grants.

### HC&S COMMUNITY INITIATIVE Paddling with a Purpose

The Mana'olana Pink Paddlers are helping cancer survivors regain their health one stroke at a time.

Established in 2006 to reach out to breast cancer survivors, the Kihei, Maui-based canoe club now welcomes all who have been stricken by cancer or impacted by the disease. Paddling an outrigger canoe is a daunting challenge for some. A \$5,700 HC&S Community Initiative grant gave Mana'olana the boost it needed to acquire two used canoes and convert them into a double-hulled canoe that provides a steadier paddling experience.

The new double-monikered boat, *Lokomaika'i* and *Lokahi*, not only makes the club more financially sustainable, but it's the only way that some of the frail or timid members will get out on the water.



■ Mana'olana Pink Paddlers' refurbished double-hulled canoe, painted in "club pink".

“It's a beautiful journey watching our members grow in strength and tenacity for life through paddling.”

- Mary Dungans  
President, Mana'olana Pink Paddlers

### COMMUNITY

## Molokai's Friendly Isle United Fund

For over 25 years, A&B has been a consistent supporter of Molokai Community Service Council's Friendly Isle United Fund. A&B's \$1,500 contribution in 2014 helped MCSC reach its \$50,000 annual goal, which in turn **benefited 30 nonprofits across the island**. These organizations, selected by a committee of four Molokai community members and one MCSC board member, each received up to \$1,500.

## HC&S COMMUNITY INITIATIVE

### Touching Lives through Technology

For more than four decades, Maui Adult Day Care Centers have been a source of support for kupuna and their families. Through five centers across the island, the nonprofit provides nutritious meals, therapeutic programs and stimulating social activities for frail or mentally challenged seniors. Ninety-five percent of them have Alzheimer's disease or other forms of dementia.

Last year, a \$12,500 HC&S Community Initiative grant enabled the organization to purchase 25 iPads whose simple, touch-screen technology has brought an exciting, new dimension to MADCC's program. Numerous apps are available for those in varying stages of memory loss. Simple programs with pictures, colors or music help reduce the restlessness and anxiety that often accompany dementia. Higher functioning individuals further benefit from memory games and other brain-strengthening programs that are accessible on the iPads.

“We're seeing results and are very thankful for the support that's been given to us.”

- Sandy Freeman  
Executive Director, Maui Adult Day  
Care Centers



■ Through a 2014 HC&S grant, seniors across Maui are realizing the benefits of new iPads and specially-designed, senior-focused apps.

### Making Music Matter

Every Thursday evening at Keolahou Church in Kihei, up to 100 people join the free 'ukulele lesson cum jam session with Jarret "Kumu Kealoha" Delos Santos. They don't play anything fancy, just simple, traditional Hawaiian songs 'from the heart,' says Delos Santos, whose full-time job is general manager of the Kamaole Sands condominium.

The Maui native has played the 'ukulele since his youth, but it wasn't until he played for his mother following her stroke that he saw the deep impact of Hawaiian music. He began offering the free lessons in 2008, and soon 808Ukejams was born.

With its \$3,500 HC&S Community Initiative grant 808Ukejams was able to purchase three 'ukuleles for winners of its annual essay contest for kids and another ten ukes for a new music program for at-risk youth.

“It's really uplifting to know that others believe in us and the difference we are making through 'ukulele music.”

- Jarret Delos Santos  
Founder, 808Ukejams

ON  
KAUAI

## Farm Fair Goes Green

For the last 15 years, A&B has sponsored the Kauai County Farm Bureau's Farm Fair, one of the largest family events on the island. In 2014, Farm Fair food booth vendors went "green" by committing to use compostable food ware to reduce waste from the four-day community event held at Vidinha Stadium. In conjunction with other Earth-friendly efforts such as conversion to CFL lighting and HI-5 containers, cardboard and oil recycling, the Farm Bureau Board strives to reduce fair waste by 20%. New waste stations were manned by volunteers to help fairgoers separate their compostable waste and recycle or dispose of their refuse.

In addition to annual carnival indulgences and food booth favorites, vendors made an effort to offer new healthy choices and more fresh, locally grown items.

Farmers have a great understanding of natural resources and their value. The Fair's 'Zero Waste' initiative reduced waste going to into the landfill and helps conserve resources to grow crops.

- Jerry Ornellas

Vice President, Kauai County Farm Bureau

15  
YEARS



■ The Kauai County Farm Bureau Fair raises funds to support agriculture and farming on the Garden Island.

ON  
THE BIG ISLAND

## Neighbors Helping Neighbors

In the aftermath of Tropical Storm Iselle in August 2014, Habitat for Humanity West Hawaii worked as part of a group of service agencies to assist with the recovery efforts in Puna, overseeing repairs to severely damaged homes. Due to thousands of fallen Albizia trees, however, it took three days for support agencies to access the hardest hit areas.

Isolated by the fallen trees and concerned for his elderly neighbors, A&B Fleet Services employee and Puna resident Alan Gonsalves and his sons Adam and Anthony immediately joined the clean-up and aid effort. For five days, the Gonsalves family worked alongside neighbors to cut fallen trees and clear roadways for emergency services vehicles and delivered ice and water to elderly residents unable to leave their homes.

**An A&B grant supported rebuilding homes hardest hit by the 2014 tropical storm.**

“Probably the most heartwarming of all, neighbors shared the few generators they had to cook and share food.”

- Isobel Donovan

Resource Development Director, Habitat for Humanity

ON  
OAHU

## Honoring Outstanding Keiki

Since 1997, Grace Pacific's Outstanding Keiki Awards program has put a spotlight on exceptional fifth-grade students from Kapolei-Makakilo area schools.

In 2014, the program honored 80 deserving youngsters chosen by their teachers for academic performance, leadership and citizenship. The honorees were hosted for a full day of fun fueled by breakfast at Kapolei Middle School and followed by a day of hiking, swimming and team-building activities at Camp Timberline and an awards dinner. These Outstanding Keiki will be eligible for Grace Pacific scholarships when they become high school seniors.

**Over the years, the company has recognized nearly 1,300 fifth-graders and awarded \$137,500 in scholarships.**



1,300  
5<sup>TH</sup> GRADERS  
AWARDED

■ (Top) The hard-working Outstanding Keiki prove they can play hard, too. (Bottom) In 2021, these students will be eligible for scholarships to further their education through the Grace Pacific Scholarship program.





■ Kailua residents enjoy a concert at Kailua District Park, the first full orchestra concert on the Windward side in 20 years.

## Music-Making in Kailua Town

A&B has immersed itself in the Kailua community by supporting many of Kailua Town's long-standing traditions and events as well as extending its support in new ways.

The Hawaii Symphony Orchestra made its Kailua Town debut in May 2014, treating over 1,200 residents to a free outdoor concert presented by Kailua Chamber of Commerce and sponsored by Alexander & Baldwin.

Internationally acclaimed violinist and HSO concertmaster Ignace "Iggy" Jang was the featured musician at this well-attended event that brought families with blankets and picnic dinners to the lawn at Kailua District Park.

“The feedback from the Kailua community was magnificent. When the military members were asked to stand, tears flowed and hearts were touched. It was a magical evening.”

- Cynthia Manley  
President, Kailua Chamber of Commerce

### EDUCATION

## McKinley High School Endowment

In 1995, upon the retirement of the company's top executive, Robert J. "Bobby" Pfeiffer, A&B endowed a scholarship in his honor at his alma mater—McKinley High School in Honolulu. Made to the McKinley High School Foundation, at the time, the \$100,000 gift was the largest donation to any Hawaii public school foundation. A 1937 McKinley graduate, Pfeiffer earned a reputation for leadership in charitable and community causes over the course of his 58-year maritime and business career.

The scholarship has supported one high school student each year for the last twenty years. In 2014, A&B and Matson augmented the endowment with a combined \$25,000 grant to ensure continued opportunities for McKinley's brightest college-bound students.



■ The scholarship honors the legacy of A&B's former CEO, community leader and McKinley alumnus, Bobby Pfeiffer.

STATE  
WIDE



## Land Stewardship for Future Generations

Through its hands-on, in the field educational efforts, Hawaii Nature Center teaches keiki as young as five years old to respect, appreciate and preserve Hawaii's exquisite environment. For a quarter of a century, via grant support and committed employee involvement on their volunteer board of directors, A&B has supported Hawaii Nature Center's outdoor educational programs for school children and families on Oahu and Maui.



■ Designed to meet D.O.E. standards and promote wise stewardship of our islands, programs like Cycles in Nature and Forest Encounters encourage keiki to experience and appreciate nature. Photo courtesy of Darren Miller Photography.

### HUMAN SERVICES

## A 25-Year Commitment to Families

A&B was the recipient of the prestigious 2014 Franklin Delano Roosevelt Award for Distinguished Community Service, presented by the March of Dimes Hawaii Chapter at its annual Governor's Ball. The award recognizes local companies for their long time support of the March of Dimes and the community. Over the past 25 years, A&B has donated more than \$100,000 to March of Dimes.

The 2014 Governor's Ball raised \$684,000 to support the organization's efforts in preventing birth defects and helping families of premature babies.

### MILESTONES IN GIVING

Over the last century, A&B has established lasting partnerships with diverse charities throughout the state. In 2014, we celebrated several milestone 'anniversaries':

**50**  
YEARS

#### Junior Achievement of Hawaii, Oahu

Inspiring and preparing young people to succeed in a global economy.  
First grant: 1964 · Total giving: \$184,000

**40**  
YEARS

#### Hawaii Opera Theatre, Statewide

Conducting a nationally recognized education outreach program that reaches more than 25,000 students on Oahu and Neighbor Islands annually.  
First grant: 1974 · Total giving: \$528,000

**25**  
YEARS

#### Hawaii Nature Center, Oahu & Maui

Fostering awareness, appreciation and understanding of Hawaii's environment and encouraging wise stewardship of the Hawaiian Islands by educating children with an interactive and immersive approach.  
First grant: 1989 · Total giving: \$263,000

**15**  
YEARS

#### Helping Hands Hawaii, Statewide

Strengthening our community by enhancing the quality of people's lives through the delivery of goods and services to those in need.  
First grant: 1999 · Total giving: \$140,000

**5**  
YEARS

#### Hawaii Construction Career Days, Oahu, Maui & Big Island

Exposing local youth to the career opportunities available in Hawaii's construction industry.  
First grant: 2009 · Total giving: \$8,000 + hauling and trucking services

## The Heart of A&B: Our Employees

Each year, A&B's 1,500-plus employees enrich their communities through countless hours of volunteer time, leadership roles and thousands of dollars in personal donations to numerous charitable causes.

“Volunteering for Girl Scouts of Hawaii creates memorable bonding time for my daughter and me but more importantly provides her with the necessary leadership skills that she will need throughout her life.”

- Janet Hong  
Alexander & Baldwin, Inc. - Oahu



■ Janet and her daughter, Jamie, gear up for the 2014 cookie season.



■ Trinette collaborates with Claudia Shay, Executive Director of Self-Help Housing Corporation of Hawaii.

“Seeing the pride and joy of low-income families becoming homeowners in Hawaii is the reason why I serve as a board member of the Self Help Housing Corporation.”

- Trinette Kauai  
A&B Properties - Kauai

“The Boy Scouts provide a unique and special service to our community, providing character education in an environment of high adventure and fun. I'm proud to be a part of that mission.”

- Grant Chun  
A&B Properties - Maui



■ Grant presents a check to Robert Nakagawa of the Boy Scouts of America - Maui County Council.



**A&B PROPERTIES**  
**GRACE PACIFIC**  
**HC&S**  
**A&B FLEET SERVICES**  
**KAHULUI TRUCKING & STORAGE**  
**MAUI BRAND SUGAR**  
**MCBRYDE RESOURCES**  
**EAST MAUI IRRIGATION**



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A&B Kokua Giving is a charitable contributions program conducted by Alexander & Baldwin, Inc. on behalf of its operating companies (see listing on left) utilizing funds allocated from the company's profitable business activities.

#### **OUR PRIORITIES**

The Program's objective is to improve the quality of life in communities where A&B companies operate and where our employees reside. Within these areas, our priorities are to support organizations and projects that address significant and/or high priority community needs; have a nexus to A&B's business activities and/or employees; and have the proven support of the community.

Focused on Hawaii charities, the Program works to support communities through broad-based giving for—but not limited to—health and human services, education, community, culture and the arts, agriculture and farming, and the environment.

#### **APPLICATION FORM AND ADDITIONAL INFORMATION**

Website: [alexanderbaldwin.com](http://alexanderbaldwin.com)  
Phone: 808.525.6642  
Email: [giving@abinc.com](mailto:giving@abinc.com)



**For expanded overviews and video stories, go to the corporate responsibility section of the A&B website ([www.alexanderbaldwin.com](http://www.alexanderbaldwin.com)).**

■ On the cover: The Mana'olana Pink Paddlers outrigger canoe club was the recipient of a 2014 HC&S Community Initiative grant. The club, founded in 2006 to provide ocean experiences to breast cancer survivors, used the funds to build a double-hulled canoe, which it launched in the Fall of 2014. Photo courtesy of Matthew Thayer / The Maui News.