

2024

ALOHA UNITED WAY

PARTNER AGENCY RESOURCE GUIDE



Keoki

Elementary School Director



Mindy

Resource Recovery Specialist



Willie

Custodian

200 N. Vineyard Blvd. Suite 700
Honolulu, HI 96817
808-536-1951



OUR MISSION

Aloha United Way advances the health, education, and financial stability of every person in our community by bringing together resources, organizations and people.

We strive to improve lives by mobilizing the caring power of communities across Hawai'i to advance the common good. We all benefit when keiki succeed in school, when someone finds a job that will help provide for their 'ohana, or when more people can access quality, affordable health care.



We are a **RESOURCE**. We provide nonprofit organizations, policymakers, and other community members with important data, funds, opportunities, and information.

We are a **PARTNER**. Aloha United Way works closely with thousands of individuals across the islands. Our nonprofit partners receive fundraising, capacity-building, advocacy opportunities, and key marketing support to amplify their impact and message in the community.

We are a **CONNECTOR**. We connect people, partners, and resources around community issues and build the frameworks for collaboration.



KEY CONTACTS

Community Impact

Kayla Keehu-Alexander

Vice President
808-543-2263
kkeehu@auw.org

Sunshine Kuhia Smith

Nonprofit Relations Manager
808-543-2207
skuhiasmith@auw.org

Adam Reeder

Safety Net Manager
808-543-2206
areeder@auw.org

Melanie Kaaihue-Yoshida

Combined Federal Campaign/Volunteer
Coordinator
808-543-2232
melanie@auw.org

Elizabeth Maae

Administrative Assistant
808-543-2236
elizabeth@auw.org

Resource Development

Emmaly Calibraro

Vice President
808-543-2204
ecalibraro@auw.org

Grayce McCullough

Business Development Manager
808-543-2253
gmccullough@auw.org

Marketing

Aga Westfal-Conboy

Marketing and Communications Director
808-543-2201
aga@auw.org

2-1-1 Statewide Resource Helpline

Amy Higa

Database Curator
808-543-2249
211resources@auw.org





PARTNER AGENCY BENEFITS

As an Aloha United Way Partner Agency, you can access funding opportunities, events, organization growth opportunities, and AUW's network of donors, advocates, and volunteers. Your agency will receive greater public awareness, marketing opportunities, and access to new donors and clients. Learning and development opportunities mean you'll never stop growing and can help fulfill your mission. Partners must renew their application annually in September to continue receiving benefits.

Exclusive Funding

Workplace Giving Campaign

The Workplace Giving Campaign (WGC) helped raise over \$4 million in unrestricted funds for our partner agencies in 2023. **100% of the funds designated go directly to the agency.** Here's how it works:



- AUW's Resource Development team works with over 1,400 for-profit and non-profit businesses to hold a workplace campaign through payroll deductions and individual and corporate gifts.
- Donors can designate your agency to distribute their pledges using your agency's name, EIN, or **Designation Number.**
 - Donors can choose their payment options of direct gifts (one-time payments through cash, check or automatic transfer) or payroll deductions starting in January 2025.
 - If a donor leaves their workplace before their total pledge is fulfilled, agencies may not receive the full designated amount as reflected on reports.



YOU'RE INVITED

AUGUST RALLY DAY

The WGC officially kicks off in August and hundreds of AUW supporters line the streets in downtown Honolulu for a fun sign waving event. Our partners are invited to bring their team with banners, noise-makers, and shakas!



YOUR AGENCY'S DESIGNATION NUMBER

This unique number is used to identify your agency in AUW databases. It is published in all WGC marketing materials, available to thousands of potential donors, and on our website.

Here is how partners use the AUW logo and designation numbers to leverage their visibility as an AUW partner:

- Business cards
- Website
- Newsletters
- Email blasts
- Email signature lines
- Marketing collateral
- Banners
- Window clings (available on request)

Find your designation number on our website at www.auw.org/become-partner-agency.

- Designations made during the 2024 WGC are distributed the following year, beginning approximately January 2025. If your bank account information changes at any time, please contact Sunshine at skuhiasmith@auw.org to update it. Here is the anticipated schedule of payout deposits for 2024 AUW Partner Agency Partners:

Funds Collected Through	Anticipated Deposit
October 2024	January 2025
December 2024	March 2025
February 2025	May 2025
April 2025	July 2025
June 2025	September 2025
August 2025	November 2025
October 2025	January 2026
December 2025	March 2026

** Agencies are encouraged to acknowledge donors early and one time, thanking them for supporting your nonprofit organization and their participation in the Workplace Giving Campaign. AUW will distribute tax letters to all donors at the end of the year.

PARTNER AGENCY PORTAL

StratusLIVE, a customer relationship management (CRM) platform, powers Aloha United Way's Partner Agency Portal. The portal allows agencies to access donor and designation reports at any time. Multiple users are allowed to have a unique account. If your agency has multiple locations, you can connect your account to each location to access reports. To create an account, visit <https://auw.stratusliveportal.com>. Please allow an administrator at least one business day to approve your account before logging back in. Donor and designation reports through the **Workplace Giving Campaign** are the only reports reflected on the Agency Portal.



AUW's ALICE Initiative Funding



WHO IS ALICE?



ASSET LIMITED

ALICE has no safety net for emergencies



INCOME CONSTRAINED

ALICE's income falls short of basic necessities



EMPLOYED

ALICE is working, but can't afford the cost of living



2022-2024 ALICE COHORT GRANTEEES

Catholic Charities
Council for Native Hawaiian Advancement
Family Promise of Hawaii
Feed the Hunger Fund
Goodwill Hawaii
Hawaii Appleseed Center for Law & Economic Justice
Hawaii Children's Action Network
Hawaii HomeOwnership Center
Hawaiian Community Assets
IHS
INPEACE
KKV
Legal Aid Society of Hawaii
Parents and Children Together
RYSE
Waikiki Community Center

The AUW ALICE Fund is a dedicated funding source specifically designed to foster creative solutions, pilot programs, and non-profit innovation.

Aloha United Way has partnered with the Hawaii Community Foundation to fund the 2022-2024 ALICE Cohort. Over a three-year cycle, cohort members are collectively working to develop and implement impactful and scalable programs that help O'ahu's ALICE households.

The cohort works in two specific areas:

- Increasing access to safe and affordable housing
- Facilitating greater financial stability and increasing savings

ALICE funding is paid to grantees biannually in April and October.

Proposals for the next ALICE cohort for the grant cycle 2025-2027 open in Summer 2024

AUW Safety Net Initiative Funding



Each year, Aloha United Way provides Safety Net Funding to partner agencies working to provide basic human needs and support people in crisis.

Private donors and designations from the Workplace Giving Campaign provide funding for Safety Net grantees. Grantees are paid biannually in January and July.

The 2024-2025 Safety Net grantees provide programs which address five focus areas:

one

Disaster and Crisis

American National Red Cross

three

Homelessness and Shelter

Domestic Violence Action Center

Family Promise of Hawai'i

Hale Kipa

Honolulu Community Action Program

IHS, The Institute for Human Services

River of Life Mission

RYSE

The Mediation Center of the Pacific

United States Veterans Initiative

Women in Need (WIN)

Waianae Coast Comprehensive Center

Waikiki Health

two

Emergency Housing Assistance

Helping Hands Hawai'i

The Salvation Army

Waikiki Community Center

Waimanalo Health Center

four

Food Insecurity

Aloha Harvest

Boys & Girls Club of Hawai'i

Gregory House Programs

Hawai'i Foodbank

Hawai'i Meals on Wheels

St. Francis Healthcare Foundation of Hawai'i

Susannah Wesley Community Center

The Pantry by Feeding Hawai'i Together

Touch a Heart

YMCA of Honolulu

five

Health and Community Care

Guide Dogs of Hawai'i

Legal Aid Society of Hawai'i

Healthy Mothers Healthy Babies Coalition of Hawai'i

HUGS for Hawai'i's Seriously Ill Children and Their Families

Mental Health Kokua

PACT

Grantees are required to submit biannual reports. Proposals for the next grant cycle will begin Fall 2025.





Combined Federal Campaign

The Combined Federal Campaign (CFC) is an annual workplace fundraising campaign for Federal employees and retirees to support non-profits across the country and the world. It is the only authorized charitable solicitation in the Federal workforce and provides unrestricted funds to partner agencies who apply under the Aloha United Way Federation.

AUW supports partners through the application and listing process to ensure that information is accurate and submitted in a timely manner. CFC provides agencies with opportunities for charity fairs and speaking events on federal premises during the campaign. The application opens on December 1.



Partner agencies who are current 2023 CFC participants, the payment schedule is as follows:

Payment	Anticipated Deposit
1	April 2024
2	May 2024
3	June 2024
4	July 2024
5	August 2024
6	September 2024
7	October 2024
8	November 2024
9	December 2024
10	January 2025
11	February 2025
12	March 2025

Application Requirements

- Apply to participate at secure.login.gov using Aloha United Way's Federation Code 56123
- Upload the following documents:
 - IRS Form 990
 - Audited financial statement*
- Pay CFC application fee (\$177-\$208)**
- Charities that are approved for participation must pay a mandatory Listing Fee, which must be paid before the listing window closes. *
- A distribution fee may be assessed against pledges received should the application and listing fees not cover all the campaign costs. *
- The distribution fee will not be determined until after the end of the campaign.

*Required documents and fees are based on your charity type determined by the CFC. Fees may change.



GIVECFC.ORG

** 100% of fees collected go directly to the Combined Federal Campaign application. Aloha United Way does not charge Partner Agencies to apply for CFC funds.



Capacity Building



2-1-1 Resource Hotline

The 2-1-1 information and referral system connects people in need to available resources through our comprehensive database of health and human services. Our statewide service houses information for 1,400+ governmental and local nonprofit organizations and 4,000+ programs that provide services for basic needs (food, shelter, and clothing), job training, mental health assistance, education programs, child and kupuna care, and more.

Share this FREE resource with the community by:

- Adding your programs and services
 - Keep your agency, sites, and programs updated by logging into your account at <https://auw211.org/providers>.
- Request 2-1-1 support materials
 - Promotional posters and wallet cards are available at no cost.
- Refer clients to the Hawaii CARES, Substance Use Disorder Helpline
 - Dial 2-1-1 option 7
 - Text at (808) 808-1627
 - Web: <https://auw211.org/sud-care-coordination>



How to use 2-1-1

- Call 2-1-1 or local at 808-275-2000
 - A live and Hawaii resident voice is on the other end, familiar with the culture and needs of our communities in our state
- Text "Help" to 877-275-6569
- Search our resource database online at www.auw211.org
- Live Chat
 - 7 a.m.-10 p.m. 7 days a week
 - www.auw211.org
- Email at info211@auw.org
 - Please allow one business day for response



For 2-1-1- database assistance, contact the Database Curator, Amy Higa, at 211resources@auw.org.





Volunteer Hawaii

Volunteer Hawaii is Aloha United Way's online portal for volunteers and nonprofits to support our local community in posting and finding opportunities, events, and in-kind donation requests.

Powered by Get Connected by Galaxy Digital, the portal allows organizations to:

- Share the work you do
- Get the attention of interested volunteers
- Advertise events hosted on behalf of your organization
- Match your organization's in-kind requests with donations received by Aloha United Way

Create your agency account by visiting www.volunteerhawaii.org.



Holiday Wish List

Each winter, Aloha United Way publishes an online booklet listing Partner Agencies' needs for seasonal items and volunteers. The booklet is posted on our website and sent to corporate and individual donors and community groups looking to help organizations during the holiday season and beyond. Requests for submissions from Partner Agencies begin in October.

Kūkulu Switchboard@AUW



KŪKULU

The Kūkulu Switchboard was acquired by Aloha United Way in 2023. It was created during the pandemic to connect the community to resources through the online platform. Current users of Kūkulu Switchboard are philanthropists, foundations, donors, nonprofit and for-profit organizations and government entities.

- The platform is open to everyone for viewing and posting
- Posts are categorized as either an ASK or an OFFER, which can be for:
 - Funding
 - Volunteers
 - In-kind donations
 - Technical assistance
 - Potential partners

Visit www.kukulu.org to create an account.

*Kōkua aku, Kōkua mai
Ask for what you need,
offer what you have*



Communication, Exposure & Marketing

Community Impact Newsletter

The Aloha United Way's Community Impact Newsletter is published every Friday. It contains news, resources, and other opportunities available to all Partner Agencies, corporate doors, and other community supporters.

The newsletter is the **main communication** piece between AUW and Partner Agencies. It is highly encouraged that key people receive the newsletter for information about payouts, grant opportunities, and other important information about being a partner.

Subscribe by emailing impact@auw.org.

Advocacy

Advocacy is a key part of Aloha United Way's work to impact our community. By working collectively with nonprofit partners and across sectors, AUW aims to collaborate with policymakers to create positive change.

Our 2024 policy agenda is strategically aligned with advancing the health, education, and financial stability of our community in the following areas:

- ALICE
- Safety Net
- Nonprofit Sector Support

Share your news

We welcome Partner Agencies to contribute to our newsletter by submitting:

- Client success stories
- Free community events
- Featured in the news? Send us the link!
- Job openings or volunteer opportunities
- Free or low-cost trainings or webinars
- Grant or scholarship opportunities
- In-kind donations

Please provide pictures, flyers and information to Sunshine at skuhiasmith@auw.org.



Marketing and Media

Aloha United Way's Marketing Department works closely with our Partner Agencies to tell their stories, missions, and successes through the following:

- Social media channels (Facebook, Instagram, LinkedIn, X, formerly known as Twitter)
- Included on marketing collateral sent to our 1,400+ Workplace Giving Campaign business participants and their employees
- Features on AUW Workplace Giving Campaign videos and promotions
- Feature stories and events with print and broadcast media partners



Speaking Opportunities and Community Events

Speaking to potential supporters is one of the best ways to advance your mission in our community. WGC donors, sponsors, affinity group members, and AUW employees would like to hear what makes your organization unique, such as volunteer opportunities and programs that further our community's health, education, and financial mobility.

In addition to speaking engagements, nonprofit fairs and tabling events occur during the campaign season.

AUW invites Partner Agencies to speak at our weekly staff meetings. In-person or by Zoom, this is a great opportunity to share information about your organization with employees who work directly with businesses participating in our Workplace Giving Campaign, donors, corporate sponsors, and others.

Meetings are held on Wednesdays at 10 a.m. To secure a date, please contact Sunshine at skuhiasmith@auw.org.



Aloha United Way Affinity Groups

Aloha United Way has established leadership societies to connect like-minded individuals across our community to engage in philanthropy, exclusive events, and volunteer opportunities benefiting our Partner Agencies.



TOCQUEVILLE SOCIETY

Tocqueville Society donors contribute \$10,000 or more to AUW to support programs that respond to our community's most critical needs, starting with youth and their well-being.



SOCIETY OF YOUNG LEADERS

ALOHA UNITED WAY
GIVE. SERVE. LEARN.

The Society of Young Leaders is a remarkable group whose mission is to give, serve and learn to make a collective, positive impact in our community.

Through unique networking events and hands-on volunteering opportunities, members are able to leverage the power of Aloha United Way to connect, serve and grow, both personally and professionally.

ALOHA UNITED WAY WOMEN UNITED®

Women United® focuses on education, poverty prevention and safety net—the building blocks for a better life for women who have been leading the way for their communities.

By tackling the issues that matter most and empowering one another to leverage our passions, ideas, expertise, and resources, members of Women United work to transform the conditions in which people live.



MAHALO

TOGETHER, WE'RE MAKING A DIFFERENCE

Thank you for choosing to be a part of the Aloha United Way network of nonprofits. We recognize that the strength of our organization depends a great deal on the success of our partners. We are committed to helping you achieve that success and do all we can to make your partnership with Aloha United Way a rewarding experience.