



Our Story: What You See is What We Protect

The Outdoor Circle was founded in 1912 and has been Hawai‘i’s leading organization for protecting the beauty of Hawai‘i ever since.

Early Circle members are responsible for the planting of many of O‘ahu’s largest and most recognizable trees. We helped establish many urban green spaces including street trees, public parks, and gardens. The organization is perhaps best known for banning billboards throughout the islands in 1926. Throughout the years, The Circle has expanded its scope to include green space protection, view plane preservation, tree advocacy and many other issues that impact the quality of life for our residents and visitors.

The Circle is a grassroots membership organization and is widely known and appreciated throughout the islands as the “go to” organization for keeping Hawai‘i “clean, green and beautiful.” We support branches operating throughout the State of Hawai‘i, which work on issues and projects specific to the needs of their local communities. We encourage you to learn more about us and to become a member of one of the most powerful and rewarding organizations in Hawai‘i.

Over the last 109 years, The Outdoor Circle has advocated for responsible land use and development, while supporting projects that help to improve the quality of life in Hawai‘i’s communities. We are also active in government relations serving on numerous boards and task forces. When needed, The Outdoor Circle is willing to take legal action to protect the scenic environment.

Though we are best known for ridding the state of billboards, TOC engages in many activities to support its mission.

- Planting and protecting trees
- Protecting view planes and open space
- Preserving and protecting Hawai‘i’s natural, cultural and scenic resources
- Working to eliminate illegal and inappropriate signs and visual blight
- Educating the next generation of environmental stewards
- Advocating to place utility wires under ground
- Promoting and sponsoring community beautification

We accomplish this work with funding from a wide variety of sources, especially generous gifts from our members and donors. If you are interested in making a gift or bequest to support the work of The Circle, visit our website www.outdoorcircle.org or call our office at 808-593-0300.

Over 100 Years of Keeping Hawai‘i Clean, Green and Beautiful
