

THE OUTDOOR CIRCLE

Est. Honolulu, 1912

East Honolulu • Lani-Kailua • North Shore • Kane'ohe • Kona • Waikoloa • Waimea • Maui • Kaua'i



*Celebrating 100 years of keeping Hawai'i
clean, green, and beautiful for future generations*

ANNUAL REPORT

OCTOBER 2012 - SEPTEMBER 2013

A CENTURY-OLD COMMITMENT TO BEAUTIFUL

The Outdoor Circle was founded in Honolulu in 1912 by seven women inspired by the "City Beautiful" Movement and the tree-lined streets and public gardens common in European and U.S. cities. For more than 100 years, members of The Outdoor Circle beautified Hawai'i through direct civic engagement. They continue to successfully protect the islands from the visual blight of billboards, preserve culturally significant landscapes from destruction, improve recycling and curtail litter, and encourage state and county mechanisms for planting and protecting trees throughout the islands.

We recognize that we have a responsibility to past generations to continue their good work, as well as to future generations to engage in thoughtful planning and principled advocacy. We know that by planting and protecting trees, we enhance the quality of life for all of Hawai'i's residents.



The Circle plants first Monkeypod trees at Kaimuki High School



Proposed, 1930's

Members propose and plant Mahogany trees along Kalakaua Avenue



The Circle:
"Litter is
no Mynah
Mattah"

Auntie Litter & Mr. Mynah at schools
through Hawai'i in the 1970's



Actual, 2000's

CONFRONTING TODAY'S CHALLENGES

The Circle continues to work hard to keep Hawai'i clean, green, and beautiful. Aging trees and infrastructure, dilapidated public green-spaces, and new pressures to build throughout the islands demonstrates the need for The Circle to continue its mission of "keeping Hawai'i clean, green, and beautiful." We do this work because we feel the obligation to protect and enhance the island environment that keeps our families healthy and our souls nourished.

Last fiscal year, we celebrated our 100th anniversary by continuing the work of our predecessors. We planted new trees on every major Hawaiian Island, we actively engaged with public policymakers and developers to improve decisions made about our communities, and we reached out to children and adults to educate them about the importance of trees, good urban planning, and maintaining quality public parks and other green-spaces.

With the enthusiastic support of our Board, members, and staff, we launched our "Exceptional Tree Initiative" with the goal to protect those trees currently recognized as "exceptional," increase the number of recognized "exceptional" trees, and when necessary replant Exceptional Trees lost to disease and age.

We also engaged new technologies and techniques to fulfill our mission, including a new website and more use of social media. We also restructured our organization to be more effective and efficient with our limited charitable resources, and more responsive to members and their communities.



TREES PLANTED THROUGHOUT THE ISLANDS



East Honolulu plants 10 native Kou in Diamond Head State Park & Monument



Waikoloa plants 4 Jatrophas at Pu'u Nui park



North Shore honors Bill & Peggy Paty with White Shower trees at Kaiaka Bay Park



Waimea partners with eco-tours to maintain Ulu La'au public botanical garden

We strive for a greener, more beautiful Hawai'i because we recognize that beauty is a demonstration of health. A community with ample parks, playgrounds, trails, and forests maintained for the benefit of all residents is a healthier, vibrant, and more just community.

Globally, researchers have concluded that trees provide major public health benefits, including lower temperatures, cleaner air, and reduced stressed in urban residents.

The branches of the Circle bring these benefits -- as well as a little more beauty -- to their communities with tree plantings throughout the year, especially on Arbor Day.

This past year branches planted, protected, and gifted away over a thousand trees. These trees were planted in public parks, schools, in memory of loved ones, and in service of our natural environment.

Branches also regularly maintain public trees and landscaping regularly, like the bike path near Pupukea beach park on O'ahu, Ulu La'au Nature Park in Waimea on Hawai'i, and the traffic triangles and Exceptional Trees in Kailua on O'ahu.

EDUCATION THROUGH ACTION



Kane'ohe members enjoy educational tour of Waikalua Fishpond

Branches also work hard to educate members and the public about planting and protecting trees, sustainable gardening techniques, preventing the spread of invasive species, and preserving unique natural environments.



"Consult Arborist, Get Free Tree, Bag of Mulch" Education is focus of Kaua'i tree giveaway



Lani-Kailua members host annual "Learning to Grow" plant sale

"Complete Streets" demonstrated in Kaka'ako

Urban planners, designers, landscape architects, and dozens of advocacy groups worked for months to host a community educational event and two-week "Complete Streets" demonstration in downtown Honolulu. Volunteers shared information with residents about importance of well-planned, multi-modal transportation. They also collected data on traffic and pedestrian effects of parklets in place of parking, tree-lined streets, painted bike lanes, and turn-about. A special mahalo to Cindie Ogata, TOC's Education Committee Chair, who spearheaded our involvement in this project. She transformed this parking stall into a "parklet."



Community-based planning processes helped demonstrate a greener Kaka'ako



EDUCATING FOR TODAY & TOMORROW



Arbor Day planting at Waipahu High School



At Lani-Kailua's "Learning to Grow" program, inmates raise organic vegetables for their lunches



Recycled-tire gardens at a school in East Honolulu demonstrates the hydrologic cycle



Adult education table at "Hele On Kaka'ako"

Education is a cornerstone of the Circle's work throughout Hawai'i. We know that as people learn more about their environment they are more invested in caring for it. Our education program provides opportunities for adults and children.

Numerous studies demonstrate that outdoor education is key to a child's success in and out of the classroom. Children with access to greenspace and time for unstructured play outdoors are more creative, cooperative, self-aware, and demonstrate less aggression and more happiness (Burdette, 2005). They also suffer from less health challenges, like asthma.

Similarly, adults with easy access to public greenspaces -- regardless of income level -- are healthier (Mitchell, 2008). They are less likely to struggle with depression, obesity, cardiovascular disease, and other medical challenges. (Richardson, 2011).

Greenspaces also contribute to decreased crime and increased positive community cohesion. Greenspaces are essential to our keiki growing up strong and our kupuna aging well in-place.

PROTECTING OUR UNIQUE ENVIRONMENT

The Circle and its branches work hard to ensure imperiled natural resources are protected and restored. From beach park clean-ups to advocacy around proposed construction that may harm these resources, our members are committed to protecting the unique and irreplaceable resources of Hawai'i nei.



Kawainui Marsh benefits from the advocacy of Circle members

Kawainui Marsh on O'ahu

This area is the largest emergent wetland in Hawai'i. It is an ancient loko i'a (fishpond) and lo'i (taro terraces). This area also serves as the primary habitat for four of Hawai'i's endangered endemic waterbirds.

The Lani-Kailua branch has long advocated for the protection of this important natural public trust resource.

Thanks to the advocacy and educational outreach by LKOC members, Kawainui Marsh is now protected as a RAMSAR Wetland of International Importance, World Heritage Site, and National Wildlife Refuge. Over the years, LKOC members helped prevent the filling and paving of the marsh for a subdivision and an 88-acre shopping mall along its periphery.

Today, the marsh is threatened by a new development plan that could introduce a host of harmful human activities. LKOC, with support from the whole Circle, is advocating for managed human access to the marsh that facilitates cultural practices, education, and restoration, while not introducing new risks associated with large construction projects.

Kanaha Beach Park and Wetland Bird Sanctuary on Maui

The Maui branch of the Circle works in collaboration with the "Friends of Kanaha" to clean-up and protect the only wetland in Kihei. Increased commercial pressures along this shoreline together with new light industrial commercial uses inside the actual wetland pose significant risks to this delicate natural environment.

Maui members are advocating hard to prevent further degradation of Kanaha, while also actively helping to restore the wetland and educate the public about the importance of this area in Maui's history and ecology.



Maui members clean-up Kanaha

ADVOCATING FOR A BETTER HAWAI'I



The Circle has long engaged with public policymakers to help keep Hawai'i clean, green, and beautiful.

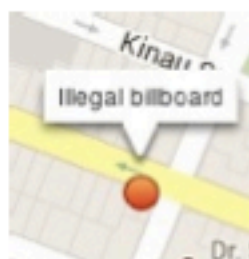
During the 2013 Legislative session, we worked with fellow advocates to successfully repeal

the "Public Lands Development Corporation," which sought broad exemptions from environmental requirements for development projects. We pushed for greater transparency in public boards, like the Hawai'i Community Development Authority.

Our advocacy at the County level secured greater protection of our shared public parks from commercial activities. We also successfully supported a collective effort to ban smoking at public parks and beaches.

New Technology Improves Sign Enforcement

Members on the North Shore are spearheading an effort to improve enforcement on illegal signage. In addition to public education and outreach, they are learning to use a new smartphone app for reporting concerns to county officials. "See, Click, Fix" allows the public to directly report concerns to agency officials using their phone. The report includes a pin on a map, description of the concern, and a picture. The public can also monitor the outcome of their reports using this new technology.



As Transit Project Proceeds, Consultations Save Trees

In an effort to protect trees from unnecessary removal, we regularly consult with agencies and private companies on their projects. With the greenlighting of the Rail Transit project in Honolulu, we have re-doubled our focus on tree consultations. The best example so far is the "Sam's Club" tree in Aiea. Our consistent consultation with Transit officials resulted in a slight re-alignment of the rail guideway to prevent removal of this majestic Monkeypod.



Consultations save trees, like this one

THE NEW "FULL CIRCLE" MEETING

For The Outdoor Circle, our members make the difference in the work we do. To better leverage our strength as a statewide membership organization, this year we hosted our first annual, all-member convention -- a new take on our previous Full Circle Meeting. In September 2013, we gathered members from every branch to meet on Maui. We discussed branch programs, learn about issues relevant to our mission, and most importantly, identify our statewide priorities for the up-coming year.



At this meeting, Circle members from every branch debated and decided on three statewide priorities:

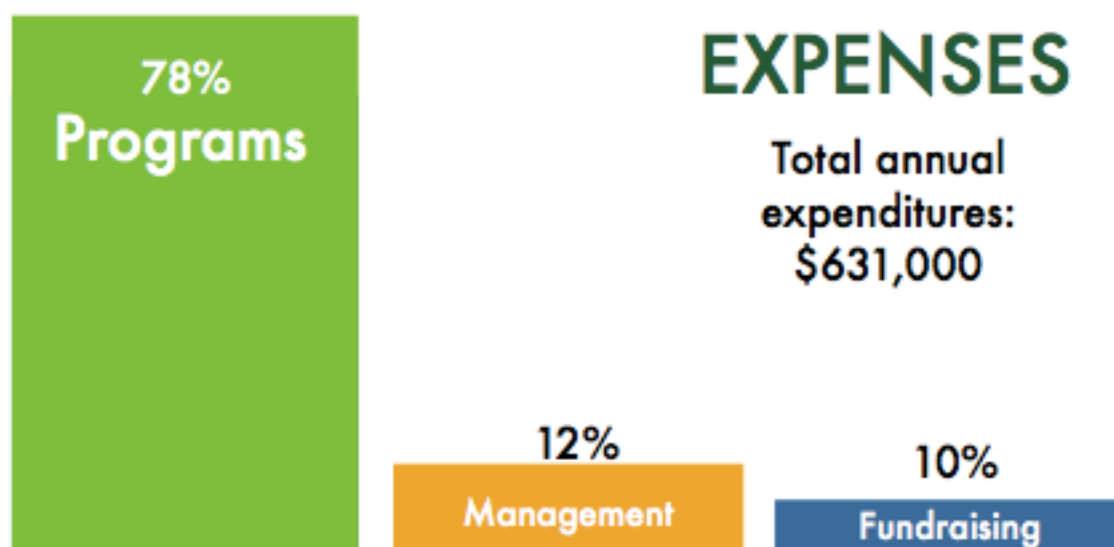
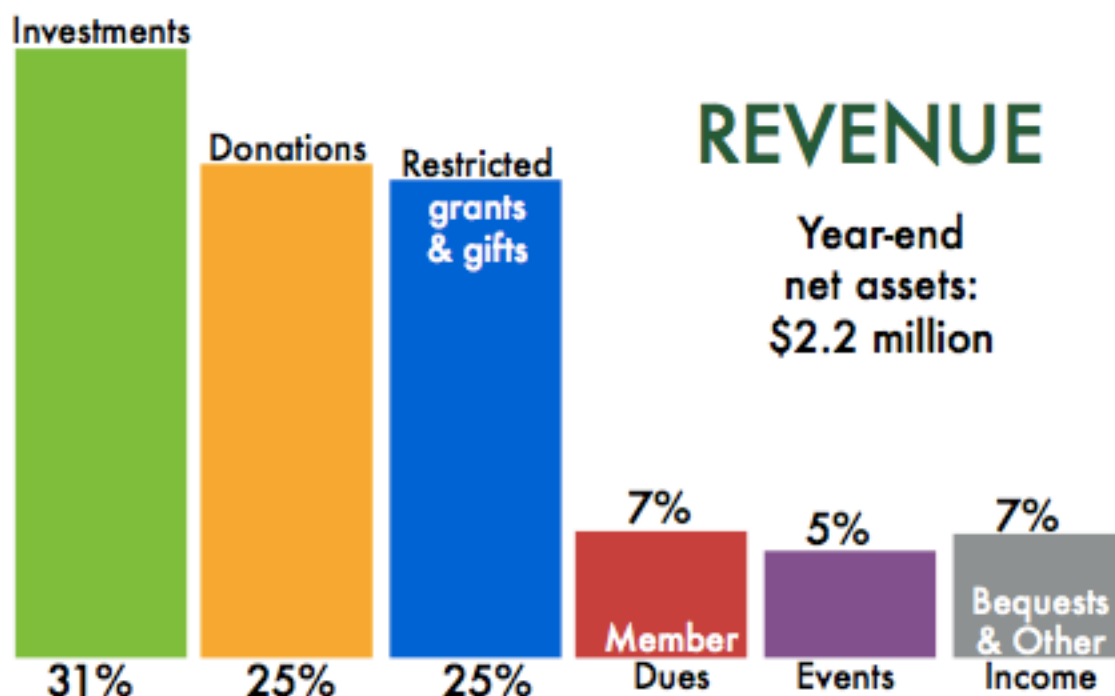
- 1) Establish a statewide **Environmental Court** to improve enforcement of environmental laws in Hawai'i.
- 2) Implement an **Exceptional Tree Initiative** to improve public green-spaces & ensure "exceptional" trees thrive in the future.
- 3) Educate people on the importance of **conserving fresh water**.

Together, the staff, branches, and members will work towards these goals throughout 2014. In the coming year, we plan to actively partner with our neighbors and fellow community groups that share our goals, engage with public policymakers, and develop and distribute educational materials for keiki, makua, and kupuna alike.



Members weigh the issues for the coming year of statewide advocacy & education

FISCAL YEAR 2012 - 2013 REVENUE & EXPENSES



Annual audited financial statements provided by CW & Associates.

In 2013, the Circle undertook an ambitious restructuring to reduce our overhead expenses and allow our branches to focus on planting trees and educating the public. During this transition, donors may find more than one "Outdoor Circle" listed in donor-advice websites (like Charity Navigator) or regulatory reporting systems. These multiple listings reflect the many branches of the Circle that had been managed separately. Today, all donations made to "The Outdoor Circle" support our collective mission, and can also be directed to specific projects or branches.

The Circle relies on the generosity of individual donors and private foundations. We do not receive government funding for our work.

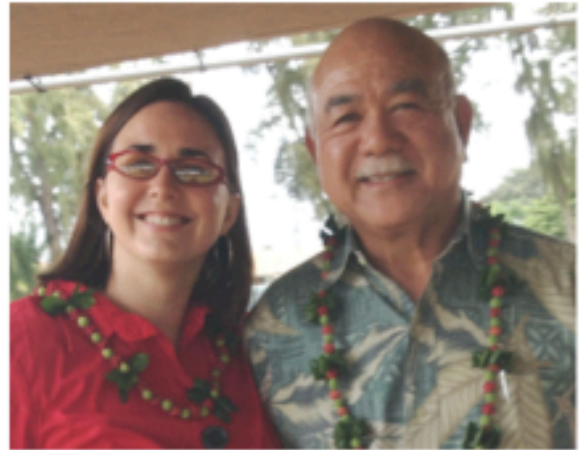
MAHALO TO OUR DONORS & SUPPORTERS

The Outdoor Circle relies on the generosity of individuals like you. From in-kind gifts and services to bequests and grants, our donors are the backbone of our organization. The Circle is not supported by government funding. Thanks to the consistent support of people like you, we are able to accomplish amazing things for Hawai'i nei.

We also want to acknowledge grant funding support from following private foundations:

Hawai'i Community Foundation
Koaniani Fund
Marisla Fund
Prisanlee Fund
Sustainable Solutions Fund
Norcross Fund

Thank you for consistently investing in our work. Your continued support was key to our success throughout the 2012-2013 fiscal year.



Mr. Ogasawara donated the trees planted in honor of Bill & Peggy Paty



Singing Hawai'i Pono'i at our "Inner Circle" donor dinner last year

Mahalo and A Hui Hou



Jo with Diana Harding

Jo Best (1929-2013)

Always quick to smile, Jo will be remembered for her sharp wit, generous heart, and strong commitment to her community. She was a major supporter of the Circle, as a volunteer and a donor. She served in many positions on the statewide Board and the Lani-Kailua branch.

Bob Loy

After serving with the Circle as our Director of Environmental Programs, Bob Loy retired to return to Oklahoma with his wife and dogs. His talent for telling-it-like-it-is will be surely missed.



Bob with Paula Riss and Susan Spangler

OUR MEMBERS MAKE THE DIFFERENCE

The Circle is a membership-based organization -- we are successful because we are made of people like you. We work to protect the beauty of Hawai'i because this is our home. This amazing island environment keeps our families healthy and our souls nourished, which means we have a duty to protect and enhance it for future generations. By working together across our diverse communities, we leverage our collective strength to establish lasting protections for Hawai'i's environment and people. We need your help, please join us.

Our Mission

To keep Hawai'i clean, green, and beautiful for future generations by preserving, protecting, and enhancing our environment.

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OutdoorCircle

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