

# NOURISH ‘ŌHANA



## COALITION CAMPAIGN 2025

PARTNER TOOLKIT



KAUAI



THE  
FOOD BASKET  
HAWAII ISLAND'S FOOD BANK



Maui Food Bank  
Nourishing Lives. Feeding Futures.

# COALITION CAMPAIGN 2025 TOOLKIT

## ABOUT THIS TOOLKIT

The materials in this toolkit are available for you to use to engage your audiences and stakeholders to support Hawai'i Foodbank leading up to your campaign.

Included you will find turnkey resources like customizable language, imagery and more – all of which can be crafted for your own custom communications.

**Mahalo nui for being a valued partner of Hawai'i Foodbank.**

# ABOUT HAWAI'I FOODBANK

**Our mission is to nourish our 'ohana today while we work to end hunger tomorrow.**

- As Hawai'i's largest hunger-relief organization, Hawai'i Foodbank works collaboratively with a network of more than 250 hunger relief partners on O'ahu and Kaua'i, along with affiliate food banks The Food Basket and Maui Food Bank, to provide food assistance to the State of Hawai'i.
- Hawai'i Foodbank is currently serving more than 170,000 each month, including families, keiki, kūpuna and those facing financial crises each week.
- Last year, Hawai'i Foodbank distributed food for more than 17.7 million meals – nearly one-third of which was fresh, healthy produce.
- Hawai'i Foodbank is a certified partner of Feeding America and operates as the official food bank in the State of Hawai'i.

## KEY MESSAGES

- Amid shifting economic conditions and widespread funding cuts to food banks and safety net programs like SNAP, Hawai'i Foodbank is under immense pressure to help fill the gap.
- Nearly 1 in 3 households in Hawai'i are currently struggling with hunger. With the cost of food, housing and health care out of reach for many members of our 'ohana, demand for food assistance persists at historic levels. Hawai'i Foodbank continues to serve an average of over 170,000 people each month – twice the number we supported before the pandemic.
- Hawai'i Foodbank is proactively working with its partners to advocate for funding solutions, strengthen local food systems, and ensure we can continue to meet the growing need with dignity and compassion – but we need your help.
- Your support will help ensure Hawai'i Foodbank has the resources we need to help our families and neighbors thrive – no matter what.

# CALL TO ACTION

## Sample Copy

- Amid widespread funding cuts and shifting economic conditions, Hawai'i Foodbank continues to serve over 170,000 people each month. Join us during this critical time of need by donating to this year's coalition campaign. Your support will help ensure we have the resources we need to help our families and neighbors thrive – no matter what. Learn more at [HawaiiFoodbank.org](https://HawaiiFoodbank.org).
- With nearly 1 in 3 households in Hawai'i facing with hunger, this year's campaign comes at an important time. Your support will help ensure Hawai'i Foodbank has the resources we need to help our families and neighbors thrive – no matter what. Learn more at [HawaiiFoodbank.org](https://HawaiiFoodbank.org).
- Did you know Hawai'i Foodbank can acquire food at one-fifth the cost of retail? That means the Foodbank can really stretch your dollars further to make an even bigger impact. A donation of just \$25 can help provide food for more than 50 meals. Learn more at [HawaiiFoodbank.org](https://HawaiiFoodbank.org).



# CREATIVE ASSETS

## Sample Images



 Download images and other creative assets [here](#).



## NOURISH 'OAHANA

**WE'RE COLLECTING DONATIONS**  
*in support of our local food bank!*

Food bank coalitions unite like-minded businesses, organizations, groups and individuals in one common cause - nourish our 'ohana. They work together to gather food and raise funds on behalf of food banks, and they play a vital role in our mission. Working in a coalition lends credibility to your efforts, maximizes your resources and, ultimately, allows you to have a greater impact. With more than a dozen unique coalitions available, find your niche and help nourish our 'ohana today!



# BRAND GUIDELINES

## Color Palette

C: 5  
M: 4  
Y: 23  
K: 0

R: 241  
G: 235  
B: 202

#f2eccb

C: 9  
M: 4  
Y: 84  
K: 0

R: 238  
G: 225  
B: 73

#eee04a

C: 0  
M: 88  
Y: 40  
K: 0

R: 239  
G: 69  
B: 108

#f4436c

C: 47  
M: 0  
Y: 23  
K: 0

R: 131  
G: 207  
B: 204

#83cfcc

C: 81  
M: 19  
Y: 52  
K: 2

R: 20  
G: 152  
B: 138

#18988b

C: 100  
M: 87  
Y: 41  
K: 41

R: 18  
G: 40  
B: 75

#12284c

## Typography

Primary Typeface

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

**INTRO (BLACK & BLACK INLINE)**

Secondary Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Avenir Next LT Pro** (all weights & styles)

# ABOUT COALITIONS

## What is a coalition?

Hawai'i Foodbank coalitions unite like-minded businesses, organizations, groups and individuals in one common cause – to nourish our 'ohana. They work together to gather food and raise funds on behalf of Hawai'i Foodbank – playing a vital role in our mission.

## How It Works

1. Create a coalition with similar organizations or businesses within your industry.
2. Choose a point of contact for each company or organization.
3. From those point of contacts, choose a Lead POC for the entire coalition.
4. Fill out the Coalition Registration Form.
5. Market your campaign (Send email blasts, include information on your website, post on social media, etc.)
6. Collect food donations, cash/check donations, and online donations via your customized fundraising page.
7. Provide donations to your local food bank
8. After the campaign is over, final totals will be provided by Hawai'i Foodbank
9. Celebrate a successful campaign!



# HOW TO GET STARTED

## Choose a Lead POC (Point of Contact)

They will be facilitating the coalition and communicating between food bank staff and the members of the coalition.

## What is the Lead POC responsible for?

Fill out Coalition Registration Form - This form includes information such as timeframe of campaign, monetary goal, point of contacts, collateral requests, volunteer opportunity information, and bulk t-shirt orders.

Note: Each island will need a point of contact for efficient communication with their local food bank; however, your Lead POC will be responsible for the overall coalition.

Ensuring all donations are provided to the food bank prior to the end of the campaign.

Facilitating the set up of all online fundraising pages for the campaign.

Providing updates throughout the campaign and results after its' completion.

Any questions during the campaign will be directed toward the Lead POC. They will reach out to food bank contact if anything is needed.

# DONATION GUIDELINES

## Online Donations

Every company will submit a "Fundraising Page Request Form" at least two week prior to campaign start date.

Fundraising Page Request Form - <https://form.jotform.com/252335170141142>

Hawai'i Foodbank staff will create all fundraising pages and will provide Lead POC with the link and QR code for each page. Every company will have a unique link and QR code to track their progress.

To check overall campaign or progress of other participating companies, visit <https://hawaiiifoodbank.org/coalitions> and navigate to your coalition's page.

# DONATION GUIDELINES

## Cash/Check Donations

Every company can collect cash/check donations throughout the campaign.

When receiving cash or checks, please ensure you fill out the "Monetary Report". This report allows Hawai'i Foodbank to accurately credit the donations and provide tax acknowledgement letters after the campaigns completion.

Provide your cash/check donations along with your "Monetary Report" to your Lead POC one week prior to the end of your campaign. This ensures all donations are received by Hawai'i Foodbank prior to the end of the campaign.

Note: Cash/Check guidelines are for O'ahu only. Please refer to your local food bank contact for their process.

# DONATION GUIDELINES

## Food Donations

Every company can collect food donations throughout the campaign.

Fill out the "Food Donation Label" and "Food Donation Receipt". Use the "Food Donation Label" to label all donations. The "Food Donation Receipt" is to be provided to Hawai'i Foodbank staff member that is weighing your donations. This ensures all donations are properly credited towards your company once they are weighed at the warehouse.

All labeled food donation along with "Food Donation Receipt" need to be dropped off at our warehouse, dropped off at set location communicated via Lead POC, or scheduled for pick up one week prior to the end of the campaign.

Note: Food donation guidelines are for O'ahu only. Please refer to your local food bank contact for their process.

# PICK UP / DROP OFF GUIDELINES

## Drop Offs

Food donations can be dropped off at our warehouse.

Address: 2611 Kilihau St, Honolulu, HI 96819

Hours: Monday - Friday; 7:00am - 4:00pm (closed weekends and holidays)

Ensure all donations are properly labeled and provide your "Food Donation Receipt" to HFB staff weighing your donations.

Note: Pick up / drop off guidelines are for O'ahu only. Please refer to your local food bank contact for their process

# PICK UP / DROP OFF GUIDELINES

## Pick Ups

Pick ups will only be available for 10 boxes or more. If you meet the minimum requirement, you may request for a pick up.

Pick Up Request Form: <https://form.jotform.com/252335238296158>

Lead POC will set location that others can drop off their donations and will request for a pick up from HFB once enough have accumulated. Please ensure all boxes are labeled and "Food Donation Receipt" is provided to POC so everything can be properly weighed and credited once it reaches our warehouse.

You may also drop off your donations at our warehouse (See previous slide for details).

Note: Pick up / drop off guidelines are for O'ahu only. Please refer to your local food bank contact for their process



## **WRAP UP**

In the last week of your campaign, all cash, check and food donations should have already been provided to Lead POC. Push hard for online donations to close out your campaign strong!

After campaign is complete, HFB will tally up donations and will provide final totals within two weeks.

Celebrate your successful campaign!

Set a date for post campaign meeting. Let us know what worked and what didn't. We'll adjust to ensure the next year is even more successful!

# CONTACT INFORMATION

## Hawai'i Foodbank O'ahu

Honolulu	Ronnie Bartenstein	ronnie@hawaiifoodbank.org	808-954-7883
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## Hawai'i Foodbank Kaua'i

Līhu'e	Tisha Remigio	tisha@hawaiifoodbankkauai.org	808-212-5624
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## Maui Food Bank

Wailuku	Chelsey Ham	cham@mauifoodbank.org	808-243-9500
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## The Food Basket

Kona	Enola Kaneta	enola@hawaiifoodbasket.org	808-322-1418
Kona	David Ha'alilio	david@hawaiifoodbasket.org	808-322-1418
Hilo	Alanna Bumatay	alanna@hawaiifoodbasket.org	808-933-6030



**NOURISH**  
**OUR 'OHANA**