

# INSIDE THE RESCUE

Rescuing Food to Feed Hawaii's Hungry

January 2015 Volume 2, Issue 1

## Agency Highlight

**INSPIRE CHURCH** has been affiliated with Aloha Harvest for only a year, but the connection has already grown close because of the values they share.

"Our focus is on homelessness, hunger relief and poverty," says Pastor Ju Frigillana, who works with all the church's outreach. "The food delivered here by Aloha Harvest is delivered to our community. That's been helping for a very long time now.

"Aloha Harvest reaches out to the people we are administering to – those in poverty or homelessness. It provides us with what we need."

Inspire Church has sites in Waikele, Mililani and downtown. It is part of ARC (Association of Related Churches), which has more than 400 churches and gives more than \$8 million annually to missions.

Inspire Church's belief is that "The mark of a great church is not its seating capacity, but its sending capacity!" Its members are encouraged to participate in local community outreach and Aloha Harvest is a wonderful complement.



At least once a week, and sometimes two, Aloha Harvest provides food to those Inspire is trying to help. So far, the two have combined to provide more than 18,000 pounds of

rescued, quality food to those who need it most. The church has reached out to 420 families, or about 2,400 individuals.

Those numbers will grow because the need is growing. Friggillana expects this partnership to last a long time, out of necessity and, simply, because it has become so uplifting for all concerned.

"We love the guys that deliver because they do it with such great heart," she says. "We look at ways we can give back to Aloha Harvest because they give so freely and ask nothing in return. They are such a blessing to us."



**got food?**

Aloha Harvest celebrates  
15 years of serving  
the community and  
rescuing over 13 million  
pounds of food that  
has fed over 79,000  
individuals a month  
with the help of our 170+  
social service agencies.

*"I'm proud to support Aloha Harvest. Supporting our local agriculture ensures that those who need food the most are getting meals made with the freshest and highest quality produce and products."*

Roy Yamaguchi, a Japanese-American celebrity chef known for his internationally influenced, Hawaii inspired cuisine.

**alohaharvest**  
Rescuing Food to Feed Hawaii's Hungry

Feed People Not Landfills  
(808) 537-6945  
AlohaHarvest.org

Hawaii chef Roy Yamaguchi is the latest spokesperson for Aloha Harvest, standing front and center in our Got Food? ad. Roy is known for his internationally influenced, Hawaii-inspired cuisine. Previous Got Food ads featured Laird Hamilton, Bethany Hamilton, Danny Kaleikini, Howard Dashefsky, Amy Hanaiali'i, Jack Johnson and Miss Aloha Hula 2014, Kealohi Serrao.

## Join our Aloha Harvest Ohana

**Q: Who can become an Aloha Harvest recipient agency?**

A: Any 501(c)3 non-profit organization on O'ahu with a feeding program.

**Q: How do you apply?**

A: Agency applications are available online ([alohaharvest.org](http://alohaharvest.org)) or by calling the office (537-6945).



## Food Donor Corner

Japan's famed **BRUG BAKERY** officially opened its first store outside of Hokkaido on July 3, 2013. Owner and founder Takemura Katsuhide, who now lives in Hawaii, came for the grand opening on the mall level of Shirokiya at Ala Moana Center.

From Day 1, Brug has been donating its excess food each day to Aloha Harvest, which delivers it directly to its social service agencies.

Brug specializes in German- and European-style bread, baking about 100 sweet and savory styles. Its main bakery is in Sapporo, on the island of Hokkaido, but its state-of-the-art kitchen at Shirokiya has given Hawaii a taste — and sweet scent — of what makes the additive-free pastries so popular in Japan. Brug is best known for its rye bread, made with rye harvested in Hokkaido specifically for the bakery.

Manager Frances Kaina started with Brug before it opened, moving over from wholesale Kaka'ako Bakers, which partnered with Aloha Harvest. She suggested Brug do the same and the bakery followed through.

Why not?

"It is to help the less privileged," Kaina says. "Otherwise we would just throw it away, and it's still good. People need it."

Aloha Harvest gives Brug containers for its excess food, then picks it up and delivers the donation to agencies that help alleviate hunger in Hawaii, which affects 25 percent of our population. The alliance also keeps food out of our landfills.

Any restaurant, catering service, hotel or food distribution warehouse is eligible to partner with Aloha Harvest. It is also an easy and efficient way for individuals or groups planning a catered event, luau or food drive to help those who need help the most.

Aloha Harvest will come to you seven days a week. Call us (537-6945) and we will figure out what works best for you.

Many may not know that the excess food from Sony Open in Hawaii is donated to Aloha Harvest each year. Aloha Harvest is also very fortunate to receive yearly grants generated from this fundraiser put on by the Friends of Hawaii Charities. By donating at [www.friendsofhawaii.org](http://www.friendsofhawaii.org) through Aloha for Hawaii

**Aloha**  
for Hawaii Charities

Charities, Aloha Harvest will receive 100% of your donation and a bonus boost. Last day to take advantage of this opportunity is Sunday, Jan. 18 at 4 p.m. HST.

## Message from the E.D.

What a fabulous year Aloha Harvest had — our second year exceeding two million pounds of food rescued and delivered. We are truly grateful to all our partners who helped contribute to our success these past 15 years. We couldn't have done it without you! Mahalo to all.

A quote I read recently states "If everyone is moving forward together, then success takes care of itself" (Henry Ford). I think this is true at Aloha Harvest.

For the past 15 years, we have been blessed to have Robert (Bob) Harrison as our dedicated Chairman of the Board. Bob's leadership and dedication have been invaluable to the growth of Aloha Harvest. It has been a privilege to work with Bob and to have his support and encouragement to explore new avenues and expand our work in the community. Although his increased responsibilities at First Hawaiian Bank prevent him from being active and fully engaged in the work of Aloha Harvest now, we are so honored to have him continue on our board as chair emeritus. Mahalo Bob for nourishing and uplifting our community through your 15 years of outstanding service to Aloha Harvest!

We welcome our new board chair, Lisa Tomihama. Lisa is Vice President and Team Leader at First Hawaiian Bank and has 14 years of experience in the banking industry. She also worked at King Food Service 12 years, moving up from assistant controller to vice president - third in command under the CEO and COO. Lisa's experience in banking and the food industry will be an asset to Aloha Harvest. We are excited to have Lisa as our new chair and look forward to her leadership as we move forward together. Welcome Lisa!



*Ku'ulei Williams*  
Ku'ulei Williams, Executive Director



# Papa John's Pizza Payback

As January's Charity of the Month, Papa John's has 3 ways you can help Aloha Harvest:

- (1) Order any Large specialty for \$17 online with promo code 17PJHCOM
- (2) Purchase a \$10 Aloha Carryout Card for unlimited BOGO
- (3) Order on Pizza Night, Thursday, Jan. 29 and mail in your receipt to Aloha Harvest. See insert for more details.

## Fill the Truck in February

One of Aloha Harvest's 16-foot trucks will be parked at the Kapahulu Safeway this Valentine's Day, waiting to be filled with rice, canned and boxed goods. In the past



two years we collected about 2,500 pounds of food at this drive, which was distributed primarily to our agencies with food pantries, free of charge.

Our dedicated team of staff and volunteers will be at your assistance from 8 a.m. to 2 p.m., on Saturday, Feb. 14. A receipt for your tax-deductible donation will

be available upon request. If you are interested in hosting a food drive in advance, or want to volunteer, please call the office.



Compassionate for the needy and hungry were portrayed in poetry, drawing, sculpture and video.

## CIA Competition

Aloha Harvest's third annual Compassion in Arts competition gave students in grades 6-12 an opportunity to creatively express their compassion for the needy, hungry and homeless.

Selected artwork was on display at Arts at Marks Garage for two days in mid-October, with the awards ceremony on Oct. 17. Winners were:

- \* Shawncy Cullen, from Ewa Makai Middle, in the Video category with "Lend a Hand."
- \* Ethan Frank (Kaiser High), in Digital Photo, with "Is it Too Hard to Help Another Person?"
- \* Talia McNamara (Kaiser High), in Poetry with her poem titled "The Gift."
- \* Rose Garcia, from Kapolei Middle, captured first in the Middle School Drawing category for "It Starts with You." Kapolei Middle classmate Brooke Eiden was awarded Honorable Mention for "Donating Shows Compassion."
- \* Radford's Brittany Kelly and Samantha Mann won in High School Drawing. Kelly's "Ironical Abundance" took first and Mann earned Honorable Mention for "Hope."
- \* Kalani High swept the Sculptures category. Jacob Ball placed first with "Human," Traci Urata was second with "Hope" and Dezzi Synan third with "(Not) a Refection."



## Big Mahalo

Halau Ka Lā Onohi Mai O Haehae donated more than 1,700 pounds of food to win our second annual Trick or Eat Food Drive in October.

Other groups that participated were Remington College, Jefferson Elementary, Waialae Elementary and Enchanted Lake Elementary. Altogether, over 3,400 pounds of canned and dry goods were collected.





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Honolulu, Hawaii 96816

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Kiki Johnson  
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## TOP 15 FOOD DONORS

Pepsi  
Meadow Gold  
Nishimoto Trading Co., Ltd  
Kentucky Fried Chicken  
Y. Hata & Co.  
Starbucks Hawaii  
D. Otani Produce  
HFM Foodservice  
Marian's Islandwide Catering  
Polynesian Cultural Center  
Coca-Cola  
Agnes' Portuguese Bake Shop  
Aloha Gourmet  
Don Quijote Hawaii  
Sheraton Waikiki Hotel & Resort

## Kōkua Today

**Donate by Check**  
Aloha Harvest  
3599 Waialae Ave #23  
Honolulu, HI 96816

**Donate by Credit Card**  
Call (808) 537-6945 or  
visit our website  
[www.alohaharvest.org](http://www.alohaharvest.org)

**Donate Food**  
Call (808) 537-6945

**Donate Time**  
Call (808) 537-6945  
or email  
[info@alohaharvest.org](mailto:info@alohaharvest.org)







Aloha Harvest Board of Directors (front L-R), Lisa Tomihama, Jennifer Shigenaga & Janice Fukuda recognizing our top 15 food donors on stage (back).



Carla Houser, Waikiki Health Youth Outreach



Jay King, Office of US Rep Tulsi Gabbard



Mary Saunders, Family Promise Hawaii

Celebrating Our



Anniversary

Aloha Harvest is an offshoot of the innovative 1982 City Harvest Project in New York City, which brought together businesses that wanted to donate good, perishable food and social service agencies with clients to feed.

Aloha Harvest was established on O'ahu in November 1999. A celebration of 15 years of service in the community was held last November, with the top 15 food donors recognized.

Many other affiliated agencies, businesses and volunteers joined the anniversary festivities.

Aloha Harvest has rescued 13.7 million pounds of food — 2 million pounds in 2014 — which otherwise would have been thrown into our landfills. It has delivered food to more than 175 social service agencies since its inception. It is always seeking to accomplish more.

The need is great.



Losa Moors, Misty Keanu & Lili Filipo from Polynesian Cultural Center



Nan Alona, Blanche McMillan, Ku'ulei Williams & Lorraine Higa



Hau'oli Mau Loa Gift Presentation: (L-R) Keahi Makaimoku, Lisa Tomihama, Ku'ulei Williams, Wayne Pitluck & Anela Shimizu.





Marci McCalmon, Brittany Yamauchi, Ku'ulei Williams & Sarena Passante



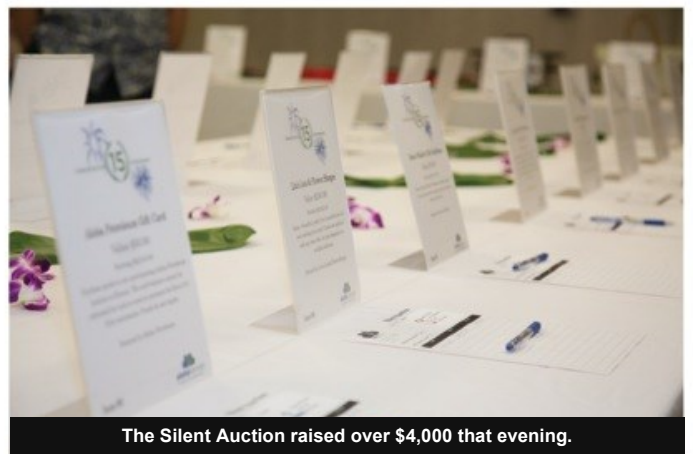
Olivia Vea, Ate Moala & Mele Pepa



Mele Pepa, Roy Carroll, Ku'ulei Williams, Rev. Ron Williams, Satek Ezra, Smiley Katsuda, Joyce Santiago & Kamuela Banister.



Hālau Nā Pua Hala Kūnou I ke Kai



The Silent Auction raised over \$4,000 that evening.



Aloha Harvest's hard-working staff and volunteers thank all those who helped us celebrate our 15th anniversary, including Coyne Street, Halau Na Pua Hala Kunou I ke Kai, Hands In Helping Out and all the folks who come together to make this concept work.