



**American Red Cross**  
Hawaii



“The Hawaii Red Cross stands ready to serve our community every day of the year. We hope you’ll join us.”

Coralie Chun Matayoshi  
CEO, American Red Cross of  
Hawaii

## **CORPORATE PARTNERS**

Businesses in Hawaii stand together with the American Red Cross in our mission to provide help, hope and healing to thousands of people every year. When devastating events occur, people in need turn to the Red Cross for immediate relief. During blue skies, we help communities prepare for, and prevent disaster.

As a Red Cross Corporate Partner, you are an essential member of our team, contributing financial, in-kind, and volunteer resources to benefit local Hawaii operations. We are not a government agency and rely exclusively on local support for services which are provided to the public free of charge.

### **With your help, each year we can:**

- Respond to disasters whenever they occur. On average in Hawaii, that’s every 4 days.
- Saving lives by installing over 1,800 smoke alarms in Hawaii homes.
- Bring comfort and smiles to 11,000 Tripler Army Medical Center patients through volunteer therapy dog visits.
- Provide 2,000 military service members and their families with emergency communications services.
- Teach lifesaving skills to over 26,000 Hawaii residents.
- Turn compassion into action with a local volunteer workforce that is 2,800 strong.

<i>Contribution Level</i>			<b>Recognition</b>
<b>Gold \$25,000+</b>	<b>Silver \$15,000+</b>	<b>Bronze \$5,000+</b>	
X			<b>Television:</b> Gold Partner logos appear in thousands of TV PSAs aired on all stations, including KGMB, KFVE, KHNL, KHON, KHII, KITV, KBFD, and Spectrum.
X			<b>Radio:</b> Company mentioned as a corporate supporter in iHeartRadio radio blitz during National Red Cross Month in March.
X	X		<b>Red Cross Materials:</b> Corporate logo on brochures and quarterly newsletters distributed to thousands of donors and volunteers. Prominent display of corporate logo at all 8 Red Cross offices statewide.
Corporate logo (large size)	Corporate logo (medium size)	Corporate name	<b>Print Media:</b> Placement of your company logo or name in about a dozen three-quarters and half-page newspaper ads in the Honolulu Star Advertiser, MidWeek (Oahu and Kauai), Hawaii Tribune-Herald, The Maui News, West Hawaii Today, and The Garden Island newspapers.
Corporate logo with link to corporate website	Corporate logo	Corporate name	<b>Website:</b> Year-round display of corporate logo or name on Hawaii Red Cross website.
10 seats, presents award on stage, banner display, provide corporate logo favors	5 seats, opportunity to provide corporate logo favors	2 seats	<b>Heroes Breakfast:</b> Complimentary tickets and recognition as a Corporate Partner at our annual Red Cross Heroes Volunteer Recognition Breakfast with estimated attendance of 350-400 people.
X	X	X	<b>Mahalo Event:</b> Join top business, government, and military leaders.

### **Employee Engagement Opportunities**

- **Sound the Alarm & Save Lives** – corporate teams install free smoke alarms and provide safety education for Hawaii’s most vulnerable populations. We are proud that our National Home Fire Campaign has saved over 600 lives.
- **Volunteer for Major Local Disasters** – we can provide interested employees with just in time training to help when a major disaster strikes.
- **Donation Microsite** – a web page for companies who raise funds through employees or customers, following major disasters or during your annual workplace giving campaign.
- **Employee disaster preparedness presentations** – free family disaster preparedness training for employees.