James Campbell was one of Hawai’i’s foremost business pioneers and believed in the wise stewardship of land. He knew that caring for the land’s resources wisely and efficiently would provide a better environment for growth and a better quality of life for Hawai’i’s people. Mr. Campbell’s wife, Abigail, was a kind woman whose generosity touched the lives of many elderly Hawaiians and other people in need.

Established in 1980, the James & Abigail Campbell Family Foundation (Family Foundation) embraces the values and beliefs of James and Abigail Campbell by investing in Hawai’i’s people and the communities that nurture them.

Over the years, the Family Foundation has had a great return on this investment – in the form of stronger families, more effective educational programs and an improved quality of life for the people of Hawai’i. In 2005, the Family Foundation, which is funded primarily by Campbell family members, was renamed the James & Abigail Campbell Family Foundation to reaffirm the family’s commitment to Hawai’i and its future well-being. It is dedicated to continuing the Family Foundation’s work in memory of James and Abigail Campbell.

Thanks to the support of Campbell family members and friends, the Family Foundation’s assets have grown to $25,113,837 (unaudited).
The year 2020 is now one for the history books! While it began as just another year, in March it quickly spiraled into a time of tremendous uncertainty as we all learned about something called the “coronavirus.” As the deadly virus started to attack communities, our kupuna instantly became the most vulnerable. We were told to stay at home in self-quarantine, and as it spread to larger populations, we learned about wearing masks, washing hands, and doing something called “social distancing.” Covid-19 wreaked havoc with frightening speed across local, national, and international cities and became a widespread global pandemic. One year later, the virus is still spreading, even with the miracle of effective vaccines.

In Hawai‘i, as elsewhere, the pandemic has had a domino effect, shutting down businesses and schools, leading to people losing their jobs. Without jobs, families are faced with the challenge of feeding themselves and their families. The immediate threat was one of survival, and the most basic of needs was food. As community leaders came to terms with the scope of the crisis, they were faced with the monumental task of providing emergency food supplies to those most in need within our communities.

Our Foundation chose to service the specially challenged low-income families on the West end of O‘ahu. This was particularly critical for the Wai‘anae Coast’s population of nearly 459,000 residents. Pre-Covid, about 25% of these residents were already living below the poverty level. This translated to a poverty level rate nearly 62% greater than the entire state. Native Hawaiians account for 59% of Wai‘anae Coast residents with a poverty rate of 19%. In March, as the magnitude of the need began to emerge, the James & Abigail Campbell Family Foundation took the unprecedented step of suspending its normal grant-giving and re-directing $226,950 in funding for emergency food and health assistance on the Wai‘anae Coast. The Family Foundation partnered with three organizations that were on the front lines of this effort – The Waianae Coast Comprehensive Health Center, Hawaii Foodbank, and Foodland/Sack N Save.

While the Family Foundation funded a number of other programs in 2020, these other organizations took a back seat to Covid. This was especially true as most of the new grants went to schools and educational programs which all closed for much of the year and pivoted to distance learning. While we list these and other grants, we have chosen to make this annual report a retrospective on this unprecedented pandemic, its impact on Wai‘anae Coast families, and the community response, particularly from the point of view of the organizations we funded.

We learned about their heroic efforts to meet the challenges, the hard lessons they learned and, most importantly, the steps they believe we must take now to be prepared for other crises in the future. I hope you will find their stories inspiring and instructive as we move forward through this challenging time.

I would also like to recognize the young Campbell family members who answered the call and stepped up to volunteer at one of the major emergency food distribution sites in Wai‘anae. They saw the true face of hunger in real people and expressed great compassion and a desire to do more to be of service in the future. We look forward to more of their hands-on involvement in our work, and hope that in time they will become the new generation of leaders of the Campbell Family Foundation.

As always, on behalf of the Board, I want to express my deepest gratitude to all our family members who continue to support the good and important work we do in James & Abigail Campbell’s name. Please stay safe and healthy in these uncertain times.

With Aloha,
Wendy B. Crabb
“We hit the ground running.”

Waianae Coast Comprehensive Health Center

Over the years, the Waianae Coast Comprehensive Center through its Health Promotion Department has played a leading community role in making sure that Wai’anae’s most needy families have access to healthy, nutritious food. Food insecurity has always been one of the Coast’s most challenging issues, with a good 40% of the population reporting being food insecure, meaning they were unable to feed their families on a consistent basis to ensure good health. This group also relied on free school meals for their kids.

While WCCHC’s emphasis was on food access through its “food justice” farmers markets, the department had a broader mission — to help families nurture their own health and wellbeing by offering wellness programs that teach them how to cook healthy meals using produce grown by local farmers. In a drive to promote sustainability (producing our own food) on the Wai’anae Coast, WCCHC conducted community-wide educational programs to highlight the need to develop sustainability within the context of Wai’anae’s special cultural relationship with the land and the sustenance it provides. These and other supporting programs were the focus pre-Covid, but they all stopped when Covid hit.
"When Covid-19 struck and the schools shut down, we hit the ground running," said Alicia Higa, director of the Health Promotion Department, who knew that the hardest hit would be the families that relied on them for food. She and her staff immediately started an independent feeding program and monthly large scale food distribution programs.

“We started off providing 3,600 meals a week at five locations,” Higa said. “But meals would run out quickly and we realized this wasn’t enough – our community was in crisis and we needed help.”

WCCHC ramped up its food distributions. “We hui’d up with partners in the community and reached out to current and new funders to piecemeal a program to keep our keiki and community fed.”

“Piecemeal” it was, but the enormity of the crisis required quick thinking and creative solutions involving every possible resource and funding avenue available. For example, during the pandemic, WCCHC undertook a variety of initiatives, large and small:

- Added large monthly drive-through food distributions at the Waianae Mall and food giveaways at Keiki and Kupuna Pantries along the coast.
- Called on family, friends and neighbors to supplement the Center’s limited staff at distribution sites. Hundreds of volunteers included young members of the Campbell family who signed up through the Campbell Family Foundation at one of the sites. Organizations like the Queen Liliuokalani Trust and Na Kama Kai stepped in to help with fundraising and distribution at all sites by providing volunteers and vans.
- A farmers market vendor agreed to cook meals in his food truck that was parked in the Kamaile Academy parking lot, which is a School Pantry site.

Kumu Sniffen & her haumana used the fresh farm produce from WCCHC’s Keiki Pantry to make Kalo Poke. “It was as a perfect tie in with the Pono Farms Kalo garden and learning more about the Hawaiian culture through mele, mo’olelo and hands on learning!”

Photo credit: Jodie Kropford
The Chef Hui (a group of local cooks and restaurateurs who work with local non-profits to support communities in need) provided additional meals for keiki and kupuna along with Malama Meals.

WCCHC secured funding from the Campbell Family Foundation to expand the Center’s kitchen capacity and handle all meal preparation on their own when certified kitchens run by two partners were not able to accommodate the high demand for meals. The kitchen continues to prepare meals for distribution.

With funding from WCCHC, six Wai‘anae restaurants cooked meals for kupuna. This helped to keep the restaurants afloat.

Supported displaced farmers and local food producers with funding who in turn produced food for community distribution.

Continued its partnership with Hawaii Foodbank and 10 Leeward schools to help weekly school pantries provide shelf stable food and healthy snacks to the children.

Secured a 3,500-square-foot warehouse at Waianae Mall to store emergency food and purchased a box truck with lift gate and equipment to transport food.

“In 2021, with a lot of infrastructure in place, and the food covered through funding from private donors, foundations and Hawaii Foodbank, we planned to hold Keiki and Kupuna Pantries until kids returned to school, and hold the large monthly food distributions through December,” said Higa. “The plan was to slowly transition our community away from these distributions.”

WCCHC had expected a government grant starting in July 2021 for 3.5 years of emergency feeding but learned that funding would not drop until January 2022. “With no resources to purchase food and Hawaii Foodbank’s supply depleting, we were forced to end the large monthly food distributions,” Higa said.

WCCHC is now using available resources thanks to a variety of funding sources – still piecemaking the program to keep the community fed as the pandemic continues.

“I am so happy for the food for the kupunas and I really appreciate it. It helps me so much because I am on a fixed income and cannot always afford to buy the food I need.”

– Linda Cubelo
Develop a community action plan now

In the wake of Covid, WCCHC’s Alicia Higa is deeply concerned about the future. “There is no emergency feeding plan or emergency food storage on the Wai’anae Coast for when a natural disaster or emergency situation hits. We need to start developing our own community action plan as we are in the most isolated region on the island.”

Foster relationships

The support and cooperation of partner organizations, funders and community members were key to the community being able to take care of itself in spite of the magnitude of the need. While fostering this network of relationships is essential to surviving the pandemic now, it is also an important element in building community cohesion and resilience for the future.

Use funding to create a ripple effect

Continue to use funding in ways that help as many in the community as possible. Funds for emergency feeding were used to purchase food from local farmers and restaurants. This in turn helped them to increase production and hire more staff. Create the greatest ripple effect possible.

Use funding to hire locally

Funding to staff these programs is scarce. When there is an opportunity, hire from within the community. Higa said, “There is so much work to be done, and people who live and work in the community are invested in its health and wellbeing. They are experts on their community and can provide the best insights on what will work best.”

By the Numbers

Amount of food WCCHC distributed and purchased pre- and post-Covid 19:

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Food Distributed (lbs.)</strong></td>
<td>$250,000</td>
<td>$2,400,000</td>
<td>$1,477,775</td>
</tr>
<tr>
<td><strong>Meals Distributed</strong></td>
<td>13,384</td>
<td>258,718</td>
<td>107,059</td>
</tr>
<tr>
<td><strong>Families Served</strong></td>
<td>10,326</td>
<td>26,019</td>
<td>18,477</td>
</tr>
<tr>
<td><strong>Local Food Purchases</strong></td>
<td>$13,000</td>
<td>$1,710,297</td>
<td>$375,400</td>
</tr>
<tr>
<td><strong>Food Producers Supported</strong></td>
<td>6</td>
<td>45+</td>
<td>45+</td>
</tr>
<tr>
<td><strong>Jobs Saved/Created</strong></td>
<td>10</td>
<td>25</td>
<td>50</td>
</tr>
</tbody>
</table>

*January–July only
They served 60% more people throughout the first year of the pandemic.

Hawaii Foodbank

Just two years ago, 1 in 8 Hawai’i residents were facing food insecurity. But with Covid-19, Hawaii Foodbank is seeing an entirely new level of need, and a recovery that will take years.

“Unemployment in Hawai’i’s communities remains among the highest in the United States, and 1 in 6 residents will likely continue to struggle with hunger this year,” said Laura Kay Rand, Hawaii Foodbank’s vice president and chief impact officer. “This includes more than 81,000 of Hawai’i’s keiki, who are now among the hardest hit populations in the entire country. According to Feeding America, Hawai’i now holds the second highest projected rate of child food insecurity among all 50 states.”

During the first year of Covid, Hawaii Foodbank distributed food for more than 20 million meals on O’ahu. Overall, they served nearly 60% more people throughout the first year of the pandemic, which included more than 50,000 households in Wai’anae Coast communities.

“We were able to provide food for well over 458,000 adults and children on the Wai’anae Coast, which our numbers show accounted for 29% of our total O’ahu population,” Rand said.
The Waianae Coast Comprehensive Health Center was the Foodbank’s primary partner on the Coast. In addition to providing food supplies for WCCHC’s large monthly food distributions, the Foodbank also partnered with the Center to make sure in-person, hybrid and virtual students never lost access to nutritious meals through its Food 4 Keiki program.

“We also distributed food supplies through an existing network of West O’ahu food partners to expand our reach through their food pantries, soup kitchens, and programs like ‘Ohana Produce Plus,” Rand said.

The Foodbank also saw the need to support the supply side of the food chain by partnering with organizations like the Hawaii Farm Bureau to provide much-needed economic support for local growers – many of which are based on the Wai’anae Coast.

Meeting the increased community need came at a great cost. Kay said the Foodbank purchased more than $12.5 million in food to meet the demand triggered by the pandemic. “This was a more than 3,000% increase compared to our regular annual food purchase budget of roughly $400,000,” said Rand.

“The pandemic has demonstrated how fragile food security can be,” she said. “But it has also shown us just how resilient the people of Hawai’i are. We have the potential to emerge from this crisis stronger and even better positioned to meet the evolving needs of our communities – and it is because of the support of organizations like James & Abigail Campbell Family Foundation. Philanthropy has played a key role in Hawaii Foodbank’s ability to immediately respond to the drastic increase in need over the course of the pandemic. It was through the generous immediate grants and an outpouring of community support that we were able to ramp up our food distribution efforts as donations decreased from the retailers, wholesalers and manufacturers.”

Rand said the Foodbank continues to work with lawmakers to advocate for increased federal commodities and state policies that will strengthen Hawai’i’s emergency food assistance programs.

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Hawaii Foodbank’s Leeward Food Distribution Partners
- Alternative Structures International
- Boys and Girls Club
- Child & Family Service
- Community People Ministries
- Ewa Beach Baptist Church
- Ewa Beach United Methodist Church
- Hawaii Cedar Church
- Honolulu Community Action Program – Leeward
- Immaculate Conception Church
- Ka Hana O Ke Akua United Church of Christ
- Makana O Ke Akua
- Message of Peace Ministry Outreach
- Nanaikapono Protestant Church
- Our Lady of Kea’au
- Paradise Chapel
- Partners in Development Foundation
- St. Jude Catholic Church
- St. Rita’s Church
- The Salvation Army – Kroc Center Hawaii
- Voice of God Ministries
- Waianae Baptist Church
- Waianae Coast Community Foundation
- Waianae Coast Comprehensive Health Center
As Covid-19 began to take its toll, Wai’anae Coast’s most affected residents faced the daunting daily challenge of feeding themselves and their families. Typically, Foodland provides funds and certificates for food to community organizations such as The Salvation Army and Lanakila Meals on Wheels. These agencies would then distribute the certificates to those most in need. In this instance, Foodland partnered with the Campbell Family Foundation to create the “Aloha Nānākuli and Wai’anae” program exclusively for its SNAP/EBT customers and distribute the certificates directly from the Sack N Save Nānākuli store.

SNAP is the Supplemental Nutrition Assistance Program federally funded through the U.S. Department of Agriculture. State agencies like Hawai‘i’s Department of Human Services administer the program, including determining eligibility (low income and needy families) and monthly allotments. Clients use their EBT debit cards to access their cash and/or SNAP benefits.

“The Aloha Nānākuli and Wai’anae program was designed to help those most in need in the Nānākuli and Wai’anae zip codes with a gift of additional funds for groceries from the Campbell Family Foundation,” said Sheryl Toda, vice president of corporate communications at Foodland.

In May through July 2020, the program distributed $50 “Aloha Gift Certificates” to 500 SNAP/EBT customers at Sack N Save Nānākuli. The Campbell Family Foundation provided $75,000 for the certificates. Then as the holidays approached, the Family Foundation provided an additional $50,000 to support 500 families with $100 Share a Holiday Feast certificates distributed by the store.

What the store director, cashiers and clerks had to say about the response:

“Customers were happy and thankful and very surprised! They were very appreciative. Most all customers were grateful and shocked that the amount was $50. I had some customers express how helpful the extra $50 for groceries were.”

“It took about a week to distribute all certificates … sometimes, not even a week.”

“When the customer’s funds run low, the gift certificates help them to cover the food cost for the month. It was a privilege for the people on the Wai’anae Coast to receive such a generous donation.”

“It was a blessing to have this partnership with The Campbell Family. It brought joy and happiness and relieved some stress. It really helped the community on the westside of the island.”
## 2020 Grants

### Emergency food assistance

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Foodland/Sack N Save</td>
<td>$125,000</td>
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<tr>
<td>Hawaii Foodbank</td>
<td>$32,000</td>
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<tr>
<td>Waianae Coast Comprehensive Health Center</td>
<td>$69,950</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$226,950</strong></td>
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### Education and social programs

<table>
<thead>
<tr>
<th>Organization</th>
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</thead>
<tbody>
<tr>
<td>'Aha Punana Leo</td>
<td>$60,000</td>
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<tr>
<td>Boys &amp; Girls Club of Hawaii</td>
<td>$75,000</td>
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<tr>
<td>Catholic Charities Hawai‘i</td>
<td>$20,000</td>
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<tr>
<td>Dreamhouse Ewa Beach</td>
<td>$25,000</td>
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<tr>
<td>Friends of the Children’s Justice Center of Oahu</td>
<td>$10,000</td>
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<tr>
<td>Hawai‘i Children’s Foundation</td>
<td>$25,000</td>
</tr>
<tr>
<td>Island Pacific Academy</td>
<td>$25,000</td>
</tr>
<tr>
<td>Kapolei High School</td>
<td>$28,800</td>
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<tr>
<td>Kapolei High School–AVID</td>
<td>$15,000</td>
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<tr>
<td>Reading is Fundamental</td>
<td>$15,000</td>
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<tr>
<td>UH Mānoa’s College of Education</td>
<td>$38,000</td>
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<tr>
<td>UH West O‘ahu Teacher Education Program</td>
<td>$17,368</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$354,168</strong></td>
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### Multi-Year Grants

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<tr>
<th>Organization</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Friends of Iolani Palace (2nd–5th of 5 equal payments)</td>
<td>$200,000</td>
</tr>
<tr>
<td>Hale Kipa (5th of 5 equal payments)</td>
<td>$50,000</td>
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<tr>
<td>Hawaiian Humane Society (4th–5th of 5 equal payments)</td>
<td>$100,000</td>
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<tr>
<td>Searider Productions Foundation (3rd–4th of 4 equal payments)</td>
<td>$50,000</td>
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<tr>
<td>Waianae Coast Comprehensive Health Center (2nd of 5 equal payments)</td>
<td>$100,000</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$500,000</strong></td>
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**Total**                                           **$1,081,118**

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**James & Abigail Campbell Family Foundation 2020 Members**

<table>
<thead>
<tr>
<th>Georgina J. Allred Trust</th>
<th>Pamala D. Keller</th>
<th>James M.K. Rosenfeld</th>
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<tr>
<td>Suzanne M. Avina</td>
<td>King 2008 Trust</td>
<td>Edmund K. Rosenfeld</td>
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<tr>
<td>Mahealani K. Campbell</td>
<td>Helen Bailey Hare Ledesma</td>
<td>Juliette K. Sheehan</td>
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<tr>
<td>Wendy B. Crabb Trusts</td>
<td>Alexandra Linstrom</td>
<td>Patricia W. Sheehan</td>
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<tr>
<td>Flanders Ohana</td>
<td>Erik J. Linstrom</td>
<td>Alice K. Shingle</td>
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<tr>
<td>Cynthia C. Foster</td>
<td>Lucas Linstrom</td>
<td>Muriel C. Shingle</td>
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<td>Darcie Wilcox Gray</td>
<td>Nicholas Linstrom</td>
<td>Cynthia K. Sorenson</td>
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<td>Alice F. Guild</td>
<td>Kapi‘olani K. Marignoli</td>
<td>Jonathan E. Staub</td>
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<tr>
<td>Guild Family Trust</td>
<td>Marion Philpotts-Miller</td>
<td>Vikki L. Venable</td>
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<tr>
<td>Van C. Hare</td>
<td>Alicia S. Morris</td>
<td>Eliza K. Wilcox</td>
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<tr>
<td>Becky L. Iglinski</td>
<td>Ronald L. Olson</td>
<td>Gaylord H. Wilcox</td>
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<tr>
<td>Kari A. Jones</td>
<td>Blair K. Paterson</td>
<td>G. J. Liloa Willard</td>
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<tr>
<td>Quentin K. Kawananakoa</td>
<td>Nicole W. Pedersen</td>
<td>Priscilla Witt</td>
</tr>
<tr>
<td></td>
<td>Jason R. Robinson</td>
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</tbody>
</table>
James and Abigail Campbell Family Foundation Grant Guidelines

Policies

The Foundation will only consider requests from organizations which qualify as non-profit, tax-exempt “public charities” under Section 501(c)(3) and 170(b) of the Internal Revenue Code.

Grant Guidelines

The Family Foundation supports projects in the following areas:

Youth
Programs that address the challenges of young people.

Education
Support for public schools, early childhood education and environmental stewardship.

Hawaiian
Support for programs that promote values and the health and welfare of Hawaiians.

Priority is given to programs located in or serving communities in the following areas of West O‘ahu: Ewa/Ewa Beach, Kapolei, Makakilo and the Wai‘anae Coast.

The following types of requests are eligible for consideration:

• Support for special projects that are not part of an organization’s ongoing operations.
• Program support when unforeseen circumstances have affected the financial base of an organization.
• Financial assistance to purchase items such as office equipment and to fund minor repairs and renovations.

The Foundation will not consider funding for: individuals, endowments, sectarian or religious programs, loans, political activities or highly technical research projects.

Requests from previous grantees will be evaluated competitively with other requests. Only one request per organization will ordinarily be considered in a calendar year. Funds are usually not committed for more than one year at a time.

Applying for a Grant

Previous grantees must submit final reports before applying for new funding.

To apply for a grant, summarize the following information in a two- to three-page proposal letter:

• The nature and purpose of your organization.
• The objectives of your program. Please include the grant amount requested and the proposed use of funds.
• A brief outline on how you plan to accomplish your objectives.
• A statement of a community problem, need, or opportunity that this project will address.
• The duration for which Foundation funds are needed.
• Other sources of funding currently being sought and future funding sources.
• Methods used to measure the program’s effectiveness.

In addition to the proposal letter, submit a copy of the following:

• Internal Revenue Service notification of tax-exempt status.
• Most recent annual financial statement.
• List of the current Board of Directors.
• The project’s proposed budget.

Our online system will require each of the documents to be submitted as a separate file.

Written Report

If your grant is approved, the Family Foundation will require:

• A formal acknowledgment of receipt of the contribution.
• A written report summarizing the outcome of the project.

Application Deadlines

Your grant application must be submitted online by:

• February 1 for the April/May meeting;
• August 1 for the October/November meeting.

How to Submit Your Grant Proposal

To register for an online account for the first time, access the online application portal online at this link: campbellfamilyfoundation.org

For returning applicants, access the online application portal at this link: https://www.GrantRequest.com/SID_6099?SA=AM

For More Information

These guidelines are also available online at this link: campbellfamilyfoundation.org

Or Contact

D. Keola Lloyd
E-mail: keolal@jamescampbell.com