



# Hawaii Rotary Youth Foundation

## Give Aloha Campaign

### September 1 – 30, 2020

Support **HRYF** (**H**awaii **R**otary **Y**outh **F**oundation) to Help Provide Scholarships to Hawaii Students.

Coming to a Foodland, Sack N' Save, and Foodland Farms near you!

Yes, it's that time to support HRYF, which provides scholarships to our Hawaii students, giving them an opportunity to further their education. With this education, they can become productive citizens within our community, hopefully as Rotarians! These students are our future!

The BEST and EASIEST way to donate to HRYF is at Foodland during their "Give Aloha" Campaign, September 1-30, 2020. Your gift will be matched so that a \$20 donation becomes approximately \$24, a \$40 gift would increase to around \$48. The match comes from Foodland and Western Union. Based on past years, the matches have provided at least an additional 20%!

Please help by distributing the attached flyer to each of your Club members and announce the "Give Aloha" campaign during the month of September. (detailed instructions included.)

It's quite simple! To donate, go to any Foodland, Sack N' Save or Foodland Farms with your Maika'i Card or number, designate the donation to the Hawaii Rotary Youth Foundation (**Org. Code – 77199**) and request a duplicate receipt. Give your copy to your Club HRYF Representative to mail in so we can credit you and your Club. Please write in your Name and Club on your receipt. You can also scan the receipt and email it to: [office@hawaiirotariyouthfoundation.org](mailto:office@hawaiirotariyouthfoundation.org). Your donations can count for the Per Capita Giving Award to be announced in the Spring.

What is HRYF? The Hawaii Rotary Youth Foundation was founded by Maurice J. "Sully" Sullivan (founder of Foodland) during his year as District Governor in Hawaii, 1976-77. It was Sully's desire to assist Hawaii's high school graduates realize their potential by attending a 4-year college or university of their choice here in Hawaii or on the Mainland United States.

Suggested giving to HRYF is **\$40 per Rotarian**. This level of giving will allow HRYF to continue with the \$5,000 scholarship per Club. Currently, HRYF receives about \$235,000 from our Foundation investments each year but we need at least \$265,000 to fund all of our Clubs and the number of Clubs keeps growing!

Thank you for your continued support.

Geoff Horvath  
HRYF President

# 2020 SUPPORT FOR Hawaii Rotary Youth Foundation's



**at Foodland, Sack N Save and Foodland Farms  
to Help Us Raise Funds!**

Hawaii Rotary Youth Foundation (HRYF) is participating in *Give Aloha, Foodland's Annual Community Matching Gifts Program*. This program honors Foodland's founder, Maurice J. "Sully" Sullivan, and continues his legacy of giving back to the community. Proceeds from this campaign will help fund the HRYF scholarship program.

HRYF was founded by Mr. Sullivan during his year as Rotary's District Governor in Hawaii, 1976-77. It was Sully's desire to assist Hawaii's high school graduates realize their potential by attending a college or university of their choice here in Hawaii or on the mainland United States.

### ***How It Works***

From September 1-30, customers are invited to make donations up to \$249 (per person) to participating Hawaii non-profit organizations at checkout. Individuals must use their own Maika'i card to make a donation. Foodland and the Western Union Foundation will match a portion of each donation made with a Maika'i card. Donations made without a Maika'i card will not be matched.

### ***How to Donate***

- At checkout, present your Maika'i card (or give your 10-digit number) and inform the cashier that you would like to make a donation to **Hawaii Rotary Youth Foundation**. If you do not have a Maika'i account, you may establish one by telling the cashier you would like to do so; you will need to give a unique 10-digit number (such as your phone number).
- Tell the cashier HRYF's 5-digit code: **77199**.
- Tell the cashier how much you would like to donate. Your donation will be added to your grocery purchase total. You may donate up to \$249.
- Be sure the cashier reaffirms HRYF's name and amount that you are donating.
- Any donation must be made payable to Foodland, Sack N Save or Foodland Farms.
- Hawaii Rotary Youth Foundation's name and the amount you donate will appear on your receipt. **Please ask cashier for a duplicate receipt.**
- Donor names will not be released to HRYF. **Give your duplicate receipt to your HRYF club coordinator so they can mail it to our office for credit to your individual account. You can also email a scanned copy to: [office@hawaiirotariyouthfoundation.org](mailto:office@hawaiirotariyouthfoundation.org).**
- You may make donations to more than one organization - you may donate up to \$249 per organization over the course of several store visits.

### ***Are These Donations Tax Deductible?***

Give Aloha donations are tax deductible to the full extent of the law.

### ***How Will My Donation be Matched?***

Every year, the matching gift percentage varies and cannot be pre-determined. For the past 5 years, the matching percentage has been between 20%-25%. Thus, if a customer donated \$100 to an organization, Foodland and the Western Union Foundation's matching gift was \$20-\$25. The actual matching gifts will be calculated at the end of the program. Organizations will receive 100% of all customer donations given to their organization, plus their % of Foodland and the Western Union Foundation's matching gift.