



American Red Cross

Hawaii State Chapter

GIVE ALOHA AT FOODLAND, SACK N SAVE AND FOODLAND FARMS TO HELP US RAISE FUNDS!

Our organization 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.



How It Works

From Sept. 1 - 30, customers are invited to make donations of up to a cumulative total of \$249 per person, per organization to participating Hawaii non-profit organizations at checkout. Donations made without a Maika'i Card will not be matched. 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.*

More Funds this Year!

The Western Union Foundation has generously donated \$75,000 to add to Foodland's gift of \$250,000 to non-profit-organizations participating in Give Aloha this year. Therefore, the total gift that will be given to all participating Hawaii non-profit organizations combined is \$325,000!

How To Donate

At checkout, present your Maika'i Card and inform the cashier that you would like to make a donation to our organization. If you do not have a Maika'i Card, you may request one. **Our five digit registration code is 7 7 0 1 0.** Your donation will be added to your grocery purchase total. You may give up to \$249 per organization (donations exceeding \$249 will not be matched). The amount you have donated to us and the name of our organization will appear on your receipt. Any donation must be made payable to Foodland, Sack N Save or Foodland Farms. Donor names will not be released to our organization, so if you would like us to know of your gift, please contact us directly so that we may properly acknowledge your gift.

Are These Contributions Tax Deductible?

These contributions are tax deductible to the full extent of the law. **Please save your store receipt for tax purposes since it will be the only record you will have of your donation.**

****How Matching Gifts Will Be Calculated***

Matching Gifts will be calculated after the end of the program. Organizations will receive 100% of all customer donations given to their organization, plus their % of Foodland's \$325,000 matching gift. The portion of the matching gift that each organization will receive will be based on the total dollar amount of customer donations designated to that organization as a % of all customer donations received for all organizations.



United Way Agency

4155 Diamond Head Road • Honolulu, HI 96816 • Tel: 808-734-2101 • Fax: 808-735-8626 • www.hawaiiredcross.org