



**Hawaiian
Electric**

NEWS RELEASE

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Employees, retirees raised over \$430,000 for A UW in 2022 *Workplace campaign theme emphasized “Ho‘omau,” to persevere*

HONOLULU, March 31, 2023 – Hawaiian Electric employees and retirees on O‘ahu with support from IBEW Local 1260, together raised \$430,571.48 during the company’s 2022 workplace campaign to benefit Aloha United Way. The nonprofit will disburse funds through its partner agencies to support and continue services for the underserved and vulnerable individuals, families and communities in need.

Combined with contributions raised through campaigns by employees on Hawai‘i Island and Maui County for their respective United Way agencies, the total amount raised across the companies amounted to more than \$536,974 for A UW, Hawai‘i Island United Way and Maui United Way.

“If the pandemic and challenges of the past few years has taught us anything, it’s that we have to unite and persevere to help our communities emerge stronger,” said Jim Kelly, Hawaiian Electric vice president of government and community relations and corporate communications. “Our campaign theme, Ho‘omau, aptly describes our efforts to support Aloha United Way and their good work in the community.”

“The Hawaiian Electric ‘ohana pulled together to help us serve those in need with incredible fundraising efforts and generosity. We are very grateful for everything that they do for our community,” said John Fink, A UW president and CEO.

Funds were raised through a number of programs and events such as a popular cookbook fundraiser, golf tournament on O‘ahu and a virtual 5k walk, as well as employee and retiree pledges.

Taking a cue from a popular YouTube talk show as a way to increase employee participation, executives agreed to a “Hot Ones” spice challenge where they were asked to sample progressively hotter hot sauces while being interviewed on camera. Each hot sauce represented 10% of a process area’s participation goal and the video challenges were shared on the employee intranet.

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