



**Hawaiian  
Electric**

## NEWS RELEASE

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### **Employee-led workplace campaign results in over \$316,000 raised for Aloha United Way in 2023**

*“Pilina” theme guided employees, retirees, IBEW members to unite efforts*

**HONOLULU, March 28, 2024** – A year-long workplace campaign led by Hawaiian Electric employees resulted in raising more than \$316,000 for Aloha United Way, the nonprofit working to advance the health, education, and financial stability of the Hawai‘i community. Guided by the campaign theme Pilina, the Hawaiian meaning “to come together,” employees united with retirees and IBEW Local 1260 to amplify their fundraising efforts.

Among the popular fundraisers included a cookbook aptly named Pilina featuring recipes from employees across the company, sales of Hawaiian Electric logo merchandise, a collaboration with local luxury fashion designer Manaola Yap on his latest collection of vegan tote bags, and an online pledge drive.

Together with a workplace campaign at its Hawai‘i Island operations to benefit Hawai‘i Island United Way, sponsor donations to Maui recovery efforts in place of the annual O‘ahu golf tournament and direct donations to Maui County nonprofit organizations, Hawaiian Electric employees from O‘ahu, Maui County, and Hawai‘i Island raised in total more than \$372,000 for the community last year.

In addition, company employees across its five-island service areas volunteered 5,307 hours over 101 community events; donated 913 units of blood/apheresis; and collected \$4,076 and 1,717 pounds of food for local food banks during 2023.

Hawaiian Electric serves 95 percent of Hawai‘i’s 1.4 million residents on the islands of O‘ahu, Maui, Hawai‘i, Lāna‘i and Moloka‘i. Established in 1891, Hawaiian Electric is committed to empowering its customers and communities by providing affordable, reliable, clean, and sustainable energy.

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