

PROJECT REACH PRESENTS LIFTING THE LABEL

Empowering Hawai'i's Keiki to Rise

Aloha,

As another school year approaches, Project Reach Hawai'i is honored to once again stand alongside our community through our annual Back to School initiative, Lifting the Label. Year after year, we are reminded that our keiki need a community that continues to show up, believe in them, and invest in their future. Each year, the needs continue to grow, and with your partnership, we can ensure more students and teachers begin the school year equipped, encouraged, and ready to succeed.

As the Founder and Executive Director of Project Reach, this work is deeply personal. Kohala raised me, and it is a privilege to pour back into the same community that poured into me.

Each year brings new challenges. We continue to see students returning to school without the basic supplies they need to thrive, teachers stretching limited resources to care for their classrooms, and families carrying burdens that are often unseen. Suicide remains the leading cause of death among Native Hawaiians and Pacific Islanders ages 15–24, reminding us that the need to create spaces of support, belonging, and hope has never been more important.

That is why Lifting the Label is more than a back-to-school campaign. It is a commitment to our keiki. Together, we can help lift the burdens they carry and empower them to begin the school year with confidence, dignity, and the knowledge that their community believes in them.

Through the support of generous partners like you, Project Reach will once again provide essential resources to students and educators throughout Kohala, including:

- Backpacks and school supplies for underserved students
- Classroom materials and basic necessities for teachers
- Shoes and other essential items for students in need, as resources allow

We know meaningful change happens when communities come together. We invite you to partner with us as we continue investing in the next generation and ensuring every student has the opportunity to start the school year prepared, encouraged, and equipped for success.

Enclosed, you will find an overview of our sponsorship opportunities and ways you can join us in making a lasting impact. Together, we can continue lifting the label and build a future where every child knows they are seen, supported, and deeply loved.

Mahalo for your continued belief in our keiki and in the work of Project Reach Hawai'i. We are grateful for the opportunity to serve and for partners like you who make this mission possible.

Mahalo nui,



Mary Perez-Colburn
Founder & Executive Director
Project Reach Hawai'i

More Than a Back-to-School Initiative

What began as an effort to provide school supplies has grown into something much greater. Lifting the Label is a community-wide commitment to ensuring every child has the opportunity to begin the school year with confidence, dignity, and hope. It recognizes that success in the classroom starts long before the first lesson, it starts with meeting the basic needs of our students, supporting our educators, and reminding every keiki that they are valued.

Each year, we continue to see families making difficult choices between everyday necessities and back-to-school expenses. Teachers often invest their own resources to create welcoming classrooms, while many students arrive carrying challenges that extend far beyond academics. As those needs continue to grow, so does our commitment to stand in the gap.

Because of the incredible generosity of our sponsors, volunteers, and community partners, Project Reach has been able to place thousands of essential items directly into the hands of local students and families. Last year alone, we distributed more than 800 pairs of shoes, along with hundreds of backpacks and school supplies, helping students walk into the new school year prepared and confident.

This year, our mission continues.

Together, we will equip students and teachers with the essential resources they need, strengthen families facing financial hardship, and continue building a community where every child knows they are supported, encouraged, and never alone. Because when a community invests in its keiki, it invests in its future.

About Project Reach Hawai'i

Project Reach Hawai'i is a 501(c)(3) nonprofit founded in 2015 by Mary Perez-Colburn to empower Hawai'i's youth through education, opportunity, and community support.

What began on O'ahu serving thousands of students has grown into an organization impacting youth and families across O'ahu and Hawai'i Island. Through innovative programs and strong community partnerships, we work to remove barriers, create opportunities, and equip Hawai'i's keiki with the resources they need to thrive.

From providing school supplies, backpacks, and shoes to fostering entrepreneurship through Young Innovators Hawai'i, Project Reach continues to invest in the next generation by creating opportunities that inspire confidence, leadership, and lifelong success.

Every initiative we lead is rooted in one purpose: empowering Hawai'i's keiki and strengthening the communities they call home.

LIFTING THE LABEL

Sponsorship Opportunities

Legacy Sponsor – \$10,000

- Be recognized as a Legacy Sponsor of Lifting the Label on banner
- Premier logo placement on all digital and printed materials
- Dedicated feature in our e-newsletter and a spotlight across our social media platforms
- Two-page color spread in our 2026 School Year Impact Report
- Personalized recognition video shared via social media
- Opportunity to include branded items in student supply kits (e.g., stickers, pencils, notes of encouragement)

Empowerment Sponsor – \$5,000

- Prominent logo placement on website
- Full-page color ad in the 2026 School Year Impact Report
- Mention in sponsor highlight across social media
- Name recognition in mahalo video posts

Hope Sponsor – \$1,000

- Logo featured on website
- Half-page color ad in the 2026 School Year Impact Report
- Recognition in our social media thank-you posts

Community Champion – \$500

- Name listing (no logo) on website
- Social media mahalo post with community sponsor shout-out

Submit

Please return completed form and check (if applicable) to:

Project Reach
PO Box 491
Kahuku, HI 96731

Project Reach is a 501(c)(3) nonprofit organization. Contributions are tax deductible to the extent permitted by law. Please consult with your financial advisor.

Questions?

Contact Mary Colburn at
mprojectreach@gmail.com

Scan QR Code

If you'd like to make a donation or become a sponsor, scan the QR code below:



www.projectreachhawaii.org



COMMITMENT FORM

Sponsor Information

Company Name _____

Mailing Address _____

City _____ State _____ Zip _____

Contact Name & Title _____

Phone _____

Email _____

Sponsorship Commitment

Please select the sponsorship(s) you would like to secure in support of The Kohala Back To School Bash

- ☐ Legacy Sponsor \$10,000
☐ Empowerment Sponsor \$5,000
☐ Hope Sponsor \$1,000 ☐ Community Sponsor \$500

Payment Information

- ☐ Please invoice my company for the above marked amount(s).
☐ I need an organizational W-9 to complete payment.
☐ Enclosed is a check made payable to Project Reach.
☐ Please charge my credit card for the above marked amount(s).

Credit Card #: _____

Name On Card: _____

Exp. _____ CVV: _____

Billing Address: _____

City _____ State _____ Zip _____

Signature _____

Print Name _____

Date _____