



LANAKILA

Building Independence for Challenged Lives

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March 17, 2008

Dear Friends,

As a valued supporter of Lanakila, we are excited to share Lanakila's special news with you.

Effective March 15, 2008, our name and logo changed from Lanakila Rehabilitation Center to Lanakila Pacific. Our program names also changed to help maximize understanding of our impact in the community.

The name **Lanakila Pacific** expresses the tremendous growth Lanakila has experienced since our founding 69 years ago. The name reevaluation was prompted by the organization's progression from rehabilitation services many years ago, the shift in direction towards financial self-sufficiency through our social enterprises, and our vision to extend services beyond Oahu's borders. "Lanakila," in Hawaiian, means victory, and the word "Pacific" describes a geographic region and also means "of a peaceful, tranquil nature."

The reverse side of this letter contains the new program names and logos created to help raise awareness of the myriad of services provided.

Lanakila Pacific was added as a DBA name effective March 15 and will transition to the new corporate name over time. During this transition period, you may see both names as we continue to use existing supplies with the name Lanakila Rehabilitation Center to maximize resources. Soon, we will introduce our new website, update our presentations, materials and services.

If you have any questions, please feel free to contact us any time. We sincerely appreciate your support, and remain committed to working together with you to further Lanakila Pacific's mission of building independence for challenged lives.

With aloha,

Marian E. Tsuji
President & CEO



Building Independence for Challenged Lives

What has changed? The corners around the heart were rounded to show the softness and grace of Lanakila Pacific. The color teal was selected due to the echoes of nature, which signify new beginnings, growth, stability and endurance. [Please see reverse for more on Lanakila Pacific, and our new program names and logos.](#)

Introducing Lanakila Pacific's programs and social enterprises...

Lanakila Pacific is a unique Hawaii-based non-profit offering programs and social enterprises that build independence for thousands of people with challenged lives.

Lanakila Pacific's Programs serve over 4,000 Oahu residents annually with programs that build life skills, which in turn support our greater community.



The words “and more” were added to the name since the program provides so much more than meals. Lanakila Meals on Wheels *and more!* is Hawaii’s largest and only island-wide meal provider for seniors, serving over 1,700 nutritionally balanced meals – and more – a day.

The citrus orange color is associated with healthy food, visibility and awareness.



Formerly known as Workforce Development, Lanakila Workforce Resources provides an array of high-quality training, job placement services and resources for job seekers with disabilities and employers.

The vibrant blue color represents knowledge, power and integrity.



Formerly known as Adult Day Services, Lanakila TLC assists individuals with cognitive and intellectual disabilities in developing life skills while emphasizing community-based learning and inclusion.

The color purple is associated with dignity, independence, and creativity.

Lanakila Pacific's Social Enterprises are mission-driven business ventures, which create high quality products and services for customers while building independence for people with challenges lives.



Formerly known as Lanakila Crafts, *Lanakila Production Services* offers an array of contract production services for local businesses, including silk screening, embroidery, mailing, sewing, packaging, shrink wrapping and more.

The blue reinforces the connection to Lanakila Workforce Resources and was selected as a preferred color for corporate America.

Lanakila Maintenance Services provides fully-licensed grounds and custodial services for commercial and government properties throughout Oahu. Other services include warehousing, shelf-stocking and cashing.



Xpress Chefs features fresh produce and ingredients in healthy foods prepared for retail sales, catering services and meal programs including schools and care centers. All proceeds from Xpress Chefs directly fund Lanakila Meals on Wheels.

Black was selected to go well with the many colors of fresh ingredients.

The acrylic painting “Metamorphosis” by our very own Artist, Monica Gavin helps tell the story...



The circle is representative of the incubation of the organizations gestation period. The gold represents the piercing of the divisions into the green heart that initially formed Lanakila for many years. The twentieth century sees an emergence of the metamorphosis of Lanakila, which encompasses several defined divisions. The teal color represents Lanakila Pacific, the vivid blue is representative of Lanakila Social Enterprises, dark purple depicts Lanakila TLC, Teaching and Learning Centers, the darker blue signifies Lanakila Workforce Resources. As the gold pathway spans across the great Pacific there is a final transformation towards unity of Lanakila Pacific as the tide rolls in and there are continual winds of change. The upper right orange spiral is representative of Lanakila Meals and Wheels...and much more, which starts with an individual residing alone independently and then further transcends to a partnership in old age and helps those in need, while still retaining the momentum and balance necessary in life.

See more of Monica's paintings at www.emelgi.com.

Our Warmest Mahalo to THREE, a marketing group, LLC and Market Trends Pacific for their most generous contributions of services to this project!