

SPREADING OUR STORIES

As promised in the Editor's Note, Nov.-Dec. 2010, *Health Progress* will continue to publish vignettes about creative ways of communicating mission.

Music and Mission Combine for an Evening of Aloha

BY CHERYL TAMURA

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or centuries, music has played a central role in Hawaiian culture, and even today, the distinctive island melodies and lyrics combined with hula have a way of knitting the hearts of people together. While oli, chants in ancient Hawaii, paid homage to myths and leaders of the day, contemporary Hawaiian music is known for the soothing sounds of the ukulele, slack key guitar and other instruments combined with touching words that rejoice in people's love for the land and each other, and in God's love.

St. Francis Healthcare Foundation of Hawaii uses this special language of music to share St. Francis Healthcare System of Hawaii's mission by presenting "An Evening of Aloha" for the community. In 2008, the system held the event in honor of the Sisters of St. Francis' 125th anniversary in the Hawaiian Islands. "Na Wahine Kupaa — Women of Strength" highlighted the Franciscan Sisters' contributions in health care and education since the arrival of Blessed Marianne Cope and six sisters who came to the islands in 1883 to care for those with Hansen's disease. The multimedia event celebrated the strength of women who have shaped Hawaii's past and are having a positive impact on the present and future.

Inspired by the Prayer of St. Francis, the 2010 "An Evening of Aloha: *Na Leo Lanakila* (Voices of Triumph)" celebrated how selfless acts of compassion and service can transform a world of suffering into a world of hope, peace and godliness. The concert showcased some of Hawaii's finest performers as the triumphant spirit of humanity soared through the historic Hawaii Theatre in music, *hula* and song. Video vignettes shared stories and images of how

our ministries, such as hospice, outreach to the homeless, adult day care and affordable housing, touch the lives of people in the community.

The entertainment line-up featured Hawaii Academy of Recording Arts honorees Raiatea Helm, Jake Shimabukuro and the group Ho'okena, as well as the Kamehameha Schools Children's Chorus and its Hawaiian Ensemble.

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"An Evening of Aloha" is a biennial event presented in collaboration with radio station Hawaiian 105 KINE. It began in 2002 as a special event to pay tribute to a Hawaiian entertainer who gave freely of his or her time in providing song and dance to sick patients in our hospitals and other clinical settings.

"The Evening of Aloha concert has evolved into our signature event," said Sr. William Marie Eleniki, OSF, chief administrator of St. Francis Healthcare Foundation, the health care system's fundraising entity. "It is our way of bringing our mission to the forefront and to let the community know what we do, why we're here and our dreams for Hawaii's people."

CHERYL TAMURA is development and communication director, St. Francis Healthcare Foundation of Hawaii.

To share your story of communicating mission, e-mail it to pschaeffer@chausa.org. Length: about 600 words, and please put "mission vignette" in the subject line.

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