



Hawaiian Paddle Sports 2015 Mission Performance Report

Hawaiian Paddle Sports is a Maui-based, ocean activities company that prides itself on providing intimate, authentic experiences with Maui and the ocean.

Vision Statement

A community of sustainably-minded ocean stewards who cultivate a sense of *kuleana* globally.

Mission

We provide authentic sustainable eco-tours that empower our guests to discover a deeper appreciation of and connection to Hawaii's marine environment.

Values

- **Safety:** Is always first above all else, Integrity: we are who we say we are and do what we say we do.

- **Exceptional Customer Service:** From first point of contact to the guides on the water.
- **Community:** This is within our community of team members at HPS but also how HPS connects with the larger Community of Maui, Hawaii and the World.
- **Sense of Place/Culture:** Culture is what makes Hawaii special... we hope that comes across in everything we do.
- **Fiscal Stability:** We are a for profit company and this enables us to do the good we do.

2015 Goals:

- Achieve Certified B Corporation status.
- Expand community service outreach partners and opportunities.
- Make financial contributions of at least \$10,000 to local nonprofit organizations or community groups.
- Log at least 500 volunteer hours.
- Increase and enhance professional development opportunities for employees, including dedicated whale season training, cultural trainings/experiences, and marine naturalist trainings.
- Ensure all guides are trained as certified Marine Naturalists.

2015 Accomplishments:

Hawaiian Paddle Sports is proud to report that we not only accomplished, but in fact exceeded, many of our 2015 goals. Much of our work this year focused on expanding and enhancing our community presence, while also improving on our employee trainings and opportunities.

- Hawaiian Paddle Sports became a [Certified B Corporation](#) in December 2015. By becoming Certified B Corporation, Hawaiian Paddle Sports joins the ranks of companies such as Patagonia, Ben & Jerry's, and Etsy who use business to drive environmental and social change. To become a Certified B Corporation, Hawaiian

Paddle Sports was required to undergo a rigorous, third-party evaluation.

- Hawaiian Paddle Sports expanded its community service participation by increasing the number of both partner organizations and service projects. In 2015, Hawaiian Paddle Sports participated in **12 volunteer service activities**, and established a “Monthly Give Back” program. 2015 service projects supported the programs of local, nonprofit organizations including Surfrider Foundation Maui Chapter, Camp Imua, Maui Youth & Family Services, Malama Maui Nui, Pacific Cancer Foundation, Maui Food Bank, and Hawaiian Islands Land Trust.
- Hawaiian Paddle Sports **donations amounted to \$11,826** to support local organizations including Hawaii Wildlife Fund, Hawaiian Canoe Club, Maui Huliau, Surfrider Foundation Maui Chapter, Pacific Cancer Foundation, Hawaiian Islands Land Trust, and Leeward Haleakala Watershed Restoration Project, Ka Ipu Kukui, Camp Imua, Maui Youth & Family Services, Toys For Tots, Maui AIDS Foundation, Hui Aloha ‘Aina Momona, National Multiple Sclerosis Society, and Maui Food Bank.
- Hawaiian Paddle Sports employees logged over **580 volunteer hours** during 2015.
- Hawaiian Paddle Sports incorporated additional employee trainings that focused on **Hawaiian culture, humpback whales, and the ocean ecosystem**. Employees received both in-class and immersion-based cultural training. In May, employees traveled to the island of O‘ahu to participate in a pa‘i‘ia workshop and land restoration project, and also visited Bishop Museum and Iolani Palace. This experience was followed up with a dedicated cultural training in December. Employees also attended a dedicated training on humpback whales and a marine naturalist training.
- 4 Hawaiian Paddle Sports newly hired guides completed the Marine Naturalist certification course and are considered **certified Marine Naturalists**.

- 6 Hawaiian Paddle Sports guides completed **CPR training**.

Hawaiian Paddle Sports is proud to be Maui's leading, ocean-activities company. We look forward to utilizing 2016 as a year to continue expanding our commitment to both Maui's environment and our local community.

Timothy Lara

Owner

Hawaiian Paddle Sports