



Hawaiian Paddle Sports

2017 Mission Performance Report

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

2017 was another successful year for Hawaiian Paddle Sports. Our *Mālama Maui* give-back program continues to support our local community and environmental organizations. Through the dedication of our management and guide teams, the *Mālama Maui* program helped raise \$32,885 for local organizations and logged over 600 volunteer hours in 2017. We also hosted the annual Paddle For Hunger event and the second annual Paddle For Keiki toy drive.

We are excited about the opportunities in 2018, and look forward to another outstanding year supporting our customers, employees, environment, and community.

Timothy Lara

Owner, Hawaiian Paddle Sports

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:** 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.

2017 Goals

- Raise at least \$30,000 for local community groups, with a minimum of \$10,000 in direct monetary donations from HPS
- Log at least 600 volunteer hours
- Continue to expand community service outreach partners and opportunities
- Continue to enhance professional development opportunities for employees, including dedicated whale season training, Hawaiian cultural trainings/experiences, and marine naturalist trainings

2017 Accomplishments

Hawaiian Paddle Sports is proud to report that we not only accomplished, but in fact exceeded, many of our 2017 goals. We spent this year expanding our community partnerships, improving our sustainability initiatives, and supporting ecotourism and ecofriendly programs throughout the state.

Community Support

- **Successfully continued our *Mālama Maui* community give back program.** *Mālama Maui* grew to include new partner organizations and conducted volunteer service projects throughout Maui. *Mālama Maui* has become an important source of funding and support for a number of local environmental and community non-profits. Non-profit partners in 2017 included: West Maui Mountains Watershed Partnership, Kaho‘olawe Island Reserve Commission, Grow Some Good,

Kimokeo Foundation Hawaiian Islands Land Trust, Hawaii Public Radio, Maui Youth and Family Services, Maui Cultural Lands, Hawaiian Canoe Club, Camp Imua, Maui Nui Marine Resource Council, Hawaii Wildlife Fund, Pacific Cancer Foundation, Maui Food Bank, Paddle For Keiki benefitting Toys for Tots Maui, Heroes on the Water, Maui Huliau Foundation, Maui Tomorrow, Lae Ula O Kai Canoe Club, Kilauea Point Natural History Association, Hui O Wa'a Kaulua, Ho'olawa Farms, & Hawaii Ecotourism Association.

- **Donated and raised \$32,885 for local organizations**
 - **\$14,968** = Direct, monetary donations
 - **\$17,917** = In-kind donations & donations raised with the support of partnerships and fundraising events
- Employees logged **664 volunteer hours with 12 different non-profits.**
- **Organized a South Maui beach cleanup at Po'olenalena Beach Park, in conjunction with International Coastal Cleanup Day.** Nearly 50 volunteers, including both residents and visitors, helped pick up thousands of pieces of trash – including 768 cigarette butts and 203 food wrappers – in just over two hours.
- **Organized the 17th Annual Paddle for Hunger event benefitting Maui Food Bank.** The event hosted 400 participants and raised a record breaking \$10,123, along with 1,000 pounds of food. The donations amounted to over 42,000 meals for needy families in Maui County.
- **Hosted Maui's second annual Paddle for Keiki event.** Building on Maui's Toys for Tots event, Paddle for Keiki brought together the island's paddling community to raise support for our local *keiki*

(children). The event included over 150 paddlers who raised \$3,810 in gifts and donations for Maui's youth.

Sustainability Initiatives

- **Supported State-wide Reef Safe Sunscreen Campaigns:**

Hawaiian Paddle Sports continues to champion ecofriendly sunscreens and sunscreen alternatives. In 2017 we began offering Badger Balm zinc oxide sunscreen to our guests, in addition to educating our guests about the importance of reef safe sun care. We have additionally supported the local, Maui-based reef safe sunscreen brand "Mama Kuleana". We are supportive of County and State policies that will phase-out the sale and use of oxybenzone-based sunscreens on Maui.

- **Supported Maui's Polystyrene [aka "Styrofoam"] legislation:** After nearly 3 years, Maui successfully passed a bill to phase out polystyrene [aka "Styrofoam"] food containers, including cups, trays, clamshells, and soup bowls. Polystyrene is a single-use plastic that eventually ends up in our waterways and oceans. The passage of this bill helps reduce the amount of plastics entering our ocean environment. Hawaiian Paddle Sports actively testified and supported this bill. We have also taken many steps to eliminate single-use plastics from our operations.

Certifications and Awards

- **Celebrated 2 years as Maui's first Certified B Corporation.** *B Corp* is to business what Fair Trade certification is to coffee or USDA Organic certification is to milk. B Corps are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of social and environmental

performance, accountability, and transparency. Hawaiian Paddle Sports was proud to be recognized as Maui's first Certified B Corporation in 2015. In 2017, we attended B Corp's annual "Champions Retreat" in Toronto, and continue to support programs and initiatives that promote people, profit, and the planet.

- **Received the following awards and recognition:**
 - Certified Sustainable Ecotour Operator (Hawaii Ecotourism Association)
 - Best In Small Business (Finalist - Business Leadership Awards)
 - Best Activity Company (Finalist – Maui Time)
 - #1 Activity in Kihei (TripAdvisor)

Staff Training and Development

- Incorporated employee trainings that focused on **Hawaiian culture, humpback whales, and the ocean ecosystem.**
Employees received both in-class and immersion-based cultural training and attended dedicated trainings on both Maui's coral reef ecosystem and humpback whales.
- All Hawaiian Paddle Sports guides hold **CPR and Lifeguard certifications.**
- **Hosted Ocean Safety Trainings for employees.** In-water training enabled guides to respond to various on-the-job scenarios & enhanced job skills as an ocean guide.
- **Employees participated in annual company retreats focused on team building, cultural training, and environmental awareness.**

In December employees participated in a team retreat at the Ala Kukui cultural retreat in Hana, Maui, collectively refining company values, exploring the historical coastline, and volunteering. Bi-annual retreats build the knowledge and skills of our employees, and further represent our commitment to helping our employees develop both professionally and personally.