

# HAWAIIAN PADDLE SPORTS

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## Hawaiian Paddle Sports 2018 Mission Performance Report

# I. Mission Performance Report Overview

Hawaiian Paddle Sports is a Maui-based, ocean activities company that prides itself on providing sustainable, intimate, authentic experiences with Maui and the ocean. Our annual Mission Performance Report features key metrics of success that illustrate our achievements and impact in 2018.

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## II. Founder's Message

Hawaiian Paddle Sports was founded on the Hawaiian value of *kuleana* (responsibility). If we have the privilege to enjoy, experience, and utilize the ocean for business, then we have a *kuleana* or responsibility to take care of ocean.

2018 marks nine years for Hawaiian Paddle Sports. Over that time we have grown and expanded not only in terms of our business, but also in adhering to our *kuleana*. We've made it our mission to utilize our company as a force for good - be it through community support or improving our environmental footprint.

We were especially proud to be awarded as the 2018 Sustainable Tour Operator of the Year by Hawaii Ecotourism Association. We are honored that our efforts and actions as a sustainable tour operator stood out amongst the hundreds of tour operators across the state. With this award, we further recognize the continued opportunities to raise the bar for tourism in Hawaii.

We are excited about 2019 and look forward to another outstanding year supporting our customers, employees, environment, and community.

Sincerely,



Timothy Lara  
*Founder, Hawaiian Paddle Sports*

### III. Hawaiian Paddle Sports

#### **Vision Statement: Cultivate kuleana globally**

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

#### **Mission Statement: Eco-tours that foster connections**

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.



## IV. 2018 Goals

Every year we make it our mission to expand efforts and actions that support our local community. We seek to more fully engage our guides and staff with local environmental efforts and community groups that are working hard to sustain our island. By promoting community give-back programs within our organization, we are able to better connect our guides (and thus guests) to the fragile resources that surround our island. By setting annual goals we are able to better gauge our impact and identify new opportunities for community support. Our 2018 goals included:

- **Join** 1% for the Planet business community.
- **Supporting** local community groups through monetary and in-kind donations.
- **Engaging** local community and environmental groups through a variety of volunteer service projects.
- **Continuing** to enhance professional development opportunities for employees, including dedicated whale season training, Hawaiian cultural trainings/experiences, and marine naturalist trainings.

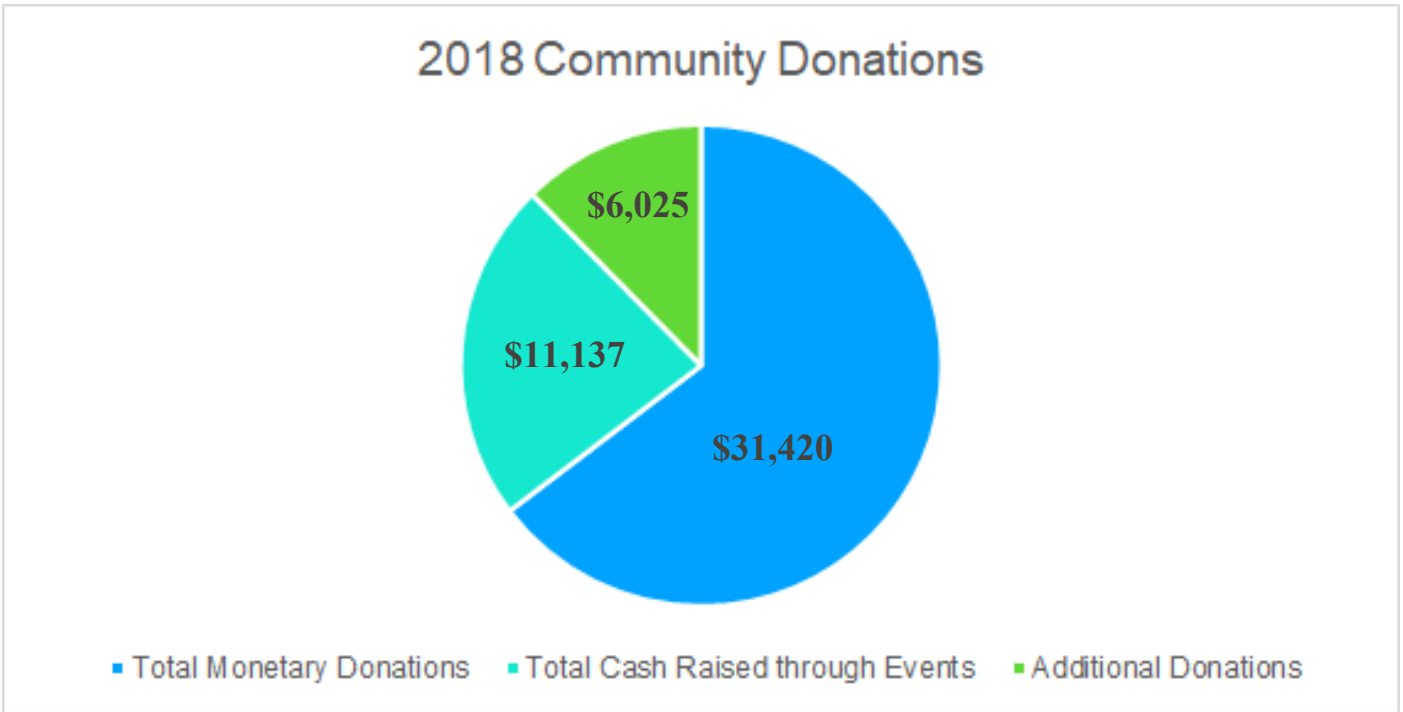


## V. 2018 Accomplishments

Hawaiian Paddle Sports is proud to report that we not only accomplished, but in fact exceeded, many of our 2018 goals. We spent this year expanding our community partnerships, improving our sustainability initiatives, and supporting ecotourism and ecofriendly programs throughout the state.

### Community Support Snapshot

- **Total Monetary Impact:** \$48,582.86
- **Total Cash Raised through Events:** \$11,137
- **Number of Organizations Supported:** 30



### **1% for the Planet**

1% for the Planet is a global movement inspiring businesses and individuals to support environmental solutions through annual memberships and everyday actions. Businesses that join 1% for the Planet commit to giving 1% of gross sales each year to our approved nonprofit partners through a variety of support. As a 1% for the Planet business, we donated \$15,616.57 to local nonprofits.

### **Mālama Maui: Monthly Give Back Program**

Mālama Maui is a monthly program dedicated to supporting our local community organizations. Each month, Hawaiian Paddle Sports selects a local non-profit or community organization to support with volunteer hours, in-kind donations, or monetary donations. In some cases volunteer events are combined with monetary donations.

The program not only provides financial our community, but additionally connects our employees to the critical work of taking place throughout our island. Through the 2018 efforts of the Mālama Maui program, Hawaiian Paddle Sports donated \$16,846.42 to local community groups and employees conducted 394 community service hours.

2018 non-profit partners included: Hawaiian Islands Land Trust, Surfrider Foundation Maui Chapter, Pūnana Leo o Maui, Maui Huliau Foundation, Maui Youth and Family Services, Hawaii Wildlife Fund, Pacific Cancer Foundation, and Maui Food Bank.

### **Additional Community Support**

In addition to the Mālama Maui program, Hawaiian Paddle Sports supports a variety of community and environmental organizations throughout the year. In 2018 we supported the following organizations: Hawaii Ecotourism Association, Grow Some Good, Na Leo Pulama, Koinonia Pentecostal Church, Maui Huliau Foundation, Hawaiian Kamali'i, Network for Good, Lae'ula o Ka, Kahana Canoe Club, Na Kai Ewalu Canoe Club, Hawaii Public Radio, Lahaina Rotary Youth Foundation, Kihei Canoe Club, Maui Economic Development Board, Hawaiian Outrigger Canoe Voyager Society, Kihei Canoe Club, Koieie O Na La O Maui, Love the Sea.

## IV. Awards & Certifications

### 2018 Sustainable Tour Operator of the Year

Hawaiian Paddle Sports was honored to be awarded the 2018 Sustainable Tour Operator of the Year. The award aims to recognize Hawaii eco-tourism operations who demonstrate, through their business, a commitment to environmental stewardship, cultural sensitivity, community enhancement, and educational content. These operations provide excellent examples of how the principles of sustainable tourism are put into practice in Hawaii.

Hawaiian Paddle Sports was recognized for its ongoing commitment to the local community and environment. The award highlighted Hawaiian Paddle Sports efforts including our elimination of single-use plastic water bottles, advocating for community policies at the county and state level, conducting beach cleanups before each tour, and infusing both Hawaiian culture and environmental education into each tour.





- **Celebrated 3 years as Maui's first Certified B Corp**

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.



## V. Staff Development

Hawaiian Paddle Sports guides represent the front lines of our business. We therefore believe that in-depth training and the ongoing improvement of key skills is a vital part of being part of the HPS team. Guide training additionally provides our employees with critical professional development. In 2018, we ensured that our guides received quality training and development that included:

- In-depth employee trainings focusing 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.
- Four hour communication and natural resources interpretation training. The training focused on improving their communication skills and strengthening their ability to connect with guests.
- CPR and Lifeguard certifications
- Advanced Ocean Safety Trainings. In-water training enabled guides to respond to various on-the-job scenarios & enhanced job skills as an ocean guide.
- Annual company retreats focused on team building, cultural training, and environmental awareness.