

HAWAIIAN PADDLE SPORTS

CANOE KAYAK SURF SUP



Hawaiian Paddle Sports 2019 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 2019.

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II. Founder's Message

Hawaiian Paddle Sports represents a vision that took root over a decade ago. After working for various surf schools and kayak companies on Maui, I decided to launch an ocean-based tour company that was ground in the principles of sustainability and Hawaiian culture. I made it our mission to provide high-quality tours that were good for our environment and community.

2019 marks 10 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* (responsibility) to take care of our ocean environment. 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 continue to expand our efforts to not only provide quality tours of Maui, but also support our island community. We are one of only 16 companies on Maui certified as a Sustainable Tour Operator through the Sustainable Tourism Association of Hawai'i and maintain our Certified B Corp status. Hawaiian Paddle Sports is also an official participant in the 1% for the Planet community. In addition, we continue to attract high quality guides who perpetuate our mission out on the water every day. In 2019, our amazing team dedicated 477 hours of volunteer time to Maui's environmental and community organizations.

We are excited about 2020 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. 2019 Goals

By setting annual goals we are able to better gauge our impact and identify new opportunities for community support. As with every year, we made it our mission in 2019 to expand efforts and actions that support our local community. We sought 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. Our 2019 goals included:

- \$30,000 in direct monetary donations to community and environmental groups
- **Expanding** volunteer opportunities for guides and **engaging** new community groups through our monthly Mālama Maui giveback program.
- **Continuing** to enhance professional development opportunities for employees, including dedicated whale season training, Hawaiian cultural trainings/experiences, and marine naturalist trainings.

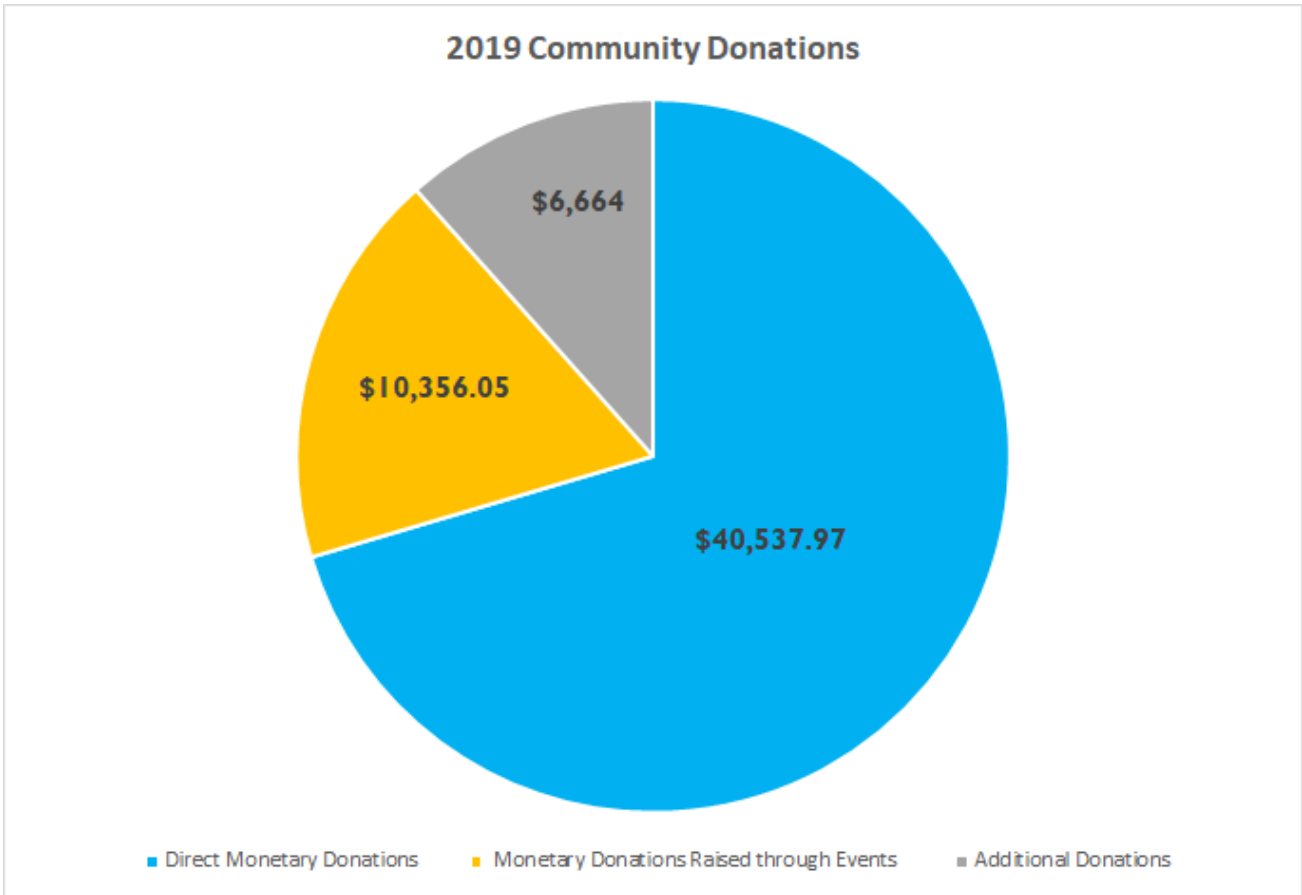


V. 2019 Accomplishments

2019 represented a milestone year for our community give back programs. We expanded our monthly giving programs and our 1% For the Planet donations. In addition, we sought new community partnerships, improved our sustainability initiatives, and supported sustainability programs throughout the state. We continue to focus on ways that we can expand our impact, whether it's through direct monetary donations or volunteer hours.

Community Support Snapshot

- **Total Impact:** \$57,557.57
- **Number of Organizations Supported:** 477
- **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 environmental nonprofit partners through a variety of support. As a 1% for the Planet business, we donated \$16,608.67 to local environmental 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 2019 efforts of the Mālama Maui program, Hawaiian Paddle Sports donated \$23,929.30 to local community groups and employees conducted 477 community service hours.

2019 Mālama Maui non-profit partners included: Hawaiian Islands Land Trust, Skyline Conservation Initiative, Maui Huliau Foundation, Imua Family Services, Hawaii Wildlife Fund, Sierra Club, Ocean Conservancy, Pacific Cancer Foundation, Maui Food Bank, Toys for Tots (Street Bikers United).

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 2019 we supported the following organizations: Grow Some Good, Pūnana Leo o Maui, Hui Aloha ‘Āina Momona, Surfrider Foundation Maui Chapter, Grow Some Good, Kahana Canoe Club, Kihei Canoe Club, Ko‘ihonua, Mālama Maui Nui, Na Kai Ewalu, South Maui Learning ‘Ohana, and Two Third World Network.

IV. Sustainability Certifications

Celebrated 5 years as a Certified Sustainable Tour Operator

Sustainability is a key part of our business. In 2014, Hawaiian Paddle Sports became one of the first tour operators in the state of Hawaii to be certified as a Sustainable Tour Operator. The certification, maintained by the Sustainable Tourism Association of Hawaii, is the only third-party eco-tourism certification in the entire U.S. The Certification evaluates a business' environmental footprint, safety, marketing, educational information, and staff training. Today the program has grown to 16 tour operators on Maui and 40 across Hawaii.

In 2018, Hawaiian Paddle Sports was recognized as the Certified Sustainable Tour Operator of the Year. The award recognized HPS for its ongoing commitment to the local community and environment. Today, we are excited to celebrate 5 years as a Certified Sustainable Tour Operator. The Certification gives us an opportunity to continually re-examine our sustainability efforts and improve year-over-year.



Celebrated 4 years as Maui's first Certified B Corp

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. As of 2019, we remain the only tour operator in the state of Hawaii who is a Certified B Corporation. We are proud to be an early adopter of the B Corp Certification in Hawaii and hope that other tour operators will follow in our footsteps to achieve these important industry certifications.



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 2019, we ensured that our guides received quality training and development that included:

- In-depth employee trainings focusing on Hawaiian culture, humpback whales, and Hawaiian marine life. 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 annual training focuses on improving communication skills and strengthening the ability of HPS guides 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.