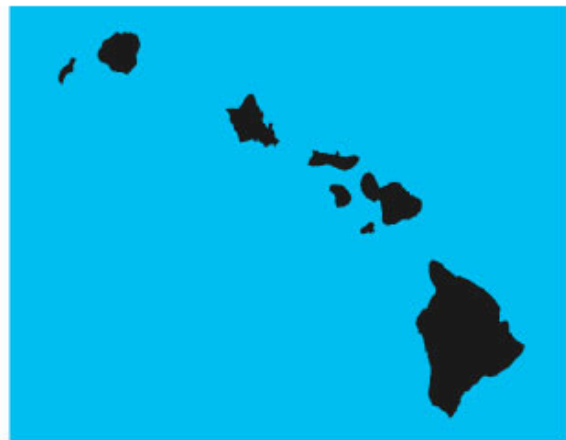


HAWAIIAN PADDLE

S P O R T S

CANOE KAYAK SURF SUP



HAWAIIAN PADDLE SPORTS

2020 MISSION PERFORMANCE REPORT

A MESSAGE FROM OUR FOUNDER

On January 1, 2020, Hawaiian Paddle Sports celebrated our 10 year anniversary. We were excited to kick off this year by expanding our Mālama Maui Give Back Program and aimed to further build out our tour offerings and opportunities for our team.

Yet like many businesses around the world, our operations were significantly impacted by the COVID-19 pandemic.

Despite these challenges, we were still able follow through on many of our community programs. After Maui's gathering restrictions were lifted, for example, we provided 100 free surf lessons to local residents. We also hosted our annual Paddle For Hunger event virtually and an in-person Ocean Steward Camp in partnership with local watermen and Maui Youth and Family Services.

Here's to navigating uncharted waters and responding to unique and unprecedented times.



Timothy Lara
Founder
Hawaiian Paddle Sports



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

WHO WE ARE

Hawaiian Paddle Sports is Maui's premier ocean activities company that prides itself on providing sustainable, intimate, authentic experiences with Maui and the ocean. We are a team of ocean lovers who also work hard to give back to the ocean and our community.



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.

WHAT WE DO

Our mission at Hawaiian Paddle Sports involves more than just our business. Community, culture, and protecting what we love in this world is a big part of who we are. We are proud to use our business model to protect the environment and strengthen the community.



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 \$1,706 to local nonprofits in 2020 and 255 volunteer hours.



MĀLAMA MAUI: MONTHLY GIVE BACK PROGRAM

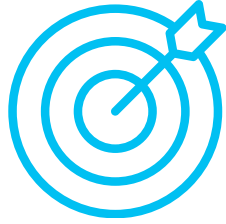
Mālama Maui is a monthly program dedicated to supporting our local community organizations. In 2020, Hawaiian Paddle Sport's Mālama Maui program donated \$22,800 in both direct and in-kind donations, including 439 community service hours.



ADDITIONAL COMMUNITY SUPPORT

Hawaiian Paddle Sports also supports a variety of community and environmental organizations throughout the year. In 2020 we supported the following organizations: Maui Humane Society, Love the Sea, Hawaiian Canoe Club, and Maui Huliau Foundation.

2020 GOALS



Setting annual goals allows us to better gauge our impact and identify new opportunities for community support. In 2020, we aimed to expand efforts and actions that support our local community, particularly through our monthly Mālama Maui program and the Ocean Steward Camp.

IMPACT OF THE COVID-19 PANDEMIC

Due to COVID-19, the island of Maui was effectively closed to visitors from mid-March through October 2020. While the visitor industry was impacted especially hard, we were able to pivot and continued to support our local community and team members. These efforts resulted in the “100 Free Surf Lessons” program and the inaugural Ocean Steward Camp for Maui youth.

2020 GOALS

- \$60,000 in total community impact
- \$20,000 in direct monetary donations to community and environmental groups
- \$20,000 in 1% for the Planet contributions
- 500 volunteer hours with local community organizations
- Expand volunteer opportunities for HPS guides and team members
- Engage new community groups through our monthly Mālama Maui giveback program
- Enhance professional development opportunities for employees, including dedicated whale season training, Hawaiian cultural trainings/experiences, and marine naturalist trainings.
- Host the Ocean Steward Camp for local Maui youth



Hawaiian Paddle Sports team members celebrate at the 10th Anniversary Celebration

2020 ACCOMPLISHMENTS

\$29,143

TOTAL IMPACT

In 2020, our efforts resulted in nearly \$30,000 of total community impact, including volunteer hours, free community surf lessons, and the inaugural Ocean Steward Camp for Maui youth.



Local Maui family participating in the "100 Free Surf Lessons" program during the COVID-19 pandemic

BY THE NUMBERS

CELEBRATED 10 YEARS
in business on Maui

**\$3,787 DIRECT
MONETARY DONATIONS**
to support local environmental
and community organizations

439 VOLUNTEER HOURS
supporting activities such as
invasive species removal and
free water sport instruction for
local youth.

**100 FREE SURF
LESSONS**

provided to local residents to
support safe, outdoor
recreation during COVID-19

5 YEARS

as a Certified B Corporation
and 1% for the Planet member

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.

In 2020, Hawaiian Paddle Sport's Mālama Maui program donated \$22,800 in both direct and in-kind donations, including 439 community service hours.



HPS Guides pose with Ekolu Lindsey of Maui Cultural Lands after volunteering with invasive species removal

2020 Mālama Maui Partners:

- **Hawaiian Islands Land Trust**
- **Grow Some Good**
- **Maui Cultural Lands**
- **Maui Youth and Family Services**
- **Surfrider Foundation**
- **Maui Food Bank**

OCEAN STEWARD CAMP

A SILVER LINING OF THE COVID-19 PANDEMIC

Since 2015, Hawaiian Paddle Sports has hosted an annual Ocean Activities Day with Maui Youth and Family Services. While it had been a longtime dream to expand this single day into a larger event, scheduling with local ocean professionals proved challenging.

With COVID-19, however, business had slowed down and our watermen friends were home. Ocean Steward Camp was finally a “go”.

The 2020 Ocean Steward Camp was attended by thirty *keiki* (youth) ages 12-17 from **Maui Youth and Services’ Project Venture** program, a prevention and intervention group focused on adventure-based learning and engagement with family, community, and nature. Although they’ve grown up on Maui, few of the youth attending have had the ability to experience ocean sports.

During the four day camp, the group was joined by professional watermen Kai Lenny and Zane Schweitzer who shared their knowledge on surfing, Stand Up Paddling, canoe surfing, and Supsquatch. Camp participants also had the opportunity to kayak, snorkel, and paddle an outrigger canoe.



Ocean Steward Camp participants pose with professional Stand Up Paddle boarder Zane Schweitzer and the Supsquatch.



Archie Kalepa (right) provides a lesson on Hawaiian lo'i kalo (taro patch) in West Maui.

In addition to the water lessons, campers learned about Maui’s environmental threats and how to mitigate them. Denby Freeland of Hawaiian Islands Land Trust shared her *mana'o* (knowledge) about Maui’s coastal wetlands and took the group to see the island’s largest wetland.

Legendary big-wave surfer and lifeguard rescue captain Archie Kalepa brought the group to his family’s *lo'i kalo* (taro patch) in West Maui, where his family planted the first taro in the area in over 100 years. At the Kō'ie'ie Fishpond, Vene Chun taught Hawaiian protocol and shared the cultural history and value of the fishpond. The group helped restore the rock wall in the fishpond, then enjoyed an outrigger canoe paddle, before ending the day with *mele* (music) and talk story.

While the pandemic has had a profound impact on our community, it has also presented new opportunities and connections. We are thankful to our Maui Youth and Family Services, Kai Lenny, Zane Schweitzer, Denby Freeland, Archie Kalepa, and our HPS team members for making the Ocean Steward Camp a reality.

MAHALO



Hawaiian Paddle Sports would like to express our sincerest gratitude to everyone who contributed to our business and giveback efforts throughout 2020, including our guides and administration team, community partners, and individuals who have donated their time and effort to ensuring successful community programs and meaningful tours for our guests that positively contribute to our island home.



2020