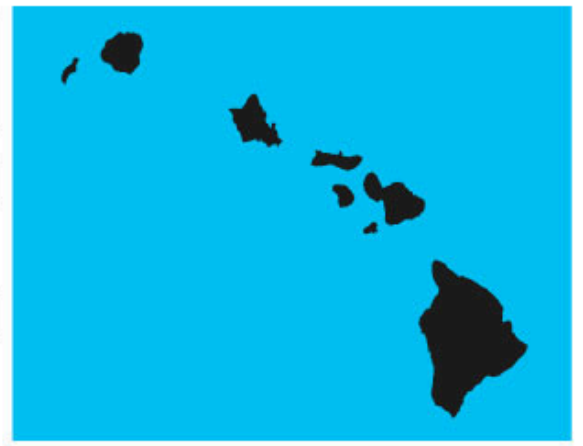


HAWAIIAN PADDLE SPORTS



CANOE KAYAK SURF SUP



HAWAIIAN PADDLE SPORTS

2021 MISSION PERFORMANCE REPORT

A MESSAGE FROM OUR FOUNDER

Like many businesses on Maui and throughout the world, the COVID-19 pandemic significantly impacted our bottom line. We spent most of 2021 focused on rebuilding our business and supporting our staff.

Even with these challenges, we continued to invest in our Mālama Maui give back program, 1% for the Planet program, and adhering to our B Corporation standards.

We are thankful to our team members, community partners, and supporters who continue to believe in the work that we do at Hawaiian Paddle Sports. We remain committed to ensuring that we use our business to educate visitors, give back to Maui, and support our local community.



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 \$6,884 to local nonprofits in 2021 and 63 volunteer hours.



MĀLAMA MAUI: MONTHLY GIVE BACK PROGRAM

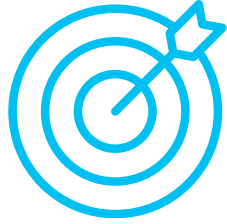
Mālama Maui is a monthly program dedicated to supporting our local community organizations. In 2021, Hawaiian Paddle Sport's Mālama Maui program donated \$4,821 in both direct and in-kind donations, including 134 community service hours.



ADDITIONAL COMMUNITY SUPPORT

Hawaiian Paddle Sports also supports a variety of community and environmental organizations throughout the year. In 2021 we supported the following organizations: Maui Huliau Foundation, Hale Makua Health Services, Hui Aloha 'Āina Momona, Hawaiian Canoe Club, Alaska Wildlife Conservation.

2021 GOALS



Setting annual goals allows us to better gauge our impact and identify new opportunities for community support. In 2021, we focused on rebuilding our bottom line and give-back programs after the impacts of the COVID-19 pandemic, while also ensuring our ability to support our staff and community.



2021 GOALS

- \$20,000 in total community impact
 - \$5,000 in direct monetary donations to community and environmental groups
 - \$5,000 in 1% for the Planet contributions
 - 100 volunteer hours with local community organizations
 - Sustain our business and support our staff through ongoing challenges from the COVID-19 pandemic.
-

2021 ACCOMPLISHMENTS

\$16,178

TOTAL IMPACT

In 2021, our efforts resulted in \$16,178 of total community impact, including volunteer hours, supporting 1% of the Planet partners, and our annual Paddle For Hunger event.



Hawaiian Paddle Sports team members working with Hawaiian Islands Land Trust to clear area for loko'ia, a traditional Hawaiian fishpond.

BY THE NUMBERS

CELEBRATED 11 YEARS
in business on Maui

**\$8,183 DIRECT
MONETARY DONATIONS**
to support local environmental
and community organizations

134 VOLUNTEER HOURS
supporting activities such as
wetland restoration, reef
cleanups, and fencing off
lands from invasive ungulates.

10,385 MEALS
provided to local residents as
part of our annual Paddle For
Hunger fundraiser with Maui
Food Bank.

6 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 2021, Hawaiian Paddle Sport's Mālama Maui program donated nearly \$5,000 in both direct and in-kind donations, including 134 community service hours.



HPS Guides volunteer with Skyline Conservation to install and repair fencing to keep out invasive ungulates.

2021

Mālama Maui Partners:

- **Hawaiian Islands Land Trust**
- **Maui Cultural Lands**
- **Skyline Conservation**
- **Hawaii Wildlife Fund**
- **Pacific Cancer Foundation**
- **Maui Food Bank**

PADDLE FOR HUNGER

PROVIDING 10,385 MEALS FOR NEEDY FAMILIES

Since 2012, Hawaiian Paddle Sports has organized the annual Paddle For Hunger event supporting Maui Food Bank. Originally organized as an OC1 time trial for Malama Ula Canoe Club (Wailea Canoe Club), Paddle For Hunger has grown into official fundraiser for the Maui Food Bank, a Thanksgiving ritual for the Maui community.

Due to the COVID-19 pandemic, Maui County was not issuing permits for large community events. We therefore pivoted Paddle For Hunger to feature untimed small group and solo “races” over two days for virtual bragging rights.

Participants paddled the course on Nov. 24 and Nov. 25 via outrigger canoe, V1, surfski, paddle board, surfboard, or any floating device, then recorded their time, GPS course, and posted photos of their “Paddle For Hunger.”



HPS team members sort food donations at the Paddle For Hunger 2021 event

Paddle For Hunger is one of the largest fundraisers for Maui Food Bank. Over the past five years, the event has raised \$36,320 for Maui Food Bank and providing 158,488 meals for needy families in Maui County.

Food donations were also collected this morning. As a result, \$2,500 and 500 pounds of food were collected and donated to Maui Food Bank. Together, this will provide 10,385 meals for needy families in Maui County.



MAHALO



Hawaiian Paddle Sports would like to express our sincerest gratitude to everyone who contributed to our business and giveback efforts throughout 2021, 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.



2021