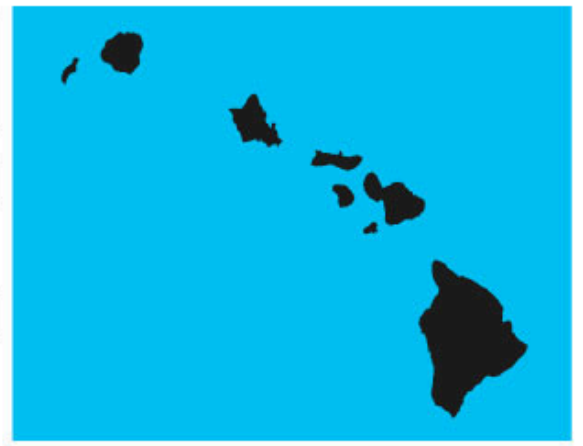


# HAWAIIAN PADDLE SPORTS



CANOE KAYAK SURF SUP



## HAWAIIAN PADDLE SPORTS

## 2022 MISSION PERFORMANCE REPORT

# A MESSAGE FROM OUR FOUNDER

This year's Mission Performance report is dedicated to Kathi Sollars who has served as Hawaiian Paddle Sports' Operations Manager for the last nine years. After almost a decade with HPS, Kathi stepped down at the end of this year to be closer to family on the Mainland and travel more with her husband.

I want to extend my sincerest gratitude to Kathi for her dedication to HPS. She has left a valuable mark on our company and has helped shape us into the business we are today.

2022 also marked the most successful year for our community support programs since the start of the COVID-19 pandemic. Over the last twelve months, we supported 15 nonprofits with direct donations and had a total community impact of \$45,556. We look forward to continuing this momentum into 2023 and beyond.



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.*

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# 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.

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# 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 \$20,605 to local nonprofits in 2022 and 152 volunteer hours.



## MĀLAMA MAUI: MONTHLY GIVE BACK PROGRAM

Mālama Maui is a monthly program dedicated to supporting our local community organizations. In 2022, Hawaiian Paddle Sport's Mālama Maui program donated \$13,599 in both direct and in-kind donations, including 283 community service hours and over \$11,000 from fundraising events.

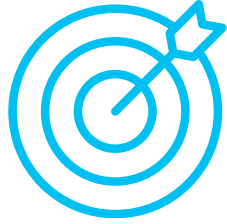


## ADDITIONAL COMMUNITY SUPPORT

Hawaiian Paddle Sports also supports a variety of community and environmental organizations throughout the year. In 2022 we supported the following organizations: Maui Huliau Foundation, Hale Makua Health Services, Hui Aloha 'Āina Momona, Hawaiian Canoe Club, and Alaska Wildlife Conservation.

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# 2022 GOALS



Setting annual goals allows us to better gauge our impact and identify new opportunities for community support. In 2022, we set ambitious goals to reach pre-pandemic levels for our business bottom line, staff training and support, and our community giveback programs like Mālama Maui and 1% for the Planet.



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## 2022 GOALS

- \$30,000 in total community impact
  - \$10,000 in direct monetary donations to community and environmental groups
  - \$10,000 in 1% for the Planet contributions
  - 350 volunteer hours with local community organizations
  - Streamline processes and improve business efficiency post-COVID 19 pandemic closures
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# 2022 ACCOMPLISHMENTS

# \$45,556

## TOTAL IMPACT

In 2022, our efforts resulted in \$45,556 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 present a \$500 check to Mālama Maui partner Skyline Conservation and their native reforestation program.

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## BY THE NUMBERS

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**CELEBRATED 12 YEARS**  
in business on Maui

**\$25,500 DIRECT  
MONETARY DONATIONS**  
to support local environmental  
and community organizations

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

**18,302 MEALS**

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

**7 YEARS**

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

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# 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 2022, Hawaiian Paddle Sport's Mālama Maui program donated \$13,599 in both direct and in-kind donations, including 283 community service hours and over \$11,000 from fundraising events.



*HPS Guides help restore a traditional rock wall for an inland fish pond at Waihe'e Coastal Preserve with Hawaiian Islands Land Trust.*

### 2022 Mālama Maui Partners:

- **Hawaiian Islands Land Trust**
- **Surfrider Foundation Maui**
- **Maui Cultural Lands**
- **Skyline Conservation**
- **Grow Some Good**
- **Imua Family Services - Camp Imua**
- **Surfers Healing**
- **Hawaii Wildlife Fund**
- **Pacific Cancer Foundation**
- **Maui Food Bank**

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# PADDLE FOR KEIKI

## SUPPORTING MAUI'S UNDERPRIVILEGED FAMILIES

Launched in 2016, the Paddle For Keiki event was designed to spread a holiday message of hope to our community's underprivileged families. The 2022 Paddle For Keiki event was held on December 17 at the Kihei Canoe Club at Ka Lae Pohaku Beach Park.

The idea for Paddle For Keiki grew from two other successful events: Street Bikers United's annual 'Toys for Tots' motorcycle ride, and Hawaiian Paddle Sports' Paddle For Hunger, a benefit for the Maui Food Bank.

Hawaiian Paddle Sports' founder, Timothy Lara, and Ron Panzo, president of Street Bikers United and owner of Nalu's South Shore Grill, thought about how to expand the 'Toys for Tots' event to the paddling community. The two reached out to South Maui's Kihei Canoe Club, and from there Paddle for Keiki was born. It is similar to the annual Paddle For Hunger event in November, except participants donate toys instead of food.



*HPS members sort donated gifts at the 6th annual Paddle for Keiki event held in Kihei*

The 2022 Paddle For Keiki event resulted in \$6,730 in direct donations and gifts. The 2022 event also marked the first time the event had been held since the COVID-19 pandemic started in 2020. Hawaiian Paddle Sports was thrilled to make the event a reality once again and support our local youth.





# MAHALO KATHI!



Hawaiian Paddle Sports would like to express our sincerest gratitude to Kathi Sollars, HPS' Operations Manager since 2013. Mahalo, Kathi, for your patience, dedication, and support over the last nine years. A big mahalo is also extended to everyone who contributed to our business and giveback efforts throughout 2022, including our guides, administration team, and community partners.



2022