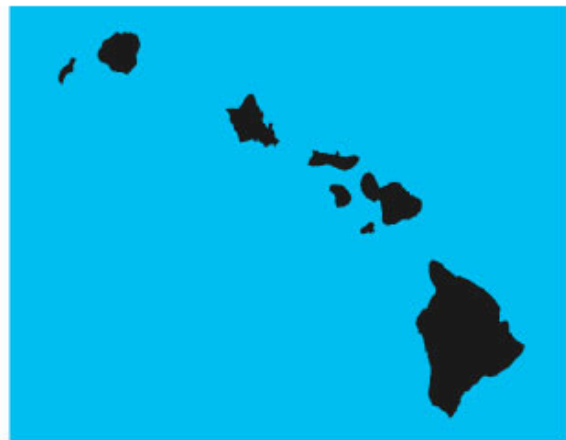


# HAWAIIAN PADDLE

S P O R T S

CANOE KAYAK SURF SUP



## HAWAIIAN PADDLE SPORTS

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## 2023 MISSION PERFORMANCE REPORT

# A MESSAGE FROM OUR FOUNDER

Hawaiian Paddle Sports entered 2023 with momentum and excitement. The previous year had proven to be our most successful year since 2020 in terms of our community-give back programs and expanding our partnerships. Building on this success, we spent the first half of 2023 further exploring new opportunities for our company, staff, and Malama Maui Program. We also continued to rebuild from the downsizing that was the result of the COVID-19 pandemic.

Unfortunately, on August 8, 2023, wind-driven wildfires on Maui destroyed more than 2,200 structures and caused about \$5.5 billion in damages, decimating the town of Lahaina while also causing extensive damage in the Upcountry town of Kula.

The fires directly impacted our staff, friends, and partners. While the tragedy tested our community, it also demonstrated the strength and resiliency of our island. Though we are nearly five months post-fires, there is still much work to be done and we continue to work hard to support our community during this unprecedented and tragic time.



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 \$11,869 to local nonprofits in 2023 and 100 volunteer hours.



## MĀLAMA MAUI: MONTHLY GIVE BACK PROGRAM

Mālama Maui is a monthly program dedicated to supporting our local community organizations. In 2023, Hawaiian Paddle Sport's Mālama Maui program donated \$23,362 in both direct and in-kind donations, including 303 community service hours and over \$10,000 from fundraising events.

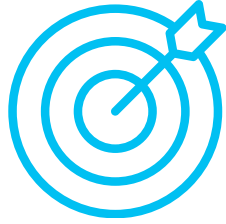


## ADDITIONAL COMMUNITY SUPPORT

Hawaiian Paddle Sports also supports a variety of community and environmental organizations throughout the year. In 2023 we supported the following organizations: Maui Huliau Foundation, Hawaiian Canoe Club, Maui Economic Development Board, Na Kai Ewalu, and Kikaha o Ke Kai.

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# 2023 GOALS



Setting annual goals allows us to better gauge our impact and identify new opportunities for community support. In 2023, we aimed to further build on the momentum of our 2022 giveback efforts with a goal to increase our total community impact by 30% and provide at least 350 volunteer hours.



*Hawaiian Paddle Sports team member pushes a local youth with Maui Youth and Family Services into a wave during annual Ocean Day with its Project Ventures Program.*



*HPS team members help rebuild a traditional rock wall with Hawaiian Islands Land Trust.*

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## 2023 GOALS

- \$40,000 in total community impact
  - \$15,000 in direct monetary donations to community and environmental groups
  - \$15,000 in 1% for the Planet contributions
  - 350 volunteer hours with local community organizations
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# 2023 ACCOMPLISHMENTS

# \$34,341

## TOTAL IMPACT

In 2023, our efforts resulted in \$34,341 of total community impact, including volunteer hours, supporting 1% of the Planet partners, wildfire relief efforts, and our annual Paddle For Hunger and paddle for keiki events.



*Hawaiian Paddle Sports team members present local food security nonprofit Grow Some Good with a \$1,000 check and volunteer hours.*

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## BY THE NUMBERS

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**CELEBRATED 13 YEARS**  
in business on Maui

**\$14,117 DIRECT MONETARY DONATIONS**  
to support local environmental and community organizations

**303 VOLUNTEER HOURS**  
supporting activities such as wetland restoration, sustainable food production, and wildfire relief efforts.

**FREE KAYAK TOURS**  
offered every weekend in September and October for community members displaced by the wildfires

**\$11,376 RAISED**

through our annual Paddle for Hunger and Paddle for Keiki fundraising events.

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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 2023, Hawaiian Paddle Sport's Mālama Maui program donated \$23,362 in both direct and in-kind donations, including 303 community service hours and over \$10,000 from fundraising events.



### 2023 Mālama Maui Partners:

- **Hawaiian Islands Land Trust**
- **Grow Some Good**
- **Imua Family Services - Camp Imua**
- **Hui Aloha 'Āina Momona**
- **Maui Food Bank**

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# MAUI WILDFIRES

## RELIEF EFFORTS

On August 8, 2023, wind-driven wildfires on Maui destroyed more than 2,200 structures and caused about \$5.5 billion in damages, decimating the town of Lahaina while also causing extensive damage in the Upcountry town of Kula. The fires immediately and directly impacted our staff, friends, and partners.

In the immediate aftermath of the fires, Hawaiian Paddle Sports team members focused their efforts on addressing the impacts of the Kula fire. Team members importantly helped with green waste removal and cutting fire breaks.

HPS Founder, Tim Lara, became a core member of the Kula Fire Relief Hub and a direct point of contact connecting community members who lost home with resources being offered.

To further support the community healing process, and as part of our Malama Maui program, we offered free guided kayak tours every weekend in September to community members displaced by the fires.

The success and importance of this program led us to continue it through the months of October.

As displaced community members gained access to food, housing, and safe drinking water, we then turned our attention to addressing the environmental impacts of the fires. We were especially involved with these efforts in Kula where we partnered to revegetate gulches that had burned before winter rains moved contaminated soils down to the ocean.

Rebuilding our community after these tragedies will take ongoing and unified efforts across the island. We remain committed to supporting relief efforts across Maui and ensuring the resiliency of our island home.



*HPS staff and community members at the Kula Hub immediately after the fires.*

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# MAHALO



Hawaiian Paddle Sports would like to express our sincerest gratitude to everyone who contributed to our business and giveback efforts throughout 2023, 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.



2023