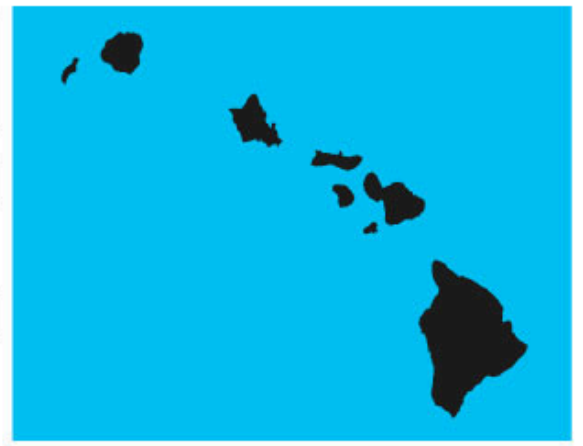


HAWAIIAN PADDLE SPORTS



CANOE KAYAK SURF SUP



HAWAIIAN PADDLE SPORTS

2024 MISSION PERFORMANCE REPORT

A MESSAGE FROM OUR FOUNDER

The last four years have proven unprecedented and challenging, yet also a time of unique opportunities in how we address the unexpected changes our island community has faced.

After weathering the impacts of the COVID-19 pandemic, which hit the visitor industry especially hard, our community was once again rocked by the Maui Wildfires in August 2023 that destroyed the historic Lāhianā Town and also impacted many families in Kula. The fires further had major economic implications for businesses on Maui, including Hawaiian Paddle Sports. We continued to feel these impacts throughout 2024.

2024 started with our team members continuing to support wildfire relief efforts, while also participating in our monthly Mālama Maui giveback program.

Through all of the challenges in the last few years, we have continuously sought to ensure that Hawaiian Paddle Sports is used as a force for good. We see it as our *kuleana* (responsibility) to give back and support our community, no matter the challenges come our way.



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 \$4,275 to local nonprofits in 2024 and 20 volunteer hours.



MĀLAMA MAUI: MONTHLY GIVE BACK PROGRAM

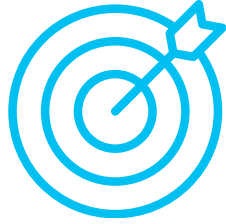
Mālama Maui is a monthly program dedicated to supporting our local community organizations. In 2024, Hawaiian Paddle Sport's Mālama Maui program donated \$18,599 in both direct and in-kind donations, including 153 community service hours and \$11,362 from fundraising events.



ADDITIONAL COMMUNITY SUPPORT

Hawaiian Paddle Sports also supports a variety of community and environmental organizations throughout the year. In 2024 we supported the following organizations: Hawaiian Canoe Club, Paddle For Life, Kula Community Watershed Alliance, Maui Arts & Cultural Center, and TopScore Hawai'i.

2024 GOALS



Setting annual goals allows us to better gauge our impact and identify new opportunities for community support. In 2024, in light of the economic downturn associated with the August 2023 fires, we re-set our goals to ones that we believed we could realistically achieve.

While we were not able to support as many organizations as in 2023, we did exceed our total community impact goal and contributions through our partner programs.

We also continue to focus on increasing our bottom line and overcoming the economic impacts from the 2023 fires.



2024 GOALS

- \$15,000 in total community impact
 - \$5,000 in direct monetary donations to community and environmental groups
 - \$5,000 in 1% for the Planet contributions
 - 150 volunteer hours with local community organizations
 - Increase company's bottom line after economic turndown.
-

2024 ACCOMPLISHMENTS

\$27,422

TOTAL IMPACT

In 2024, our efforts resulted in \$27,422 of total community impact, including volunteer hours, supporting 1% of the Planet partners, and our annual Paddle For Hunger and Paddle for Keiki events.



HPS supported replanting native species in the Kula fire burn scar in partnership with Joe Imhoff (pictured in the burn scar) and Skyline Conservation.

BY THE NUMBERS

CELEBRATED 14 YEARS
in business on Maui

**\$8,073 DIRECT
MONETARY DONATIONS**
to support local environmental
and community organizations

153 VOLUNTEER HOURS
supporting activities such as
wetland restoration, native
Hawaiian fishpond restoration,
and sea turtle watch.

\$11,362 RAISED
through our annual Paddle for
Hunger and Paddle for Keiki
fundraising events.

9 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 2024, Hawaiian Paddle Sport's Mālama Maui program donated \$18,599 in both direct and in-kind donations, including 153 community service hours and \$11,362 from fundraising events.



2024 Mālama Maui Partners:

- Hawaiian Islands Land Trust
- Na Holo 5k Marathon
- Maui Youth and Family Services
- Ka Honua Momona
- Maui Food Bank
- Hawaii Wildlife Fund
- Pacific Cancer Foundation
- Maui Food Bank
- Paddle For Keiki
- Imua Family Services

MAHALO



Hawaiian Paddle Sports would like to express our sincerest gratitude to everyone who contributed to our business and giveback efforts throughout 2024, 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.



2024