GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED

Annual Report
2015 - 2016

United Way
Maui United Way
Mission Statement
Our mission is to empower our community through caring partnerships that enrich people’s lives.

Presidents Message
We extend our most sincere gratitude to you and thousands of individuals and businesses who have contributed their time, talent and money to Maui United Way. With your continued support throughout the last year, Maui United Way funding provided 55,806 non-profit services, 3,500 school supplies, and 2,100 toys for keiki in need during the holiday season. Thank you for entrusting your support in Maui United Way, so that we may continue to address Maui County’s most vital needs.

Over the last year, we were driven by a comprehensive strategic fundraising plan, which empowered organizational leadership to challenge optimistic goals and embrace innovation. In doing so, we strengthened our organizational culture, focused on new fund development strategies, enhanced our board governance, and expanded our community partnerships to continue to grow our organization.

Every year, as I reflect back on MUW’s accomplishments, I am reminded of the importance of our work and responsibility to our community. We are all part of the change, and I thank everyone who embraces the LIVE UNITED movement, and collectively continues to join us in changing lives for the better. Without you, none of this would be possible!

Together, UNITED, we are inspiring hope and creating opportunities for a better tomorrow.

Sincerely,
Lakami Melelani Abraham
President and Chief Professional Officer
7TH ANNUAL MECO KEIKI TILAPIA FISHING TOURNAMENT
Maui United Way was honored to be the beneficiary of Maui Electric Company’s Keiki Tilapia Fishing Tournament that was held on Sunday, September 27th at Ka’anapali Golf Course. The tournament attracted more than 2,000 attendees, including over 600 keiki. The tournament raised over $15,000 for Maui United Way and all proceeds will benefit Maui United Way’s 37 amazing partner programs.

TOOLS FOR SCHOOL DRIVE
This year’s school supplies drive was a huge success, with 408 keiki receiving school tools donated from our Maui community! Maui United Way brought in a record collection of 3,500 supplies which were distributed to keiki in need through our 37 partner programs. A special mahalo to Jolee Tanaka, a seventh grader at ‘Iao Intermediate School, for serving as our Youth Chair for the drive. Mahalo to company participants for their employee drives: Meyer Computer, Inc., Ka’anapali Beach Hotel, Ka’anapali Ocean Resort Villas Homeowners Assoc., Hawaiian Airlines, County of Maui, & ALTRES.

HOLIDAY TOY DRIVE
Maui United Way partnered up with Friends of the Children’s Justice Center this year, resulting in our most successful Holiday Toy Drive ever! Over 2,100 toys were provided to children in need, which fulfilled 89% of the overall request of 2,400+ toys. We are overwhelmed with the generosity of our Maui Community and want to send a special Mahalo to all of our sponsors and community partners for supporting this effort, which allows us to help so many families each year: Pacific Media Group, The Shops at Wailea, HouseMart, Ben Franklin & Ace Hardware Stores, Carden Academy of Maui, Hawaii National Bank, Habitat for Humanity, Sheraton Maui Resort & Spa, County of Maui, Maui Veterinary Clinic, SimplicityHR by Altres, Pu’u Kukui, Maui United Soccer Club, & Emmanuel Lutheran.

Highlights of the Year

MAUI COUNTY’S SAFETY NET
For more than 70 years, Maui United Way has safeguarded our community, ensuring that non-profit services are available for those in need. Together, with our community partners, we continue to impact sustainable change and provide hope for a better tomorrow. Last year, 55,806 non-profit services were provided to people in need through the generous support of our community.

EDUCATION
22,205 services were provided to focus on helping children and youth achieve their potential

INCOME
12,297 services were provided to promote financial stability and independence to low-income families and individuals

HEALTH
21,304 services were provided to improve people’s health

IMPROVING LIVES THROUGH COMMUNITY IMPACT
Maui United Way is committed to improving the lives and futures of individuals, children and families by strategically investing in programs that support the needs of EDUCATION, INCOME, and HEALTH. MUW partners with 36 partner agencies to provide critical non-profit programs, mobilizes hundreds of volunteers to give back, and advocates for positive change. Maui United Way is inspiring hope, improving lives and creating opportunities for a better tomorrow in Maui County every day.

12@TWILIGHT GOLF TOURNAMENT
Maui United Way hosted their 3rd Annual 12@Twilight Golf Tournament on October 10, 2015, chaired by Karey Kapoi. This event was an 18-hole, four-person scramble at the beautiful Ka’anapali Golf Course. The tournament consisted of refreshments at each hole, prize drawings, a banquet at the Westin Maui Resort & Spa, and the chance for players to shoot for one million dollars! Mahalo to all of our sponsors, golfers and volunteers for making the 3rd Annual 12@Twilight Golf Tournament a huge success, which brought in a little over $10,000 toward our LIVE UNITED campaign!
Highlights of the Year

President & CPO Honored as Executive Director of the Year
Laks Abraham, Maui United Way’s President & Chief Professional Officer was named Maui County’s Outstanding Non-Profit Executive Director of the Year by the Maui Non-Profit Directors Association on October 29, 2015 at the Hui No’eau Visual Arts Center. The association represents more than 55 Maui non-profits and provides a recognized forum for non-profit organizations to exchange personal and professional support and to cultivate resources to benefit themselves, their organizations and the community of Maui. It is a well-deserved recognition of her dedication to our community and 15 years of leadership at Maui United Way!

Volunteers Making a Difference
Maui United Way is an organization primarily supported through the work of volunteers. Through the mobilization and support of volunteers, MUW continues to encourage the importance of giving back to your community, advocates on behalf of the less fortunate and leverages volunteers to support the needs of Maui’s non-profits. In 2015, hundreds of caring individuals volunteered for MUW, contributing over 2,000 volunteer hours for Maui’s non-profits. Volunteers are the backbone of MUW, providing much needed support to carry out our mission. Mahalo to all of the volunteers for joining the LIVE UNITED movement and creating opportunities for a better tomorrow.

MUW’s New Executive Breakfast
Our 2nd Annual New Executive Breakfast was held on March 2, 2016 at the King Kamehameha Golf Club in Waikapu. The board driven event introduces Maui’s business leaders to the vital work of MUW, and explores ways that businesses can get more involved in their community through GIVING, ADVOCATING and VOLUNTEERING. This year’s event drew 16 businesses, resulting in 2 new employee campaigns, 6 new corporate donors, and 14 commitments to participate in drives and volunteer projects. A special MAHALO to Morgan Stanley for their sponsorship of the event!

Advocating for a Better Tomorrow
Maui United Way advocates on behalf of the needs of Maui’s non-profits by encouraging the support of our community. Last September, 344 volunteers advocated for a number of non-profit services by marching in the Maui County Fair Parade. Agencies were there to bring awareness to their services, holding signs stating how they LIVE UNITED. A Big Mahalo to all of our walkers and a special Mahalo to Feed My Sheep for providing their truck, hula dancers and musicians for the beautiful float.

Adopt-a-Cause Project
The Bendon Family Foundation graciously offered a Matching Grant for any new donor contributions to Maui United Way between February 1st and April 30th of 2016. This matching grant provided new donors or returning donors (who haven’t contributed in 5 years or more) the opportunity to double their contribution to MUW. Longtime contributor, Susan Bendon of the Bendon Family Foundation shared, “Giving to Maui United Way is the best way to support the needs of our community. When you give to MUW, you can rest assured that your gift is going to the most vital programs in Maui County and that these programs will continue to be monitored to ensure donor dollars are being used efficiently and effectively to address community needs.” The outcome of this Project resulted in raising $65,384.40 and recruited 240 new donors!

A Hui Hou Fund Launched
The A Hui Hou Fund was developed by a group of concerned citizens, led by Alice Lee, in partnership with Maui United Way to provide emergency relief assistance to HC&S displaced workers in need. With growing concern regarding the over 600 employees that will be laid off due to the sugar plantation closure through the end of the year, Maui United Way has stepped up to launch a fundraising campaign to generate funds to provide displaced workers with emergency assistance, specifically supporting rental, mortgage, utilities, and educational needs. Lee shared, “As members of this community, we care about the health and welfare of ALL our people, especially in time of hardship or need. The efforts of this project will ensure that people displaced by the closure of the sugar plantation will have support through
**Highlights of the Year**

**A HUI HOU FUND LAUNCHED (CONTINUED)**

this difficult time and assurance that they are not alone in this transition.”

Other members of the Steering Committee include Ashley Leahey, Carol Reimann, Yuki Lei Sugimura, Warren Watanabe, Saedene Ota, Thelma Akita Kealoha, Makana Rosete, Stephen Kealoha and Laksni Abraham. Abraham stated, “HC&S and their employees have been supporting MUW since the late 1940’s, and are believed to be our longest standing contributors. The A Hui Hou Fund represents our appreciation for their continued support to Maui’s community and an opportunity to return our support in their time of need. It’s an honor to offer support to their employees, I just wish we could do more.”

**MUW SECURES $10,000 FOR GIRL SCOUTS PI’IHOLO CAMP RESTORATION**

Maui United Way submitted and secured a grant for $10,000 for The Girl Scouts of Hawai’i - Maui County, which went toward the restoration of Camp Pi’iholo. Senator J Kalani English of Maui said the improvements to Camp Pi’iholo, located above Makawao Town on Maui, will foster the growth of young women and help them to thrive and become future leaders. He said the project is timely and “will benefit generations to come.” The mission of the organization is to build “girls of courage, confidence, character, and who will make the world a better place.”

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**Mahalo Awards 2015-2016**

Dedication. Commitment. Selflessness. Each year, individuals and companies that make exceptional commitments to Maui United Way’s campaign are honored with the Mahalo Awards. Congratulations to the 2015-2016 award winners for their dedication and enthusiastic support this season. Please join us in saluting these fine awardees for creating hope for a better tomorrow.

**LEGACY OF GIVING**

**HC&S**
CORPORATE CONTRIBUTOR OF THE YEAR
Alexander & Baldwin, Inc.

FOUNDATION OF THE YEAR
Bendon Family Foundation

CAMPAIGN OF THE YEAR
Enterprise, Alamo & National Car Rental

BANK OF THE YEAR
First Hawaiian Bank

HOTEL OF THE YEAR
Marriott’s Maui Ocean Club

PARTNER AGENCY OF THE YEAR
Big Brothers Big Sisters of Maui

COMMUNITY EVENT OF THE YEAR
Maui Electric Company (Keiki Tilapia Fishing Tournament)

COMMUNITY PARTNERSHIP AWARD
Friends of the Children’s Justice Center of Maui

CAMPAIGN EXCELLENCE AWARD
HC&D
The Westin Maui Resort & Spa

DESTINATION MAUI, INC.

OUTSTANDING NEW CAMPAIGN
Target

VOLUNTEER OF THE YEAR
Sandra Florence
Financial Statement
AUDITED FISCAL YEAR 7/01/14 - 06/30/15

ASSETS

CURRENT ASSETS
- Cash and Cash Equivalents: $195,159
- Accounts Receivable:
  - 2014-2015 Campaign: $327,569
  - 2015-2016 Campaign: $18
  - Allowance for Uncollectible: ($65,000)
- Net Pledges Receivable: $262,587
- Prepaid Expenses: $8,562

Total Current Assets: $466,308

FIXED ASSETS
- Wailuku Office Condo: $258,484
- Office Furniture & Equipment: $55,985
- Leasehold Improvements: $29,514
- Accumulated Depreciation: ($151,415)

Net Fixed Assets: $192,568

OTHER ASSETS
- Investments: $1,617,005

Total Assets: $2,275,881

LIABILITIES & NET ASSETS

CURRENT LIABILITIES
- Accounts Payable: $30,875
- Other Current Liabilities: $7,033

Total Liabilities: $37,908

NET ASSETS
- Unrestricted Net Assets: $429,240
- Temporarily Restricted Net Assets: $849,990
- Permanently Restricted Net Assets: $958,723

Total Net Assets: $2,237,973

Total Liabilities and Net Assets: $2,275,881
Leadership Givers
EXCEPTIONAL DONORS WHO HAVE INVESTED $1,000 OR MORE TO THE CURRENT CAMPAIGN.

Lakshmi Abraham
Randall A. Antoku
Scott & Laurie Blaine
Bruce Bruzina
Wilfred Cambra
Linda & Charles Chandler
Roger P. Clow
Cindy & Mark Dankberg
Marada & Linda Decker
Malihini Keahi Heath
Lawrence & Mary Hughes
Justine Hura
Russell E. Johnson
Leland K. Kahawai
Ronald Kawahara
Stephen B. Kealoha
Lyle J. Matsunaga
Colin W. McDonnell
Mathew McNeff

Victorine Merriman
Paul & Jessie Mizoguchi
Stacey Moniz
Sean M. O’Keefe
Tomoko Ohata
Charles R. Oliveira
Paul M. Oliveira
Gail N. Omura
John S. Pulliam
Ricky Purdy
Christopher R. Reynolds
Frank Rocha
Kyle Sakamoto
Cynthia A. Santiago
Phyllis Sato
James J. Sclafani
Keith Scott
Jerrie L. Sheppard
Merle Minami-Shima

Anna Skrobecki
Patricia Steele
Sharon Suzuki
Timothy Takeshita
Laureen G. Tavares
Christine Trier
Curtis Tom
Brad Uchida
Lynne Uchima
Paul Ueoka
David J. Underwood
Joseph J. Ventura
Jacob W. Verkerke
Rick W. Volner
Dwight Weiding
Mark L. Welling
Glenn Wilbourn
Clayton I. Yoshida
Eric M. Yoshizawa

*Some participating companies do not release their donor information to MUW due to their internal confidentiality policies, so we apologize if we were unable to properly recognize your leadership gift.

Outstanding Community Supporters
OUTSTANDING BUSINESSES COMBINED WITH THE SUPPORT OF THEIR EMPLOYEES, FOUNDATIONS, AND TRUST DONORS WHO HAVE GENEROUSLY CONTRIBUTED TO THE CAMPAIGN.

$100000+
Alexander & Baldwin Foundation

$50000-$99999
Maui Electric Company
Bendon Family Foundation

$20000-$49999
Enterprise, Alamo & National Car Rental
First Hawaiian Bank/Foundation
Hawaiian Electric Industries
HC&S

$10000-$19999
Atherton Family Foundation
Marriott’s Maui Ocean Club
Matson
Monsanto
Target

$5000-$9999
Bank of Hawaii
Central Pacific Bank
Costco Wholesale
County of Maui-Fire Control
County of Maui-Planning Department
County of Maui-Police Department
Destination Maui, Inc.
Goodfellow Bros., Inc.
Hawaiian Telcom
HC&D
Ka’anapali Beach Hotel
Kaiser Foundation Health Plan
Kahului Trucking & Storage
Macy’s East
The Fairmont Kea Lani Maui
VIP Foodservice
The Westin Maui Resort & Spa

$2500-$4999
ABC Stores
American Savings Bank
County of Maui-Corporation Counsel
County of Maui-Personnel Services
County of Maui-Public Works
County of Maui-Water Supply
FedEx
Foodland Supermarkets
Four Seasons Resort
Hale Mahaolu
Hawaii Gas
Hawaiian Cement
House Mart, Ace Hardware and
Ben Franklin Crafts

$2500-$4999
MDU Resources Group, Inc
Maui Oil Co.
Oceanic Time Warner Cable of Hawaii
Robert W. Clark Charitable Foundation, Inc.
State of Hawaii-Judiciary
United Parcel Service
Women Helping Women

$1000-$2499
A & B Properties, Inc.
Arisumi Brothers
Boeing Company
Cameron Foundation
Community Clinic of Maui
County of Maui-Civil Defense
County of Maui-County Council/Council Services
County of Maui-Dept of Envir. Mgmt-Wastewater
County of Maui-Finance-DMVL
County of Maui-Human Concerns-Senior Services
County of Maui-Mayor’s Office/Management
County of Maui-Prosecuting Attorney
Dorvin D. Leis Co.
Haleakala Ranch
Hawaii Visitors & Convention Bureau-
Maui Chapter
Hawaiian Dredging & Construction
Hawaiian Electric Company
ILWU Local 142
John Rudolf Family Foundation
Kamehameha Schools-Maui
Kawahara & Co., CPAs
Malama Family Recovery Center
Maui Adult Day Care Centers
Maui Economic Opportunity, Inc.
Maui United Way
Ohana Makamae
State of Hawaii-Firefighter/ Crash & Rescue Airport
State of Hawaii-Highways District, Maui Division
State of Hawaii-Hawaii Auditors
State of Hawaii-UH Institute for Astronomy

TD Food Group UWSAH
The Florence Foundation
The Frank and Carol Winner Charitable Fund
The Maui News
Title Guaranty of Hawaii
Walmart

IN KIND GOODS/SERVICES VALUED AT $1000 OR MORE:
A-American Storage
Anheuser-Busch/Kona Brewing Company
Artistry8
Boeing Company
Cameron Foundation
Community Clinic of Maui
County of Maui-Civil Defense
County of Maui-County Council/Council Services
County of Maui-Dept of Envir. Mgmt-Wastewater
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County of Maui-Mayor’s Office/Management
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John Rudolf Family Foundation
Kamehameha Schools-Maui
Kawahara & Co., CPAs
Malama Family Recovery Center
Maui Adult Day Care Centers
Maui Economic Opportunity, Inc.
Maui United Way
Ohana Makamae
State of Hawaii-Firefighter/ Crash & Rescue Airport
State of Hawaii-Highways District, Maui Division
State of Hawaii-Hawaii Auditors
State of Hawaii-UH Institute for Astronomy

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Making an Impact with our Community Partners
2015-2016 FUNDING

EDUCATION Helping children and youth achieve their potential through education

BEST BUDDIES HAWAII $12,500.00
Best Buddies Maui County Middle and High School Project

BIG BROTHERS BIG SISTERS OF MAUI $17,916.56
Community/Site Based Mentoring Programs

BOOK TRUST $1,812.05
Empowering Students Through Literacy

BOY SCOUTS OF AMERICA, MAUI COUNTY COUNCIL $6,932.08
Boy Scouting

BOYS & GIRLS CLUBS OF MAUI $9,000.00
Power Hour and College Bound Programs

CHILD & FAMILY SERVICE $15,000.00
Maui Sexual Assault Center

GIRL SCOUTS OF HAWAII $3,000.00
Girl Scouts Leadership Development Program

IMUA FAMILY SERVICES $10,000.00
Early Childhood Development Program

LAHAINA ARTS ASSOCIATION $7,000.00
Maui Youth Art Outreach Program

MAUI FAMILY SUPPORT SERVICES, INC. $20,004.52
Early Head Start Program

MEDIATION SERVICES OF MAUI, INC. $16,000.00
Conflict Resolution Services and Training Program

PAIA YOUTH COUNCIL, INC. $12,000.00
Paia Youth and Cultural Center

INCOME Helping families become financially stable and independent

CATHOLIC CHARITIES HAWAII $6,501.66
Community of Hope Program

CONSUMER CREDIT COUNSELING SERVICES OF HAWAII $14,498.32
Credit/Debt Management and Foreclosure Mitigation Counseling

HABITAT FOR HUMANITY MAUI $14,342.26
Building Houses, Building Hope Program

KA HALE A KE OLA HOMELESS RESOURCE CENTERS, INC. $3,320.79
Employment Support Services Program

MAUI FAMILY YMCA $1,500.00
Financial Assistance Program

‘OHANA MAKAMAE, INC. $11,000.00
Keiki Makamae - Family Strengthening Program

PATCH - PEOPLE ATTENTIVE TO CHILDREN $2,000.00
Infant Toddler Training

THE MAUI FARM, INC. $10,538.13
Family Strengthening Program

THE SALVATION ARMY-MAUI COUNTY $10,000.00
Family Services Program

Making an Impact with our Community Partners
2015-2016 FUNDING

HEALTH Improving people’s health

ALOHA HOUSE, INC. $18,000.00
Substance Abuse Treatment for Adults

ALZHEIMER’S ASSOCIATION, ALOHA CHAPTER (MAUI) $5,000.00
“What Now?” Family Caregiver Classes

AMERICAN RED CROSS $12,000.00
Disaster Preparedness and Response in Maui County

COMMUNITY CLINIC OF MAUI, INC., $16,500.00
DBA MALAMA I KE OLA HEALTH CENTER
Oral Health Care Program

FEED MY SHEEP $19,500.00
Island Wide Mobile Food Distribution Program

HOSPICE MAUI, INC. $17,430.35
Hospice Care

IMUA FAMILY SERVICES $4,000.00
Camp IMUA

MALAMA FAMILY RECOVERY CENTER $19,060.27
Therapeutic Living Program for Women

MAUI ADULT DAY CARE CENTERS $19,711.56
Adult Day Care Services

MAUI YOUTH & FAMILY SERVICES $12,000.00
Substance Abuse Treatment for Adolescents Program

MENTAL HEALTH AMERICA OF HAWAII (MAUI) $20,110.76
Education, Advocacy and Family Support Services

MENTAL HEALTH KOKUA $15,751.70
Psycho-Social Rehabilitation and Residential Services

PARENTS AND CHILDREN TOGETHER (PACT) $4,000.00
Maui Family Peace Center-Pu‘uhonua Unit

PLANNED PARENTHOOD OF HAWAII (MAUI) $4,362.67
Health Care and Family Planning for Un- and Under-Insured Individuals

SPECIAL OLYMPICS HAWAII (MAUI) $5,000.00
Special Olympics Maui County

WOMEN HELPING WOMEN $20,884.69
Emergency Shelter & Support Programs for Victims of Domestic Violence
OUR VISION:
To lead in uniting partners to provide a thriving, sustainable quality of life by effectively addressing Maui’s most vital needs and inspiring people to give, advocate and volunteer.

OUR VALUES:
Promoting Integrity and Transparency • Leading in Volunteerism • Empowering our Community Partners • Fostering Community Wellness • Caring for ‘Ohana

Maui United Way
270 Ho’okahi Street, Ste. 301 Wailuku, HI 96793 • 808.244.8787 • www.MauiUnitedWay.org