



# IMPACT REPORT

2023-2024



## ABOUT MAUI UNITED WAY

The heart of Maui has always been its people. For almost 80 years, Maui United Way has been a trusted community champion, working to forge connections and build a network of trust. At the core of our mission lies an unwavering commitment to ensuring every member of our 'ohana, no matter where they come from or what their challenges may be, has access to the resources they need to thrive. Thanks to community support and a big lift from donors near and far, Maui United Way remains united to do more good.

Hale Mahaolu Disaster Relief Necessities and Food Drive



## OUR MISSION:

*“To advance and nurture the well-being of our Maui, Moloka’i, and Lāna’i community through impactful, equitable, and sustainable initiatives.”*

## VISION STATEMENT:

*“By honoring our past and respecting our diverse culture, we are creating a thriving community of opportunity united by aloha for all.”*



## DE&I STATEMENT

With aloha at the center of our work, Maui United Way acknowledges the past and ongoing injustice here in these islands and works to set it right. Through this acknowledgement and action, we will find a Hawai’i where race, ethnicity, national origin, gender, gender identity, sexual orientation, class, disability status, geography, age and all other identities are embraced as assets that help to create beautiful contributions for the good of our communities. (This statement is a short version of a longer more detailed statement that can be found on the Maui United Way website: [www.mauiunitedway.org/diversity-equity-inclusion-statement](http://www.mauiunitedway.org/diversity-equity-inclusion-statement))

# CHAIRWOMAN’S MESSAGE

### **Aloha Maui United Way ‘Ohana,**

On behalf of the Maui United Way Board of Directors, I want to express our deepest gratitude for your contributions and support. It is hard to find the words to describe what our island has been through in the past year.

The challenges have been overwhelming at times, but I am proud of our team for staying focused on those who need our help, and for the work that has been done to provide support and hope amidst the heartbreak.

I am in awe of those across our community who selflessly stood up to lead and provide critical support to their neighbors right after the fires, and through all the hard days since then.

We know there is much to do to address the significant challenges facing Maui, Moloka’i and Lāna’i.

While it can seem daunting, we are inspired by our united community of dedicated volunteers, generous donors, corporate partners, policymakers, and partner agencies who are working together to meet the critical needs of the most vulnerable populations, while striving to rebuild in an equitable and sustainable manner.

We are well-positioned to take on the challenges ahead. We are incredibly grateful for your support. We ask that you continue to stand with us in this important work and that you invite others to join us in doing the most good. Please also make sure to take care of yourselves along the way.

Mālama pono,

**Shanda Vangas**

*Chairwoman, Board of Directors*



# MAUI IN CRISIS

## MAUI WAS IN CRISIS BEFORE THE AUGUST 2023 WILDFIRES

COVID took a huge toll on mental health and had outsized economic effects on the most heavily tourism-dependent island in the state. Nearly half (49%) of Maui households were below the ALICE threshold. This refers to Maui County residents who are Asset Limited, Income Constrained and Employed, meaning that even those households with employed members are still unable to make ends meet despite earning above the federal poverty level.

The high cost of living on Maui contributes greatly to this problem – rent, utilities, and grocery prices are among the highest in the nation. The median rent in Lahaina was \$1,692 – and that was before the fires. Housing prices rose about 35% during the pandemic, (between 2019 and 2022), and it has only gotten worse.

Mental health challenges – including availability of services, shortage of clinicians, access to care – were profound even before the disaster. And, like too many American youth, our keiki in Maui County were facing high depression rates and mental illness.

*“Working for Maui United Way allows me to fulfill my kuleana to make our community better so that our keiki and future generations can continue to call this beautiful island, home. Through our dedicated efforts, we address emerging needs and foster positive change. Our commitment to applying an equity lens to our grants ensures that resources are distributed fairly and effectively, prioritizing the most vulnerable and underserved groups. This approach not only promotes inclusivity but also empowers all members of our community to thrive.”*

– Makana Rosete, Community Impact Coordinator



# HIGHLIGHTS OF THE YEAR

**We have allocated over \$11.3 MILLION to fire-impacted individuals and organizations across Maui County since the fires**

**Maui United Way distributed \$7.8 million in \$1,000 Emergency Financial Assistance payments to nearly 8,000 survivors shortly after the fires.**

**Awarded 49 grants totaling \$1,066,000 to nonprofit organizations serving fire survivors immediately in the wake of the disaster. These organizations delivered relief services to fire-impacted residents of Maui County including:**

- Locally grown food provided by Maui farmers to disaster relief hubs;
- Transportation to medical appointments for those who had their vehicles destroyed;
- Mortgage and insurance assistance;
- Help replacing identification lost in the fires;
- Crisis counseling;
- Childcare services;
- Health care, including from Native Hawaiian practitioners; and
- Translation services.

**Stewarding and administering the \$1 million “Sentry Mālama Nā Keiki Initiative:”** The purpose of this program is to help children who were displaced by the fires. Teams of mental health professionals meet these children directly where they are and actively engage with keiki in their environments, whether in temporary housing, shelters, resorts, beaches, and other community locations.

## MAJOR FUNDING EFFORTS SINCE THE FIRES



In Emergency Assistance to nearly 8,000 fire survivors

Totaling \$1,066,504 to community partners



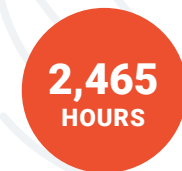
In emergency food assistance to help feed over 2,000 fire survivors

Fruit and vegetables harvested that would have gone to waste



To medical facilities, grocery stores, food banks, and pharmacies

Received medication and support to safely detoxify and stabilize



Of free support for low-income homebound kūpuna.

Of domestic violence were provided emergency shelter and other services





# 2023-2024 COMMUNITY IMPACT GRANTEES

- ALOHA HOUSE, INC.
- AMERICAN RED CROSS, MAUI
- BIG BROTHERS BIG SISTERS HAWAI'I  
(DBA BIG BROTHERS BIG SISTERS OF MAUI)
- BOYS & GIRLS CLUBS OF MAUI, INC.
- CHILD AND FAMILY SERVICE - MAUI
- COMMON GROUND COLLECTIVE
- HABITAT FOR HUMANITY MAUI, INC.
- HALE MAHAOLU
- HANA ARTS
- KUPU
- LAHAINA ARTS GUILD
- LEGAL AID SOCIETY OF HAWAI'I
- MALAMA NA MAKUA A KEIKI  
(DBA MALAMA FAMILY RECOVERY CENTER)
- MAUI ADULT DAY CARE CENTERS
- MAUI YOUTH AND FAMILY SERVICES
- MOLOKA'I CHILD ABUSE PREVENTION  
PATHWAYS (MCAPP)
- NA HOALOHA-MAUI INTERFAITH  
VOLUNTEER CAREGIVERS
- PACIFIC CANCER FOUNDATION
- PARENTS AND CHILDREN  
TOGETHER - MAUI
- PLANNED PARENTHOOD  
GREAT NORTHWEST, HAWAI'I, ALASKA,  
INDIANA, KENTUCKY (PPGNHAIK)
- THE MAUI FARM, INC.
- THE SALVATION ARMY-MAUI CORPS
- WOMEN HELPING WOMEN



**\$650k Ohana Mental Health Grant:** Maui United Way has directed significant resources over this past year to mental health, including a new grant program which awarded \$649,504 to seven local nonprofits in June 2024. While the original plan was to award \$500,000 in grants, Maui United Way's Partnership Committee and Board of Directors were so impressed with the breadth and depth of the proposals, they increased the total amount awarded by nearly \$150,000.

**\$150k in stop-gap emergency food assistance:** MUW provided critical emergency funding to help feed over 2,000 fire survivors who were on the verge of having their food supply reduced to just one meal a day before MUW stepped in.

**DOE playground at the temporary King Kamehameha III School in Lahaina:** MUW was one of the first funders, providing \$178k to help keiki have a safe place to socialize, have fun with one another, and just be keiki.

**Contributing to the operation and staffing of the 2-1-1 Information and Referral Helpline on Maui.** This vital service continues to link numerous residents affected

by fires with knowledgeable Community Resource Specialists who offer live assistance and connect them to crucial services and information.

**Administer the federal Emergency Food and Shelter Program (EFSP).** Through this program MUW recently granted \$490,000 in ESP funding to Maui Economic Opportunity (MEO), and Ka Hale Pomaikai for mortgage and rental assistance on Moloka'i.

**Pursuing "data for good,"** we continue to assess where there is the greatest need to ensure donor dollars are directed to meet the most critical challenges and gaps experienced by not just fire-survivors, but by all residents who are impacted by the wildfires. Assessments include:

- Data mapping of nonprofit roles and capacity to determine overlap and pukas
- A supporting partner in an extensive county-wide community needs assessment project led by Hawaii State Rural Health Association and funded by the CDC and Hawaii Department of Health



# THE EMERGENCY FINANCIAL ASSISTANCE PROGRAM

When the devastating fires hit Lahaina and Kula, Maui on August 8, 2023, causing dramatic and long-lasting impacts, Maui United Way was a small but mighty organization with just four full-time staff and an annual budget of \$1 million. Despite this, we knew that we needed to move quickly to help those most impacted by the fires.

The Emergency Financial Assistance program offered a one-time \$1,000 financial assistance payment, not to exceed \$5,000 per household, for adult fire survivors living in the impacted fire zones in Lahaina and Kula. It was launched nine days after the fires broke out.

Maui United Way quickly developed the platform and the infrastructure for the request forms. Our friends at Aloha

*"As a 211-operator working during the pandemic and then after the fires, to be able to shed some light during someone else's storm has been the most empowering life experience. We all could use an ear to listen to us, and a voice on the line committed to making a difference. My daily mantra was, 'Don't forget to be kind.'"*

– Tatianna Medeiros, Office Administrator and 211 Operator

United Way assisted with online requests and their 2-1-1 assistance system. This allowed fire survivors to connect with local relief resource specialists, who helped them submit applications and find additional support. Services were offered in multiple languages.

We called on NASA Harvest and their cutting-edge satellite mapping techniques and geospatial data to pinpoint exact locations within the burn zone. Hailed as a "breakthrough for fire mapping from space," these maps were instrumental in delineating qualified recipients in a streamlined process.

Maui United Way also collaborated with Tremendous, a trusted United Way Worldwide affiliate, to securely manage survivors' confidential financial information and process electronic payments. Tremendous graciously waived all processing fees associated with digital payments.

This program caught the attention of disaster coordinators and experts on the continent for its equity in administering disaster relief, and we presented it at the National Voluntary Organizations Active in Disaster (VOAD) conference in Phoenix in May 2024.



## HOLIDAY TOY DRIVE

Maui United Way and Friends of the Children's Justice Center (FCJC), with sponsorship from Pacific Media Group (PMG), held our 2023 Holiday Toy Drive to benefit children in need on Maui, Moloka'i and Lāna'i. We were able to reach our goal to fill 100% of requests and distributed over 1,800 toys to keiki in need on all three islands.

## KAUKAU 4 KEIKI

Thanks to the support of donors and dedicated volunteers, the 2024 Kaukau 4 Keiki Spring Program provided keiki in 40 Hana households with a box of food during spring break. KauKau 4 Keiki was started in 2021 to address the youth food access gap for families who could not access state Department of Education distribution sites when schools were closed. Boxes were delivered directly to students' homes and included all locally Hāna grown and produced items.

*"Despite the devastation from the fires in Lahaina and Kula, we remained committed to our community and continued our longstanding programs such as the Holiday Toy Drive and Tools for Schools. We never lost focus on how much the whole county was hurting, and our efforts were aimed at bringing some relief and hope to everyone affected."*

– Angela Doran, Campaign & Projects Coordinator



# MAUI FIRE DISASTER RELIEF GRANTEES

- AMERICAN RED CROSS (MAUI)
- ARC OF MAUI COUNTY
- BIG BROTHERS BIG SISTERS HAWAI'I  
(DBA BIG BROTHERS BIG SISTERS OF MAUI)
- CAJUN RELIEF FOUNDATION INC  
(DBA CAJUN NAVY GROUND FORCE)
- COMMON GROUND COLLECTIVE
- FRIENDS OF THE CHILDREN'S JUSTICE  
CENTER OF MAUI
- HABITAT FOR HUMANITY MAUI
- HAKU BALDWIN CENTER
- HALE MAHAOLU
- HAWAII PET NETWORK INC
- HOUSING AND LAND ENTERPRISE  
OF MAUI (DBA NA HALE O MAUI)
- HUI NO KE OLA PONO
- HUI NO'EAU
- J. WALTER CAMERON CENTER
- KA HALE A KE OLA HOMELESS  
RESOURCE CENTERS, INC.
- KA LIMA O MAUI
- LAHAINA ARTS GUILD
- MAUI ECONOMIC OPPORTUNITY INC.
- MAUI FAMILY SUPPORT SERVICES, INC.
- MAUI PREPARATORY ACADEMY
- MENTAL HEALTH KOKUA (MAUI)
- NA HOALOHA-MAUI INTERFAITH  
VOLUNTEER CAREGIVERS
- NA KEIKI O EMALIA
- PACIFIC BIRTH COLLECTIVE
- PACIFIC WHALE FOUNDATION
- PARENTS AND CHILDREN TOGETHER
- THE LAHAINA DOJO OF THE HONOLULU  
KI SOCIETY
- THE SALVATION ARMY-MAUI CORPS
- THE SPIRIT HORSE RANCH/PLAYERS  
PHILANTHROPY FUND
- UNDERDOG FOUNDATION
- VERNON PATAO MISSION
- VILLAGE OF HOPE MAUI

## ISSUE FOCUS: KEIKI AND YOUNG ADULTS

One of the things we heard from fire survivors is that the old adage, "kids are resilient" isn't always true, nor should it be expected.

We know our keiki and young adults need trauma care and grief counseling; coping skills and mental health prevention; and places to play, have fun, hang out, and just be kids.

### OUR WORK REFLECTS THIS:

- MUW was one of the first funders for the DOE playground at the temporary King Kamehameha III School in Lahaina, providing \$178,000 in funds to help keiki have a safe place to just be keiki.
- We also provided bike helmets and participated in bike safety training to these students who received new bikes.
- Sponsored "Maui Flowfest," a high school dance party that included a team of teens trained in peer-to-peer communications to destigmatize mental health. About 500 high schoolers attended the wholesome, drug-, alcohol-, and tobacco-free celebration held at The Ritz-Carlton Maui, Kapalua.

### WE HAVE ALSO FUNDED:

- Equipment and training for student athletics and martial arts;
- Science and art camps for hands-on experiential learning; and
- Art and equine therapy.

*"Simply creating spaces for our youngest wildfire survivors within the community to have fun, enjoy each other and connect is mental health at its core. This engagement can then lead to pilina building with their peers, their mentors, and, in turn themselves as they identify and process how they're feeling."*

– Jeeyun Lee, Director of Impact, MUW





# MESSAGE FROM OUR INTERIM CO-DIRECTORS

We extend our gratitude and admiration to the dedicated staff of Maui United Way. Their commitment, resilience, and tireless efforts are commendable, especially in the aftermath of the devastating fires. Serving a community in dire need is always challenging, and it becomes even more difficult when it involves assisting friends, neighbors, and cherished 'ohana.

The impact of their work extends far beyond the present moment as they strive to build a better tomorrow for our community. Their dedication and perseverance are inspiring, and we are grateful for their commitment to uplifting and supporting those in need.

Me ke Aloha a me ka Mahalo,  
**Lisa Grove & Luke Bailey**

## 2023-2024 BOARD MEMBERS

### EXECUTIVE OFFICERS

*Chairwoman*  
**SHANDA VANGAS**  
 Fourth Wave Strategies, LLC

*Treasurer*  
**SANDY BAZ**  
 Maui Oil

*Vice Chairman*  
**MARK KLASCHKA**  
 Pleasant Holidays

*Secretary*  
**JENNIFER SALISBURY**  
 Valley Isle Enterprises, Ltd.

### DIRECTORS

**MARY ANDERSON**  
 Kohola Brewery

**LALAINA MANLAPAO**  
 First Hawaiian Bank

**SCOTT CROCKFORD**  
 CBRE

**MAX NOVENA**  
 PGA TOUR-The Sentry

**ANDREA DEMETRAS**  
 Retired

**JAMIE PEACOCK**  
 Insurance Associates, Inc.

**MARK FORNWALL**  
 Retired

**SIMON POOLE**  
 Goodfellow Bros.

**U'ILANI TANIGAWA LUM, ESQ.**  
 Law Office of U'ilani Tanigawa Lum

**CHRIS SMITH**  
 Nimble Ads, LLC

**WENDY MACAHELEG**  
 Keller Williams Realty

**JENNIFER TAKAYESU**  
 Aloha International Employment, Inc.

## MAUI UNITED WAY STAFF



**JEEYUN LEE**  
 Director of Impact



**RICKY RODERO**  
 Director of Development



**SHERRY YAMASHITA**  
 Director of Operations



**ANGELA DORAN**  
 Campaign & Projects Coordinator



**MAKANA ROSETE**  
 Community Impact Coordinator



**TATIANA MEDEIROS**  
 Office Administrator

# THANK YOU TO OUR DONORS

Maui United Way is extremely grateful to all its supporters - the individuals, families, companies, foundations, government agencies and other organizations who contribute annually to sustain our work within the community. While there are too many for us to mahalo individually in this report, particularly following the August 2023 wildfires, we are nonetheless deeply grateful for the outpouring of support from more than 40,000 donors and the showing of aloha we continue to receive.

From kama'aina throughout Hawaii to friends from the continent and across the world, your generosity, care, and support continue to make a significant difference in the lives of all Maui County. It allowed us to transition to around the clock disaster relief after the fires while also providing immediate emergency financial assistance and critical support to our community agencies and partners. We know the road to recovery can be long and difficult and that Maui United Way could not do what it does to help our community thrive without your continued support. Mahalo for standing with us. Together we are united to do more good!



**MORE THAN 40,000  
DONATIONS  
RECEIVED FROM  
26 COUNTRIES  
AND ALL  
50 STATES**

*"I have always admired Maui United Way's role as a compassionate leader and innovative collaborator. I am in awe of the generous support we continue to receive from around the world offering us strength and hope to build a better Maui for generations to come."*

– Ricky Rodero, Director of Development

## WAYS TO GIVE

Join us in creating a lasting impact and making a positive difference in the lives of individuals and families in Maui County.



### DONATE SECURELY ONLINE:

Visit our website – [www.mauiunitedway.org/donate](http://www.mauiunitedway.org/donate) – to make a secure online donation. Or, you can scan this QR code to provide support.

### PERSONAL DONATIONS:

Individuals may make direct donations with the option for recurring monthly automated giving.

### CORPORATE GIVING:

There are several corporate giving options available. These include sponsorships, employee giving campaigns, and matching gift programs.

### LEGACY GIVING:

Through our planned giving program, your gift to Maui United Way goes beyond individual causes or organizations. It develops long-term prevention strategies, and yet remains flexible to meet emerging needs. To learn more email [info@mauiunitedway.org](mailto:info@mauiunitedway.org).

### VEHICLE DONATION:

The CARS Team will turn your car into cash to support Maui United Way. Donor Support Representatives are available 7 days a week to assist you throughout the process. To donate your vehicle or learn more about our program, please visit our website at [www.mauiunitedway.org/vehicle-donation](http://www.mauiunitedway.org/vehicle-donation) or call 855-500-7433.

No matter how you choose to give, your support to Maui United Way will enable us to enhance the quality of life for individuals and families in Maui County. We extend our heartfelt gratitude to all our generous contributors. Your support truly makes a difference.

*"As a dedicated member of the Maui United Way team, I take great pride in safeguarding donor contributions to ensure they are used effectively for the community's benefit. By meticulously managing and allocating these funds, I strive to maximize their impact, supporting vital programs and services that make a real difference in people's lives."*

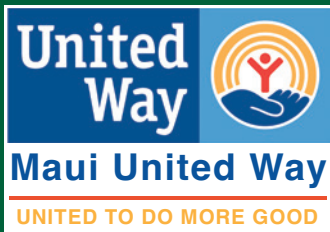
– Sherry Yamashita, Director of Operations





**“MAKE IT YOUR BEST DAY, AND REMEMBER TO SMILE.”**

*– Lahaina fire survivor, August 2023*



PO Box 275, Kahului, HI 96733

808-244-8787 • [www.MauiUnitedWay.org](http://www.MauiUnitedWay.org)