



# KUPU

LEARN · SERVE · RESTORE



ANNUAL REPORT  
2012

## FROM THE EXECUTIVE DIRECTOR

Aloha and thank you for your interest in Kupu. Over the last few years, Kupu has had the opportunity to serve thousands of Hawaii's young adults throughout the state through our various programs. I am very honored to be a part of this transformational organization that is literally breathing life into our ecosystems, partners, members/interns, volunteers, staff, and the extended community we serve.

Kupu's impact today on our natural resources and the environment is monumental and ever-increasing. Kupu has effectively engaged the hands and hearts of the next generation to develop a workforce that has put in hundreds of thousands of hours to ensure our island resources will perpetuate for future generations. Member get the opportunity to assist over 80 different partners across the state, impacting various ecosystems in small rural communities to larger cities to uninhabited islands being rehabilitated within Hawaii. Our members help with various actives which include removal of invasive species, restoration of historic fishponds, planting of native species, and caring of all that makes Hawaii special and beautiful. Kupu's impact is not only impacting the natural environment, but is also helping to sustain Hawaii's resources while helping local families. Programs like our E2U program has helped home owners to become more energy efficient. Through our joint effort with other local non-profits, we have saved homeowners millions of dollars over the last year in energy savings.

Kupu is also developing the next "green" workforce for Hawaii. As you will see in the pages that follow, a large number of our alumni have begun careers in the natural resource management field. In addition, a growing number of our members are receiving training in sustainability and renewable energy related industry training. Programs like our RISE program are preparing graduates to develop a professional career in sustainability while tackling major issues like decreasing diesel emissions, renewable energy permitting, and helping our schools to become more energy efficient. Programs like Community U help underserved and under resourced youth to find direction, work skills, and even gain their high school diploma. These young adults come from such challenging situations and through their hard work, this program has successfully helped a growing number of them to find direction and jobs once they finish the program.



Finally, Kupu is making a difference in building up the lives of its members and the larger communities. It is our staff's purpose and privilege to provide direction and programs that will not only engage the hands of our members and help them to develop a career pathway, but we also seek to engage their hearts. Kupu members truly know what it means to serve and in so doing they are seeing their lives being transformed and restored. As they restore the world around them, they themselves are restored and are becoming the hope for tomorrow.

Thank you again for taking the time to review the major accomplishments of the many hands and hearts that make up Kupu. A huge mahalo to our staff that works tirelessly for a better tomorrow. Thank you to our members for their hard work and for being the inspiration to so many. Thank you to our programmatic and financial partners who not only enable and expand what Kupu can do, but truly partner with us to see Hawaii transformed daily.

Aloha,  
John Leong



# PROGRAMS

## Rewarding Internships for Sustainable Employment (RISE)

Leveraging diverse partnerships, RISE's mission is to create a sustainable future and green workforce for Hawaii through paid work opportunities. This program places college students and recent graduates into paid educational internships with different private and public agencies; RISE interns work on a broad range of projects that are crucial to making the islands more sustainable. Kupu is one of three RISE chapters in Hawaii. Interns work with different private and public agencies, including Environmental Protection Agency, Department of Health, and the Department of Business, Economic Development and Tourism.

## CommunityU

CommunityU benefits under-privileged young adults, and aims to equip these young adults with the skills, experiences, training and support needed to become productive members of society with a heart to serve and positively impact the community around them. CommunityU partners with local alternative high school education and green job training programs, allowing youth to attain their diplomas while gaining vital job skills.

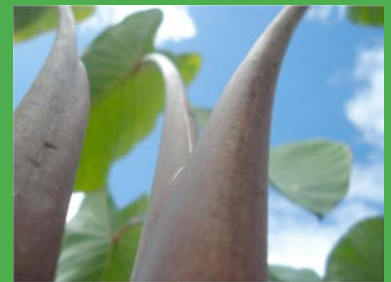
## Hawaii Youth Conservation Corps (HYCC)

The HYCC consists of several programs that aim to provide a hands-on educational experience to Hawaii's youth in order to encourage the development of natural resource managers, cultural awareness, and environmental mindsets. HYCC programs range from short-term summer programs to full-time year-long programs, that allow young adults to engage in service as AmeriCorps members and learn the principles of natural resource stewardship, while gaining valuable experience, knowledge, and skills that assist them in continuing their life pursuits.

## E<sup>2</sup>U

E<sup>2</sup>U (Energy, Efficiency) is part of an innovative energy conservation effort. The program focuses on residential energy audits in conjunction with the deployment of real time energy monitors for the Hawaii Energy Study. The E<sup>2</sup>U program is part of Kupu's vocational training pathway for youth and young adults to gain marketable green job skills while actively participating in energy auditing efforts and being paid a fair wage.

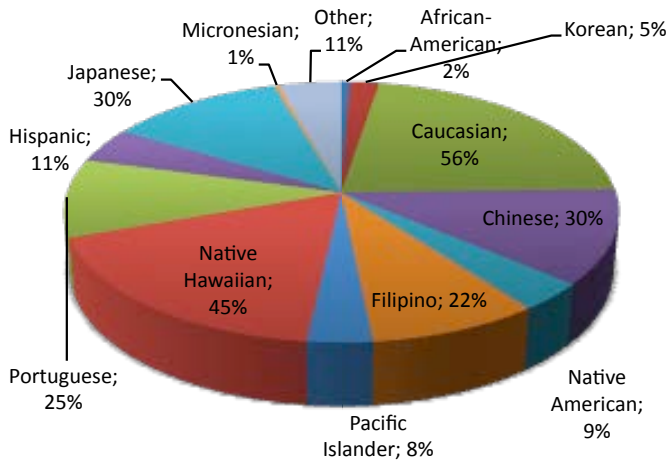
Kupu in Hawaiian means "to sprout or grow." Like the kupukupu fern (which is one of the first plants to bring life to the land after a devastating lava flow), Kupu's heart is to bring life back to the people, the land, and the ocean, while restoring a larger community for tomorrow. Through Kupu's actions and programs, the organization aims to provide a new, promising, and more sustainable future for Hawaii's people and environment.



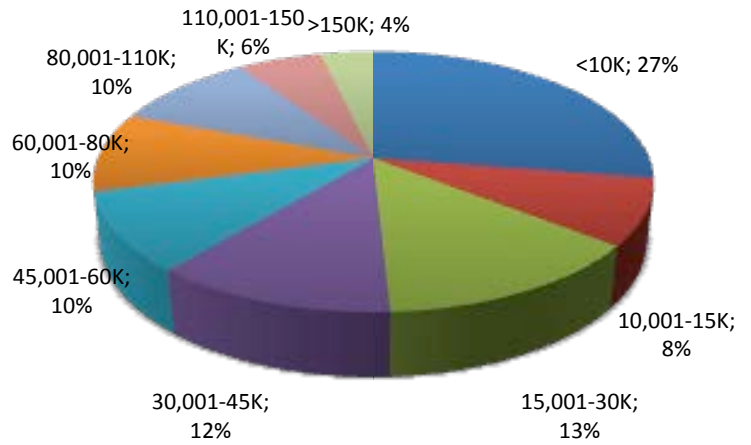
## MISSION

“ To empower youth to serve their communities through character-building, service-learning, and environmental stewardship opportunities that encourage integrity (pono) with Akua, self and others. ”

# WHO WE SERVE



Member Ethnic Background Breakdown



Member Household Income Breakdown

Male: 54% Female: 46%

Median Age : 18

56% of members, or 169 youth and young adults, would have been left unemployed if they had not gotten involved in a Kupu program in 2011



## WHO WE SERVE



**INEXPERIENCED OR UNDERSERVED YOUTH**  
(teenagers, young adults, under-resourced youth)



**EXPERIENCED YOUTH**  
(recent HS/college graduates, college students, graduating corps members)

**CORPS PROGRAMS**  
(15-24 yrs. old) Life skills, first work experience  
Hawaii Youth Conservation Corps (HYCC): Gateway, Frontiers CommunityU

**VOCATIONAL TRAINING**  
(18+ yrs. old) Specialized skills, In-depth work exp.  
•Rewarding Internships in Sustainable Employment (RISE) Program  
•HYCC Extended Internship, E<sup>2</sup>U, HYCC Education Awards Service

### RESULTS:

**AFTER THE PROGRAMS**

- Careers in related field
- Higher education in related field
- Civically engaged young people

Truly Hawaii Youth Conservation Corps has changed my life in an unexplainable way....I am blessed to have gone through this great program and to gain so much knowledge.

-Ka'anihi Sills, 2011 Member

# IMPACT

IN JUST ONE YEAR, KUPU....

IMPACTED

**266** YOUTH

WHO

ASSISTED

**83** SITES

AND

SERVED

**250,340** HOURS\*

DISTRIBUTED

**\$450,750** IN EDUCATION AWARDS

LEVERAGED

**11,793** VOLUNTEERS

CLEARED

**8,128** ACRES OF INVASIVE SPECIES

AVERTED

**6,257** TONS OF GHG EMISSIONS

\*Hours served include approximate volunteer hours leveraged

\*\*Acres benefited through invasive species removal

TOTAL COMMUNITY BENEFIT:  
**\$8.8 MILLION**

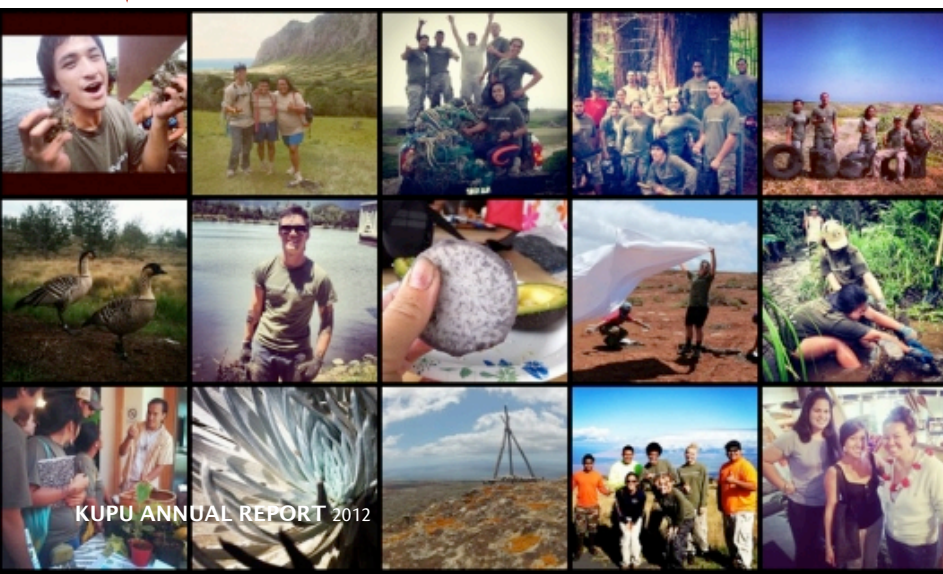
COLLEGE CREDITS EARNED:  
**66**

KNOWLEDGE GAINED:  
**8.8 OUT OF 10**

HOMES THAT RECEIVED ENERGY AUDITS:  
**186**

AVERAGE CONSERVATION QUIZ PRE/POST SCORES:  
**43% INCREASE**

CFL BULBS DISTRIBUTED:  
**108,000**



KUPU ANNUAL REPORT 2012

These are just some of the positive impacts Kupu's programs have had within the community. Members/interns enter the program at different phases in their life (some unemployed or homeless), but through engaging in important service, they develop a sense of kuleana (responsibility) and a heart to serve both the environment and the people of Hawaii. In 2011-2012, Gateway Program evaluations showed that members left the program **inspired to make a positive difference with their life** (average of 9.3 on a level from 1 to 10), and were **encouraged to pursue further education** (average of 8.7 out of 10). In addition, 22% of CU members **gained their high school diploma** (former drop-outs).

# IMPACT

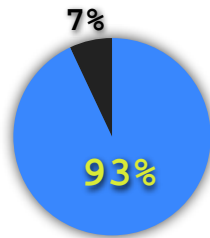
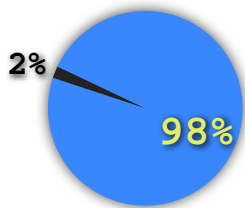
Kupu members/interns are given experience or training in areas such as energy auditing, first aid/CPR, social entrepreneurship, leadership development, disaster relief, Leadership in Energy and Environmental Design (LEED), photovoltaic training, and other various certifications. In 2012, over **40 different types of certifications or trainings** were provided, in addition to **44 "Sustainable Seminar Series" (S3) seminars** targeted at advancing job skills and the awareness of Hawaii's sustainability issues. Combined with life skills development, educational awards, and other benefits, youth leave Kupu's programs equipped to move forward with their life pursuits. Many continue to go onto higher education, participate in another Kupu program, or are often hired by one of Kupu's partnering sites. In 2012, approximately **43% of Extended Interns were alumni** of an HYCC program.

## 60% OF RISE INTERNS, 28% OF HYCC EXTENDED INTERNS, AND UP TO 83% OF CU MEMBERS RECEIVED EMPLOYMENT RELATED TO THEIR POSITION

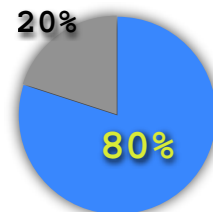


## 100% OF ALUMNI AGREE THEY MADE A POSITIVE DIFFERENCE FOR HAWAII

ALUMNI WHOSE EXPERIENCE HELPED THEM SUCCEED IN LIFE



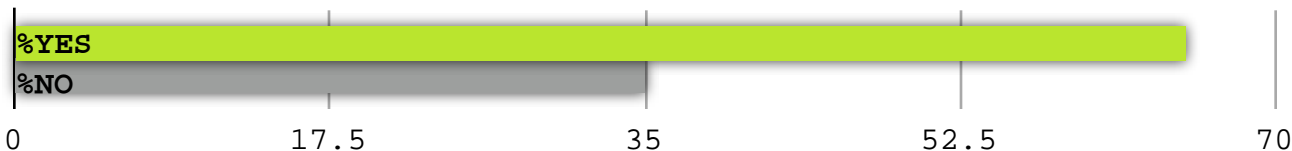
ALUMNI CONTINUING TO VOLUNTEER



ALUMNI WHO INCREASED PERSONAL CULTURAL UNDERSTANDING

- Agree/Yes
- Disagree/No
- No Opinion

ALUMNI WORKING TOWARDS A CONSERVATION OR ENVIRONMENTAL CAREER



**YOUTH IMPACTED TO DATE**

**2,050**

# IMPACT

	HYCC	E <sup>2</sup> U	RISE	CU	TOTAL
YOUTH SERVED	207	14	19	26	266
HOURS SERVED	151,026	3,909	4,719	11,252	170,906
VOLUNTEER HOURS*	79,434	N/A	N/A	N/A	79,434
VALUE OF SERVICE**	\$4,166,717	\$70,675	\$85,320	\$203,441	\$4,526,152
WAGES/LIVING ALLOWANCES***	\$1,283,977	\$32,975	\$74,210	\$73,074	\$1,464,236
EDUCATION AWARDS	\$432,925	N/A	N/A	\$17,825	\$450,750
DIRECT ENERGY SAVINGS****	N/A	\$2,322,187	N/A	N/A	\$2,322,187
FULL-TIME EQUIVALENTS (FTE'S)	110.8	1.9	2.3	5.4	120.4
TOTAL COMMUNITY ECONOMIC BENEFIT	\$5,883,619	\$2,425,837	\$159,530	\$294,340	\$8,763,325

\*Approximate based on the average number of hours a volunteer has shown to serve

\*\*Based on \$18.08 per hour, the dollar value of a volunteer hour in Hawaii (2010) published by Independent Sector

\*\*\*Including health benefits for fiscal year ending September 30, 2012

\*\*\*\*In partnership with Kanu Hawaii and Blue Planet Foundation

F.T.E.'S:  
**120.4**

COST : BENEFIT  
**\$1 : \$2.8**

TOTAL  
COMMUNITY  
BENEFIT:  
**\$8.8 MILLION**  
A \$2.8M INCREASE FROM 2011

# FINANCIAL SUMMARY

Kupu continues to strive to increase its financial support in order to better serve Hawaii's people. The organization continues to develop partnerships and identify ways to help sustain Kupu's operations, while stewarding its resources well.



## STATEMENT OF ACTIVITIES & FINANCIAL POSITION\*

	2012	2011
<b>REVENUE &amp; SUPPORT</b>		
GOVERNMENT GRANTS & CONTRACTS	\$2,022,138	\$1,414,834
PROGRAM SERVICE FEES	672,737	394,036
PRIVATE GRANTS	556,539	311,720
IN-KIND CONTRIBUTIONS	141,350	107,794
OTHER REVENUE & SUPPORT	45,668	22,274
<b>TOTAL REVENUE &amp; SUPPORT</b>	<b>\$3,438,432</b>	<b>\$2,250,658</b>
<b>EXPENSES</b>		
PROGRAM SERVICES	\$2,771,751	\$2,344,720
MANAGEMENT & GENERAL	340,465	249,798
FUNDRAISING & DEVELOPMENT	71,935	2,791
<b>TOTAL EXPENSES</b>	<b>\$3,184,151</b>	<b>\$2,597,309</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>\$254,281</b>	<b>(\$346,651)</b>

	SEPTEMBER 30 2012
<b>ASSETS</b>	
CASH	\$279,359
ACCOUNTS RECEIVABLE-NET	386,532
PREPAID EXPENSES	22,734
PROPERTY & EQUIPMENT-NET	45,213
LEASE DEPOSITS	3,621
<b>TOTAL ASSETS</b>	<b>\$737,459</b>
<b>LIABILITIES &amp; NET ASSETS</b>	
ACCOUNTS PAYABLE	\$4,078
ACCRUED LIABILITIES	75,659
DEFERRED REVENUE	85,749
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$165,486</b>
<b>TOTAL NET ASSETS</b>	<b>\$571,973</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$737,459</b>

\*The financial information presented is condensed from unaudited financial statements. 2011 audited statements can be viewed at [www.kupuhawaii.org](http://www.kupuhawaii.org).



## MEET A MEMBER



### Leland CommunityU Program Graduate Current HYCC Extended Intern

*"My parents were drug addicts. During that time we were in custody of child protective service. Eventually we were put in foster care homes and that's when my grandparents took us. This program is helping [me] by staying away from trouble outside... Its helping me learn things I've never learned before...This program can teach people on keeping the environment clean, but not only that, it can help people by keeping them away from any kind of trouble and having them do something better with their lives. We need to malama our 'aina; I found a love for our land through Kupu... I even come on my days off to participate in what [CU] has for me. This program builds me up. When we come in we are broken, but [CU] slowly heals us to teach humility and to serve our community."*

Leland joined Kupu's CommunityU Program in the spring of 2012. He progressed, showing true work ethic, leadership, and character. As Leland's term ended he was promoted to Junior Leader in the HYCC Gateway Program. He has since then been selected as an HYCC Extended Intern with the Oahu Division of Forestry and Wildlife.

### James HYCC Gateway Program Graduate HYCC Extended Internship Program Graduate Current Graduate Student and High School Instructor

*"This program has allowed me to reevaluate my values as a person within the context of a greater culture... I love the program! It has helped me to grow in so many ways and see life from a truly new perspective. In the future, I hope to connect people to Hawaiian ecosystems through indigenous perspectives...I hope to engender the youth with not only knowledge, but with the wisdom of respect."*

James joined Kupu's Gateway Program in the summer of 2010, and continued on to complete two year-long AmeriCorps terms in the HYCC Extended Internship Program from 2010-2012 where he engaged children in environmental education excursions and co-produced the Hawaii Edition of the National Inquirer. James is now a student at the University of Hawai'i at Hilo, working towards his Master's of Science Degree in Tropical Conservation Biological and Environmental Sciences. He also teaches a natural resources course at Laupahoehoe Public Charter School.



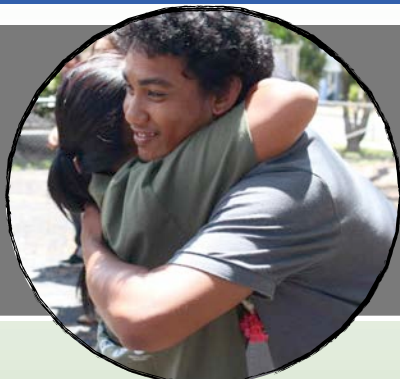
### Jacqueline RISE Program Graduate Current Board of Water Supply Engineer

*"Throughout the internship my training in water and energy audits has allowed me to understand the interconnected properties of both resources. Fiscally, I have also developed an understanding of the impact on operational costs that afflict many local businesses, undoubtedly an excellent driving point for energy efficiency and water conservation projects... I owe a great deal to my experience working with other green business owners, operators and service providers; without this experience I would be ill prepared for this job."*

In 2011-2012, Jacqueline was accepted as a RISE intern to help the expansion and promotion of the Hawaii Green Business Program. Her project focused on water conservation and pollution prevention. Following her RISE internship with the Board of Water Supply, Jacqueline accepted a contracting position with them as a full-time Civil Engineer. Jacqueline will be providing preliminary audits for all of their base yards, pumping stations and offices; the first of its kind for the Board of Water Supply.



## PARTNERS/BENEFITING SITES



Kupu partners with over 80 organizations throughout Hawaii, serving seven Hawaiian islands. Partnering sites offer Kupu's members/interns mentorship, education, training, college credit, and other benefits that support them in their life pursuits. Mahalo to our sites who support our youth and contribute to their success.

### Island Partner/Benefiting Organization

Hawaii	DLNR, Division of Forestry and Wildlife (DOFAW)	Oahu	Ahahui Mālama I Ka Lōkahi
Hawaii	DLNR, Natural Area Systems Reserve (NARS)	Oahu	Blue Planet Foundation
Hawaii	Hawaii Forest Industry Association (HFIA)	Oahu	City and County of Honolulu, Board of Water Supply
Hawaii	Hawaii State Department of Education (DOE)	Oahu	City and County of Honolulu, Department of Transportation Services
Hawaii	Mauna Kea Forest Restoration Project	Oahu	Department of Health, Clean Air Branch
Hawaii	Mauna Kea Watershed Alliance	Oahu	DLNR, Division of Aquatic Resources (DAR)
Hawaii	National Park Service (NPS), Hawaii Volcanoes National Park	Oahu	DLNR, Division of Forestry and Wildlife (DOFAW)
Hawaii	Pohaha I Ka Lani	Oahu	DLNR, Na Ala Hele Trails and Access System (NAH)
Hawaii	The Nature Conservancy (TNC)	Oahu	DLNR, State Parks
Hawaii	U.S. Geological Survey (USGS)	Oahu	Grace Pacific
Hawaii	US Department of Agriculture (USDA), Forest Service	Oahu	Hawaii Agriculture Research Center
Hawaii	US Fish and Wildlife Service (USFWS), Hakalau Forest	Oahu	Hawaii Community Development Authority (HCDA)
Hawaii	Waikoloa Village Outdoor Circle	Oahu	Hawaii Conservation Alliance (HCA)
Kauai	DLNR, Division of Forestry and Wildlife (DOFAW)	Oahu	Hawaii Environmental Education Alliance (HEEA)
Kauai	DLNR, Na Ala Hele Trails and Access System (NAH)	Oahu	Hawaii Green Building, LLC
Kauai	DLNR, Natural Area Systems Reserve (NARS)	Oahu	Hawaii Institute of Marine Biology (HIMB)
Kauai	DLNR, State Parks	Oahu	Hawaii Renewable Energy Development Venture
Kauai	Kauai Forest Bird Recovery Project	Oahu	Hawaii Department of Business, Economic Development and Tourism (DBEDT)
Kauai	Koke'e Resource Conservation Program (KRCP)	Oahu	Hawaii Whale Foundation
Kauai	Napali Coast Ohana	Oahu	Honolulu Clean Cities
Kauai	National Tropical Botanical Gardens (NTBG), Limahuli	Oahu	Ho'oulu 'Aina
Kauai	National Tropical Botanical Gardens (NTBG), McBryde	Oahu	Hui o Ko'olaupoko
Kauai	The Nature Conservancy (TNC)	Oahu	Ka Papa Lo'i 'o Punaluu
Kauai	US Fish and Wildlife Service (USFWS)	Oahu	Ka'ala Farm, Inc.
Kauai	Waipa Foundation	Oahu	Kako'o 'Oiwī
Lanai	DLNR, Division of Forestry and Wildlife (DOFAW)	Oahu	Kalani High School
Maui	DeBolt Gardens Foundation	Oahu	Kanu Hawaii
Maui	DLNR, Division of Forestry and Wildlife (DOFAW)	Oahu	Lyon Arboretum
Maui	DLNR, Na Ala Hele Trails and Access System (NAH)	Oahu	Malama Loko Ea
Maui	DLNR, Natural Area Systems Reserve (NARS)	Oahu	Malama Pupukea-Waimea
Maui	Hawaii Whale Foundation	Oahu	McKinley School for Adults
Maui	Kaho'olawe Island Reserve Commission (KIRC)	Oahu	National Oceanic and Atmospheric Administration (NOAA)
Maui	Maui Forest Bird Recovery Project	Oahu	Oahu Army Natural Resource Program
Maui	National Park Service (NPS), Haleakala	Oahu	Pae Pae O He'eia
Maui	The Nature Conservancy (TNC)	Oahu	Papahana Kuaola
Maui	University of Hawaii, Maui College	Oahu	Queen Liliuokalani Trust
Maui	US Fish and Wildlife Service (USFWS)	Oahu	Reef Watch
Maui	West Maui Mountains Watershed Partnership (WMMWP)	Oahu	Sunetric
Moloka'i	Halawa Valley	Oahu	UH College of Tropical Agriculture and Human Resources (CTAHR)
Moloka'i	Ka Honua Momona International	Oahu	UH JCI (Johnson Control)
Moloka'i	Molokai Invasive Species Control	Oahu	UH Manoa, NREM Department
Moloka'i	Mo'omomi Preserve & Kamakou Preserve	Oahu	University of Hawaii at Manoa, Kukui Cup
Moloka'i	National Park Service (NPS), Kalaupapa	Oahu	Urban Green
Moloka'i	The Nature Conservancy (TNC)	Oahu	US Fish and Wildlife Service (USFWS)

Mahalo to our supporters that allow us to be a positive difference in the community.

## CONTRIBUTORS

Matthew Bauer  
Michael Broderick  
Cades Foundation, The  
William Carroll  
Clay Chow  
City and County of Honolulu  
Corporation for National and Community Service - AmeriCorps Program  
Eye Productions Inc.  
Harold K.L. Castle Foundation  
Harry & Jeanette Weinberg Foundation, The  
Hau'oli Mau Loa Foundation  
Hawaii Community Development Authority  
Traci Ho  
Honolulu Clean Cities  
Honolulu Professionals Foundation  
ING Direct  
Cynthia Inoue  
Kaho'olawe Island Reserve Commission  
Kaiser Foundation Health Plan  
Kamehameha Schools, 'Aina Ulu Program  
Tracy Kanaeholo  
Kanu Hawaii  
Mark Kapono  
Malama Learning Center  
Maile Meyer  
Julia M.K. Min  
John Morgan  
Na Ala Hele Trails and Access System  
John and Gillen Neff  
Orchid Isle Nursery  
Pacific Business News  
Pacific International Center for High Technology, HREDV  
Malia Peters  
Pohaha I Ka Lani  
Queen Lili'uokalani Trust  
Science Applications International Corporation, Hawaii Energy  
Servco Foundation  
Jennifer M-G Severson  
State Energy Sector Partnership  
State of Hawaii, Department of Health  
State of Hawaii, Department of Land and Natural Resources, Division of Forestry and Wildlife  
Steinmetz Family  
The Nature Conservancy, Moloka'i Program  
Kathleen Thurston  
Tile Warehouse Inc.  
Uncle Clay's House of Pure Aloha  
US Environmental Protection Agency  
US National Park Service  
US Department of Agriculture, Forest Service  
US Fish and Wildlife Service  
Waterfront Ventures, LLC  
Gary T Yamamoto

## BOARD OF DIRECTORS (BOD)

David Matsuura, President  
Julianna Rapu-Leong, Vice President  
Kathleen Thurston, Secretary  
Brad Totherow, Treasurer  
Michael Wilson, Member

## STAFF

John Leong, Executive Director  
Jennifer Michel, Executive Assistant  
Cammie Russell, Director of Finance  
Matthew Bauer, Director of Operations  
Katrina Ogata, Deputy Director of Operations  
Gina Carroll, AmeriCorps Programs Director  
Rebecca Beralas, HYCC Program Coordinator  
Noah Coombs, HYCC Program Coordinator  
Kim Matsukawa, HYCC Program Assistant  
Emma Panui, HYCC Program Assistant  
Weston Yap, CommunityU Lead Coordinator  
Roy Carroll, CommunityU Program Coordinator  
Marguerite Harden, RISE Manager  
Rachel Harvey, RISE Mentor  
Leilani Pena, RISE Mentor  
Hilary Arakaki, E2U Program Coordinator







# KUPU

LEARN • SERVE • RESTORE

4211 Waiālae Ave, Suite 1020, Honolulu, HI, 96816 • [www.kupuhawaii.org](http://www.kupuhawaii.org) • 808-735-1221 • [info@kupuhawaii.org](mailto:info@kupuhawaii.org)

 [www.facebook.com/kupuhawaii.org](https://www.facebook.com/kupuhawaii.org) •  [twitter.com/kupuhawaii](https://twitter.com/kupuhawaii)



CREATING A THRIVING, SUSTAINABLE COMMUNITY