

## Building a Bright Future for Hawai'i's Youth

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



2013-2014 ANNUAL REPORT  
Kūlia I Ka Nu'u | Strive to Reach the Summit

Help us Make a Difference!



Please visit us at [www.kupuhawaii.org](http://www.kupuhawaii.org) to learn how to get engaged.

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## Aloha Kākou,

Kupu has had the privilege of being a part of a positive wave sweeping our state. Kupu's work to empower young adults and provide them with the capacity not only to make a difference today, but also to unlock their potential for tomorrow, has truly been a team effort that has culminated with much success in our community. It is because of the joint efforts of our many members, partners, donors, supporters, board of directors, staff, volunteers, and alumni that we are able to see Hawai'i physically transforming into a better place. We are witnessing thousands of acres restored, young men and women obtaining their diplomas while positively turning their lives around, close to half a million dollars in higher education awards assisting our youth in their educational endeavors, thousands of young learners becoming interested in conservation and sustainability, and much more. As you read through Kupu's annual report, I hope you will see the hard work and "heart" our team has contributed to make our home, the youth we serve, and our resources much more pono. I hope you will also see the spirit of excellence that has not only contributed to success today, but has also planted seeds for continued growth tomorrow. Thank you so much for taking the time to learn more about Kupu and the impact we are creating together. We hope, together, we will greatly release the potential of our youth and our state in the years to come.



Aloha,  
John Leong, CEO of Kupu

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## Awards & Recognitions

Nā Kama Kai Ho'okele Award: Beginning a Life Long Commitment to Malama 'Aina

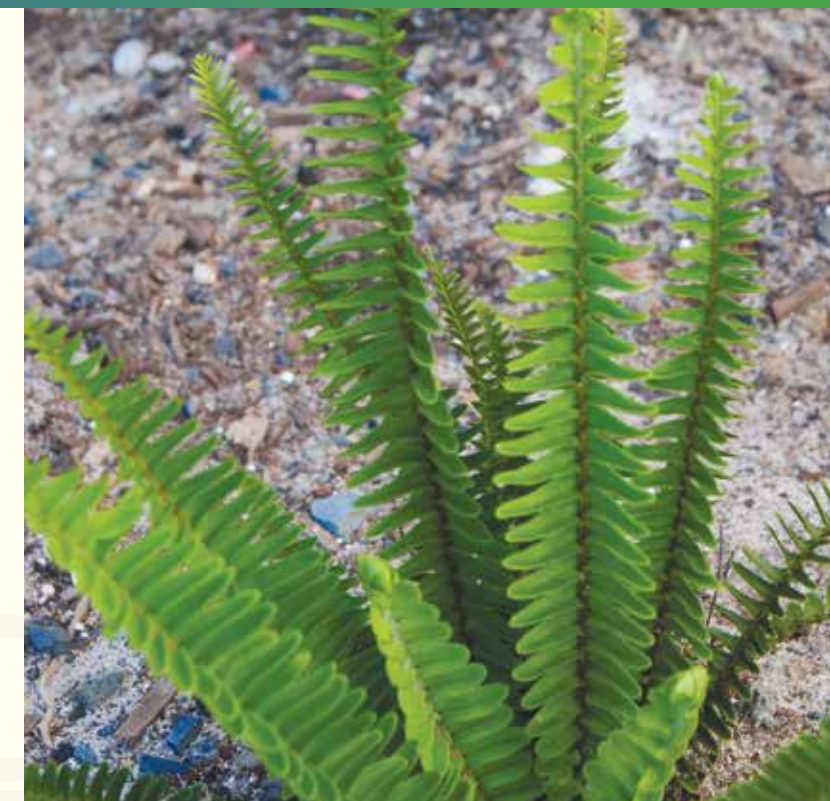
2014 The Corps Network National CorpsMember of the Year: Jon Brito

2014 White House Champions of Change Award: Jon Brito

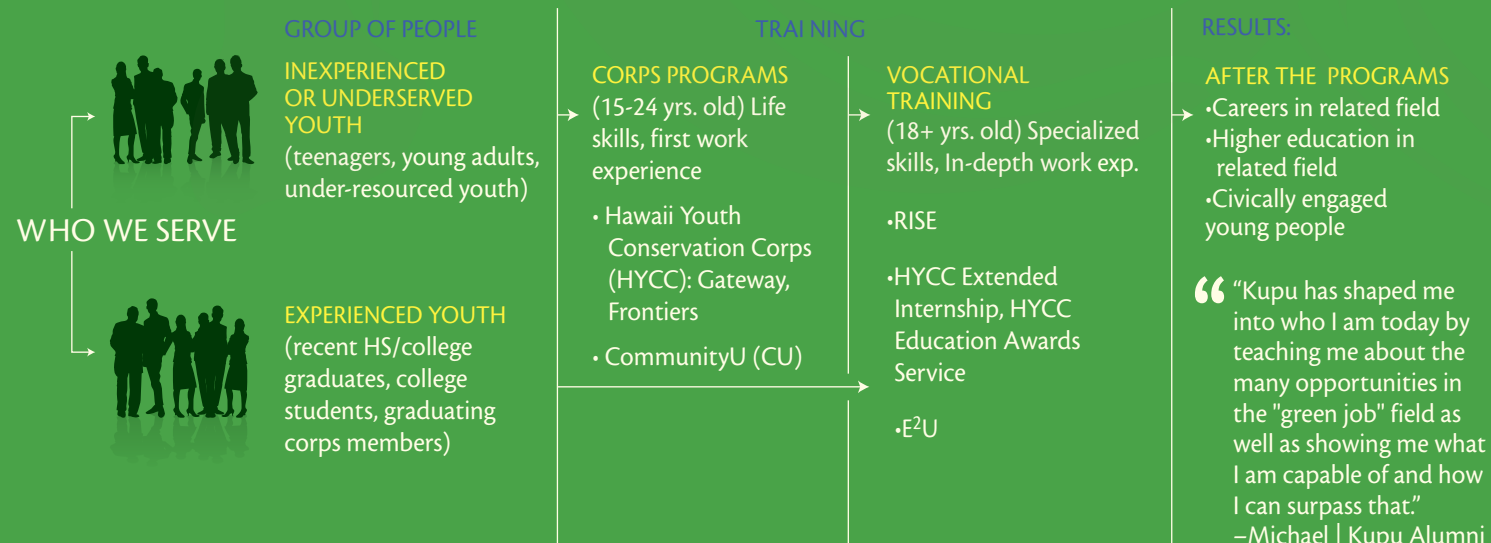
## OUR MISSION

Kupu was founded in 2007 because of a heart to serve. Kupu in Hawaiian means "to sprout, grow, germinate, or increase" and like the *kupukupu* fern (which is one of the first plants to bring life back to the land after a devastating lava flow), Kupu's heart is to bring life back to the people, land, and ocean while restoring the larger community for a better tomorrow. Kupu provides service-learning programs in the "green jobs" sector. These programs are a catalyst to support the over 80 partner sites throughout Hawai'i and the Pacific Basin we serve in industries like conservation, renewable energy, agriculture, and sustainability. Kupu's programs develop the next generation of leaders in these industries by producing young adults who have the experience, knowledge, passion, and character necessary to build a more sustainable future.

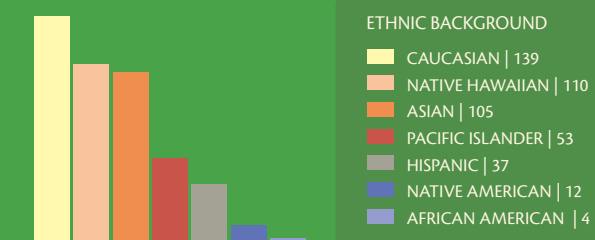
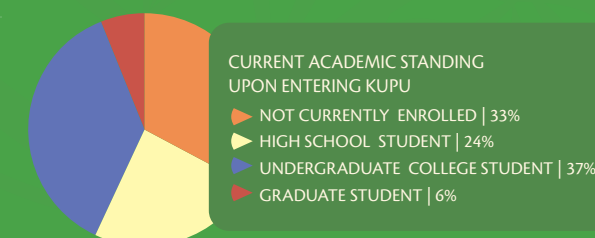
To empower youth to serve their communities through character building, service learning, and environmental stewardship opportunities that encourage integrity (pono) with Ke Akua, self and others.



## PROGRAM FLOW CHART



## 2013-14 MEMBERS/INTERNS



TRAININGS/ PROFESSIONAL DEVELOPMENT EVENTS  
107

MEDIAN AGE  
20 YEARS OLD

GENDER  
54% MALE 46% FEMALE

YOUTH WHO WOULD HAVE BEEN UNEMPLOYED IF NOT IN KUPU  
62%

YOUTH SERVED SINCE 2001  
2 6 0 9





# HYCC

## Program Overview

HYCC provides a set of summer (Gateway) through year-round (Extended Internship) programs to Hawai'i's youth to encourage cultural awareness, personal growth, teamwork, leadership skills and a lifelong environmental mindset. Young adults learn the principles of natural resources stewardship while earning college credit, monetary stipends and education awards that assist them in continuing their life pursuits.

## Success Story



"I think I found myself while doing these programs...I realized that I wanted to better Hawai'i. I think what I was looking for was a way to get back to my roots as a maka'ainana and Kānaka Maoli and serve not only the people of Hawai'i, but also the land and ocean in which we all live.... I hope to be able to continue empowering youth to accomplish their dreams and to remember the connection that they have with the land."

- Jon Brito, HYCC Alumni and current RISE Fellow

Jon Brito of Kualapu'u, Moloka'i has successfully completed the HYCC Gateway and Extended Internship Programs as a member and leader. In early 2014, he was recognized nationally in Washington, DC as Corpsmember of the Year as well as a White House "Champion of Change" for engaging the next generation of conservation leaders. Jon's commitment to serving Hawai'i's land and people, as well as his commitment to the perpetuation of Native Hawaiian knowledge and culture, has inspired other local youth and community members to take an active part in the conservation movement on Moloka'i. Currently, Jon is a fellow in Kupu's RISE Program, where he is finding ways to make agri-businesses more energy efficient.



AVERAGE INCREASE IN KNOWLEDGE OVER 7 WEEKS



533 EDUCATIONAL WORKSHOPS / PRESENTATIONS LED BY INTERNS



18,115 COMMUNITY MEMBERS REACHED BY EDUCATIONAL WORKSHOPS / PRESENTATIONS



99,482 NATIVE PLANTS PLANTED



20,635 ACRES CLEARED OF INVASIVE SPECIES



869,359 ACRES OF PARKS AND PUBLIC LANDS IMPACTED\*

\* REPRESENTS ACRES IMPROVED BY MEMBERS THROUGH CONSERVATION WORK AND ACRES PROTECTED FROM THREATS DUE TO THE WORK MEMBERS ACCOMPLISHED

# Community U

## Program Overview

CommunityU focuses on youth at risk, equipping them 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. Upon completion, participants go through green job training, life skills training, and are able to get their high school diploma through our partnership with local GED/high school diploma equivalency programs.

## Success Story



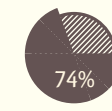
"I've changed a lot in my self-esteem because of Kupu CU. This is the first time I've committed to anything and I feel like I'm actually accomplishing something and can't wait to accomplish more. It has helped me find my direction and gives me the opportunity to continue to grow positively"

- Nathan Paoa, CU Alumni

Nathan came to CommunityU having recently served time in the O'ahu Community Correctional Center. While there he vowed to change the direction his life was taking, and with the support of his family enrolled in the CommunityU program in the spring of 2014. Living in Kunia, Nathan would wake up at 4:15 every morning to ride the bus into town. Nathan stated that "every day, no matter how tired I may be, I push myself to be present and ready for the day's work". Upon completing CommunityU with perfect attendance, Nathan enrolled at McKinley Community School for Adults to pursue his GED. He has also earned a National Career Readiness there and is currently working for a restaurant cleaning company.



68% YOUTH ATTAINED EMPLOYMENT OR A PROMOTION



74% YOUTH ENROLLED OR PLANS TO ENROLL IN HIGHER EDUCATION



35% AVERAGE INCREASE IN KNOWLEDGE OVER 8 WEEKS



692 NUMBER OF NATIVE SPECIES PLANTED



10 YOUTH ADVANCED TO ATTAINING ALTERNATIVE HIGH SCHOOL DIPLOMAS

# RISE

## Program Overview

Leveraging diverse partnerships, RISE's mission is to create a sustainable future and green workforce for Hawai'i through paid work opportunities. This program places college students and recent college graduates into paid educational Internships with different private and public agencies. RISE Interns work on projects crucial to making the islands more sustainable, including projects focused on food waste reduction, renewable energy, diesel emissions reduction, green business, greenhouse gas reduction, and sustainable schools.

## Success Story



"Kupu's RISE program was a springboard for my career. My work as an Energy Efficiency Intern with Hawai'i Energy gave me the opportunity to network, hone my professional skill set and build my confidence. The mentorship I received from my supervisors was invaluable to my success as a young millennial in the workplace."

- Megan Blazak, RISE Alumni

Megan was a RISE Intern in 2012-2013, where she supported Hawaii Energy's energy efficiency rebate program for small businesses. In addition, she prepared a research report about energy efficiency opportunities in the agriculture sector. After successfully completing her internship, Megan was offered and accepted a full-time position as Program Manager with the Hawaii Center for Food Safety, a nonprofit public interest organization working to protect human health and the environment from the harms of industrial agriculture.



60% ATTAINED EMPLOYMENT



40% CONTINUING HIGHER EDUCATION



2,500+ POUNDS OF MARINE DEBRIS REMOVED



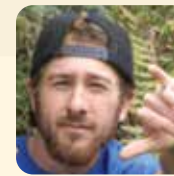
57 TONS TONS OF FOOD WASTE DIVERTED

# E<sup>2</sup>U

## Program Overview

E<sup>2</sup>U is an environmental education program aimed towards engaging students and the community in stimulating, educational and hands-on activities and curriculum. E<sup>2</sup>U broadens students' knowledge of conservation and sustainability, engages them in service, and helps to inspire the beginning of higher education and a career in natural resource management or a related field.

## Success Story



"The internship really changed my life...I found a reason to move back home and now I have a bright new future ahead of me in a direction I never saw coming. It's funny how things come full circle. I grew up loving the outdoors and nature and now I found a job where I can help to save it for the next generation."

Hayden Atkins, E2U Member and HYCC Alumni

Hayden is a former HYCC leader and E2U intern. While in E2U, Hayden worked in public schools to improve their natural resources pathway and agriculture classes; he worked with teachers to include more conservation and sustainability topics in their curriculum as well as organized environmental events, environmental clubs, and field trips for students and community members within the school's ahupua'a. Hayden was selected as Kupu's 2014 Alumni of the Year and has since been hired as a program coordinator, where he will continue to utilize his leadership and experiences to positively affect the lives of young people searching for passion and purpose in their lives.



2 ENVIRONMENTAL CLUBS IMPLEMENTED



20 ENVIRONMENTAL PRESENTATIONS GIVEN



400 STUDENTS EDUCATED





## PROGRAM ECONOMIC BENEFIT

	NUMBER OF INTERNS	NUMBER OF VOLUNTEERS	TOTAL HOURS SERVED	VALUE OF SERVICE HOURS*	EDUCATION AWARDS DISTRIBUTED	LIVING ALLOWANCES / WAGES
RISE	32	153	8,509	\$188,559**	n/a	\$115,830
CU	22	60	8,916	\$197,579	\$11,100	\$53,571
HYCC	199	11,177	211,508	\$4,687,017	\$449,409	\$1,144,027
E2U	4	16	4,883	\$108,207	\$16,650	\$55,266
<b>TOTAL</b>	<b>257</b>	<b>11,412</b>	<b>233,816</b>	<b>\$5,181,363</b>	<b>\$477,159</b>	<b>\$1,368,694</b>

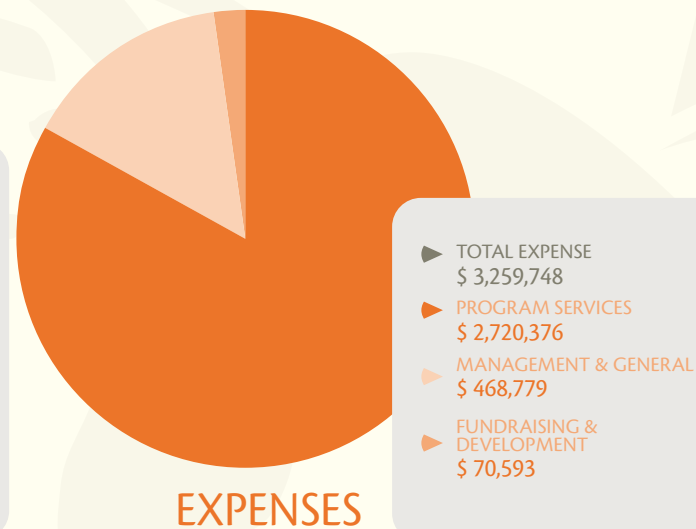
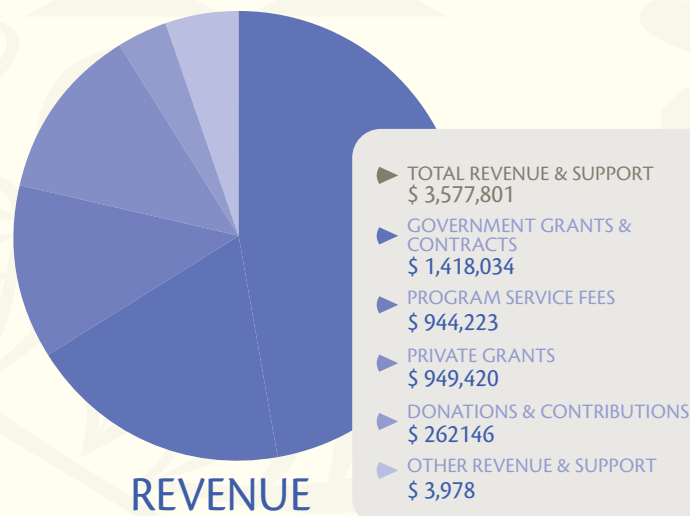
\*Value of a volunteer hour in Hawai'i is \$22.16 according to independentsector.org.  
 \*\* Not included in total economic benefit to avoid double-counting wages.

**CUMULATIVE ECONOMIC BENEFIT SINCE 2007**  
**\$42,429,893**

**TOTAL ECONOMIC BENEFIT IN 2014**  
**\$6,911,386**

**AVERAGE COST: BENEFIT SINCE 2007**  
**1:3**

## REVENUE SOURCES AND USES



## STATEMENT OF FINANCIAL POSITION \*

	As of Sept 30, 2014	As of Sept 30, 2013
<b>Assets</b>		
Cash & Cash Equivalents	\$ 1,288,663	\$ 1,159,020
Accounts Receivable - Net	291,508	175,640
Other Current Assets	14,684	17,726
Property & Equipment - Net	22,652	27,397
Lease Deposits	-	3,621
Restricted Certificate of Deposit	200,000	-
<b>Total Assets</b>	<b>\$ 1,817,507</b>	<b>\$ 1,383,404</b>
<b>Liabilities &amp; Net Assets</b>		
Accounts Payable	\$ 4,485	\$ 7,918
Accrued Liabilities	133,002	113,316
Deferred Revenue	608,200	565,629
Deferred Rent	57,226	-
<b>Total Current Liabilities</b>	<b>802,913</b>	<b>\$ 686,863</b>
<b>Total Net Assets</b>	<b>\$ 1,014,594</b>	<b>\$ 696,541</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 1,817,507</b>	<b>\$ 1,383,404</b>

Kupu undergoes annual single audits by an independent public accounting firm. All such audits have resulted in no findings nor questioned costs thereby earning Kupu the distinction as a low-risk auditee.

## STATEMENT OF ACTIVITIES \*

Kupu is exceeding industry standards in areas such as the ratio of program services expenses to total expenses and quick assets to current liabilities.

	Fiscal Year 2014	Fiscal Year 2013
<b>Revenue &amp; Support</b>		
Government Grants & Contracts	\$ 1,418,034	\$ 1,542,974
Private Grants and Contracts	949,420	727,980
Program Service Fees	944,223	652,829
Donations and contributions	262,146	216,509
Other Revenue & Support	3,978	11,190
<b>Total Revenue &amp; Support</b>	<b>\$ 3,577,801</b>	<b>\$ 3,151,482</b>
<b>Expenses</b>		
Program Services	\$ 2,720,376	\$ 2,557,765
Management & General	468,779	378,662
Fundraising & Development	70,593	79,637
<b>Total Expenses</b>	<b>\$ 3,259,748</b>	<b>\$ 3,016,064</b>
<b>Change in net assets</b>	<b>318,053</b>	<b>135,418</b>
<b>Increase in Temporarily Restricted Net Assets</b>	<b>\$ 696,541</b>	<b>\$ 561,123</b>
<b>Increase (Decrease) in Net Assets</b>	<b>\$ 1,014,594</b>	<b>\$ 696,541</b>

\* Financial statements are prepared in conformity with accounting principles generally accepted in the United States. The financial information presented is condensed from audited financial statements. 2014 audited statements can be viewed at [www.kupuhawaii.org](http://www.kupuhawaii.org).





### PARTNERS LIST

	Harold K.L. Castle Foundation	Kapi'olani Community College
	Hau'oli Mau Loa Foundation	*Kaua'i Forest Bird Recovery Project
	*Hawai'i Agriculture Research Center	Keiki O Ka 'Aina
	Hawai'i Baptist Academy	Kōke'e Resouce Conservation Program
	*Hawai'i Center for Food Safety	*Kokua Kalihi Valley
'Ao'ao O Na Loko I'a O Maui	Hawai'i Community Development Authority	Lāna'i Culture and Heritage Center
Advanced Compliance Solutions, Inc.	*Hawai'i Department of Education	Lanikai Elementary School
*Ahahui Mālama I Ka Lōkahi	Hawai'i Department of Health Clean Air Branch	Le Jardin Academy
Aloha Harvest	Hawai'i Department of Health Environmental Planning Office	Leilehua High School
Ambri	*Hawai'i Department of Transportation Services	Luluku Farmers Association and Aina Aloha Health Center
*Big Island Invasive Species Committee	*Hawai'i Energy	Lyon Arboretum
Blue Planet	Hawai'i Forest Industry Association	*Mālama Learning Center
*Castle High School	Hawai'i Green Growth	*Mālama Loko Ea
Child & Family Service	*Hawai'i Institute of Marine Biology	Mama's Fish House, Maui
*City & County of Honolulu	Hawai'i Pacific University	*Maui Forest Bird Recovery Project
*Conservation International Hawai'i	Hawai'i Rapid Transit Authority	Maui Nui Botanical Garden
Corporation for National and Community Service, AmeriCorps	Hawai'i State Judiciary	Mauna Kea Forest Restoration Project
Debolt Gardens Foundation	*Ho'okua'aina	Mayor's Advisory Committee on Biking
*Department of Land and Natural Resources, Division of Forestry and Wildlife	Honolulu Bike Share	McKinley Community School for Adults
*Department of Land and Natural Resources, Na Ala Hele Trails and Access System	Honolulu Clean Cities	*Mililani High School
*Department of Land and Natural Resources, Natural Area Reserve System	Hui Aloha Kīholo	Molokai Land Trust
*Department of Land and Natural Resources, State Parks	Hui o Ko'olaupoko	National Oceanic and Atmospheric Administration
EachOneTeachOne	Ibis	*National Park Service Haleakalā National Park
*East Maui Watershed Partnership	JS Architecture	*National Park Service, Hawai'i Volcanoes National Park
*Energy Exceleator	Ka'ehu- Wailuku Coastal Lands	National Park Service, Kalaupapa National Tropical Botanical Gardens
Effortless Energy	*Ka Honua Momona International	Lāwa'i Gardens
Environmental Protection Agency	Ka Papa Lo'i O Kānewai	*National Tropical Botanical Gardens, Limahuli Garden
*First Wind	Ka'ala Farm	*O'ahu Army Natural Resources Program
Gordon Biersch	Kaho'olawe Island Reserve Commission	*O'ahu Invasive Species Committee
	Kailua Elementary School	
	*Kāko'o 'Ōiwi	
	Kalaheo High School	
	Kamehameha Schools	

\* Indicates partners that have hired Kupu alumni

### OUR FUNDERS



### DONORS

	Harold K.L. Castle Foundation	Maui United Way
	Hau'oli Mau Loa Foundation	Ocean Investments LLC
	Hawaii Community Foundation	Pacific Links Hawaii Foundation
	Hawaiian Electric Industries, Inc	Punahou School
	Hayden Atkins	Richard & Gail Kawatani
	Island Insurance	Robert K. Masuda and Jane E. Sherwood
	John and Gillen Neff	Sarah Rosa
	John and Julianna Leong	Thurston 'ohana
	Kinetic Productions, Inc.	Walter Iokepaokalani Barrett
	Lisa Halvorson	Ward Management Dev Comp, LLC
	Matson	Ward Village Foundation
	Matthew Bauer	

### BOARD OF DIRECTORS

Kathy Thurston, <i>President</i>
John Neff, <i>President Elect</i>
Kaulana Park, <i>Vice President</i>
Bradley Thetherow, <i>Treasurer</i>
Julianna Rapu Leong, <i>Secretary</i>
Michael Wilson, <i>Member at Large</i>
David Matsuura, <i>Member at Large</i>

### STAFF

John Leong, <i>Chief Executive Officer</i>	Rebecca Beralas, <i>Marketing &amp; Outreach Manager</i>
Jennifer Michel, <i>Executive Assistant</i>	Pa'ahana Kincaid, <i>E2U Program Manager</i>
Matthew Bauer, <i>Chief Operating Officer</i>	Hayden Atkins, <i>E2U Program Coordinator</i>
Jeoffrey Verano, <i>Director of Finance</i>	Emma Panui, <i>HYCC Administrative Coordinator</i>
Katrina Ogata, <i>Director of Impact</i>	Kim Matsukawa, <i>HYCC Administrative Coordinator</i>
Gina Carroll, <i>Director of Conservation Programming</i>	Joyce Santiago, <i>HYCC Program Coordinator</i>
Jed Davis, <i>HYCC Program Director</i>	Malia Heimuli, <i>HYCC Program Coordinator</i>
Nicole Fisher, <i>RISE Program Director</i>	Matt Ching, <i>HYCC Program Coordinator</i>
Nicole Chatterson, <i>RISE Program Manager</i>	Chris Walker, <i>CU Program Coordinator</i>
June Chee, <i>RISE Program Manager</i>	Kamuella Banister, <i>CU Program Coordinator</i>
Ian Ross, <i>RISE Program Manager</i>	Malin Subramaniam, <i>Staff Accountant</i>
Roy Carroll, <i>Facility Manager</i>	Loyal Kekahuna-Baisa, <i>Cultural Projects Coordinator</i>





# Campaign Theme Ho'āhu

## Project Background

A Piko for a Bold New Economy: Conservation, Cultivation, Cooperation, Character

## A Vision For Hawai'i's Future

Like The Kupukupu Fern That Brings Life Back To The Land

# Building Together a Thriving Community

Ho'āhu is a Hawaiian verb that translates as "to pile, gather, accumulate, heap up; to build an altar". The name is reflective of the collaboration required by the community members, Kupu staff, students, and leaders to build a thriving community.

Ho'āhu is an invitation to build a physical space, Kupu's Green Job Training Center, for the purpose of equipping students with the knowledge, skill sets, and character required for a thriving local and global future.

Kupu's vision is to transform not only the existing net shed facility, but also the surrounding waterfront area, into an open and inclusive space to benefit the public and serve as the heartbeat of environmental restoration and community and cultural collaboration. The project will provide a center for appreciation and respect for the past, coupled with the renewal and vitality for our state's future.

The long-term vision of the Kewalo Basin space is to create in the center of O'ahu a modern day kauhale, separate buildings that house different functions and together create an integrated community to serve the economic, education and health needs of its members.

Kupu's Kewalo Basin initiatives are consistent with the master plan for the waterfront being developed in conjunction with the Hawai'i Community Development Authority. The renderings above are not final, but rather serve to visualize an integrated community of environmental learning, cultural collaboration and a sense of pono that will reflect across the Pacific to the world.

Making the Kupu Green Job Training Center and waterfront campus a reality for the Kaka'ako community and Hawai'i, is a \$5 million project. Funds awarded will be spent judiciously. The organization is classified as a "low-risk" non-profit because it has had no audit findings for three or more consecutive years. Kupu will have complete control of the building as it has received a long-term lease commitment from the Hawai'i Community Development Authority for \$1 per year for 35 years.

## Kupu's Fundraising Cabinet

### Campaign Chairman

Rich Wacker - American Savings Bank

### Members

Don Anderson - YMCA of Honolulu (retired)

Micah Kāne - Pacific Links Hawaii Foundation

### Vice Chairs

Meredith Ching - Alexander & Baldwin

Tim Johns - HMSA

Alan Oshima - Hawaiian Electric Company, Inc.

Lance Wilhelm - Irongate

Crystal K. Rose - Bays, Lung, Rose & Holma

Kathleen Thurston - Thurston Pacific, Inc.

Tyler M. Tokioka - Island Insurance Company

Nick Vanderboom - The Howard Hughes Corporation

Jack Wong - Kamehameha Schools

Eric Yeaman - Hawaiian Telcom

# KUPU WORK SITES IN HAWAI'I BY ACREAGE

The following map illustrates the worksites Kupu members impact throughout Hawaii. Program activities helping to protect and preserve these areas include invasive species removal, native and endemic species planting or restoration, fence building, trail maintenance, and other critical work activities.



"When I think of all the trees I have planted I am humbled by the idea that one day my great-great grandchildren will see these forests and say my ancestor planted these trees. I realized that the work I have done will last for generations to come and that brings me joy to know how much of a difference we are all making to save our 'āina so our future will enjoy it." –Joyce, HYCC Alumni



FOR INFORMATION ON FUNDRAISING:

In 2014: 30% of \$5m raised\*  
\*As of December 31, 2014

808.735.1221 ext.1032 | donations@kupuahawaii.org  
Kupu is a Hawaii-based 501(c)(3) nonprofit and donations are tax deductible.

