Aloha Kākou,

Since 2007, Kupu has dedicated its work to growing the minds and hearts of our youth by connecting them with the land and culture in which we live. Today, our mission remains the same: to educate and mentor youth, positively impact our local communities, and create a more sustainable, pono Hawai‘i. Growth transcends throughout Kupu, and over the past fiscal year, we’re proud to share that we continued to expand our programs in order to create a broader and deeper impact across the state. In fact, during this past fiscal year alone, Kupu partnered with over 150 organizations and environmental sites to help protect our precious natural and cultural resources while providing meaningful hands-on opportunities to youth and young adults. In 2015, Kupu supported 323 youth, helped 13 individuals receive their high school diploma equivalency, and leveraged close to 4,000 volunteers. Altogether, Kupu’s programs had an economic benefit of over $14 million. On behalf of Kupu, we are deeply grateful to our partners, donors, supporters, board of directors, staff, volunteers, alumni and community who truly believe in our organization and make our work possible. Mahalo for your continued support!

John Leong, CEO of Kupu

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

Kupu was founded in 2007 because of a heart to serve. Kupu in Hawaiian means “to sprout, grow, germinate, or increase” and like the 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 our over 150 partner sites throughout Hawai‘i and the Pacific Basin, 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.

Kupu at a Glance
Kupu Programs
Financial Summary
Partners/Funders
Mahalo to Supporters
Capital Campaign
Get Involved

EXECUTIVE SUMMARY
KUPU AT A GLANCE

Contents
Executive Summary .................................................................................................... 1
Kupu at a Glance ........................................................................................................ 2
Kupu Programs.......................................................................................................... 3
Financial Summary.................................................................................................. 6
Partners/Funders ....................................................................................................... 7
Mahalo to Supporters .............................................................................................. 8
Capital Campaign.................................................................................................... 9
Get Involved ............................................................................................................. 10

Kupu received Hawaiian Green Business Award
Kupu youth travel to Paris for the 2015 Climate Change Conference
65 volunteers make a difference at Castle High School
US Environmental Protection Agency recognizes Kupu’s commitment to endorsing sustainable food management across Hawaii
Kupu represents Hawai‘i at Inter-Tribal Youth Climate Leadership Congress
Kupu was accredited by the Corps Center of Excellence
13 graduates recognized at the first CBASE Diploma graduation
100 volunteers gather at Ulupo Heiau State Park for MLK Day of Service
Kupu interns plant 20,000 native trees
Youth launch “Ellen Eoreni”, a traditional hand-carved wa’a (canoe)
100 volunteers gather at Ulupo Heiau State Park for MLK Day of Service
Kupu interns plant 20,000 native trees
13 graduates recognized at the first CBASE Diploma graduation
Kupu received Hawaiian Green Business Award
Kupu youth travel to Paris for the 2015 Climate Change Conference
65 volunteers make a difference at Castle High School
US Environmental Protection Agency recognizes Kupu’s commitment to endorsing sustainable food management across Hawaii
Kupu represents Hawai‘i at Inter-Tribal Youth Climate Leadership Congress
Kupu was accredited by the Corps Center of Excellence
13 graduates recognized at the first CBASE Diploma graduation
100 volunteers gather at Ulupo Heiau State Park for MLK Day of Service
Kupu interns plant 20,000 native trees
Youth launch “Ellen Eoreni”, a traditional hand-carved wa’a (canoe)
Evaluating and mentoring youth to serve as stewards of our culture and environment

BRIAN JOHNSON After enduring a family tragedy, Brian became disengaged in school, ultimately failing the 9th grade twice and discovering he would not be able to earn enough credits to graduate in time. Brian was referred to Kupu by a counselor. Amazingly, he thrived, accomplishing much personal growth as well as helping his team clear 3,646 sq. ft. of invasive species and out-plant 107 native plants. After receiving valuable mentorship at Kupu and engaging in hands-on service, Brian gained motivation, personal growth, and a sense of purpose. He excelled as a student in Kupu’s alternative high school diploma course and in June, Brian celebrated successful completion of his studies during a graduation celebration. With a diploma in hand and life experience under his belt, Brian went on to pursue higher education or employment.

ALUMNI

96% Encouraged to pursue environmental issues
93% Increased cultural understanding
98% Made a positive difference through participation
100% Increased appreciation for and connection to places
94% Encouraged to pursue higher education or employment
76% Encouraged to continue to serve their community
86% In or working towards a “Green Career”

Youth Conduct Energy Audits in the DOE

In 2015, OpTerra Hawaii and Kupu formed an exciting new partnership to provide young adults an opportunity to conduct energy audits at 22 Kaua‘i schools to cultivate their green workforce skills and knowledge through a paid internship. The program is reducing energy consumption and operational expenses within the Department of Education, as well as transforming the learning environment by integrating project-based curriculum focused on STEM (science, technology, engineering and mathematics) and sustainability, creating engaging educational opportunities, and forming career pathways in the energy and sustainability field. The program is also supporting economic development through direct and indirect local job creation.

Placing youth in hands-on training and service opportunities that benefit the community, preserve our natural resources, and prepare youth for employment.

JAYLEEN MARAR As a recent high school graduate, Jayleen joined Kupu as a program member, seeking on-the-job training. Jayleen has been faced with much adversity in her life, but has not let that get in her way. While participating in the program, Jayleen earned the respect of her peers and staff and was recognized with her cohort’s “Most Outstanding Intern” award. Having proven herself as a role model and someone with exceptional character, Jayleen was then promoted to a junior leader where she served over 300 hours helping to steward our natural resources and prepare youth for employment.

Connecting Cultures: A Wa’a Named “Ellen Eoreni”

in close partnership with Kānehūnāmoku Voyaging Academy and Kōkua Kalihi Valley’s Hōboku ‘Āina Program, Kupu interns worked to construct a traditional Micronesian wa’a, or canoe. The 75-day-long project engaged 700 volunteers who put time and effort into carving and crafting the canoe at Kupu’s Kewalo Basin facility. Kupu program members worked on the wa’a on a weekly basis, assisting the primary construction crew, and eventually helping to teach visiting school and volunteer groups how to make sailing knots and cordage for it. On January 10, 2015, the wa’a was given the name Ellen Eoreni, meaning “the way to connect culture,” and set sail. Distinct individuals including master carver, Plasito Eseluqupi (son of Maui Palu) and youth and community members joined in on the maiden voyage.

I found myself while doing these programs... and I realized that I wanted to better Hawai‘i.

...
Changing lives by empowering future generations to create a more sustainable, pono Hawai‘i

MAEGHAN CASTILLO  Originally from Kailua-Kona, Maeghan first participated as a youth in Kupu’s summer youth corps program. She went on to graduate from the University of Hawai‘i at Mānoa with a degree in Environmental Studies and in 2014 returned to Kupu as an AmeriCorps member. During her term of service Maeghan helped to grow and sustain the Environmental Science Program at Mililani High School by supporting its coordinators as well as guiding and mentoring its students toward natural resource management career pathways. By the summer of 2015, she moved into a Team Leader position for the same program that she once served in as a youth, and was given the opportunity to mentor young adults while working in the field at various ecosystems on Hawai‘i Island. As a leader, Maeghan was inspired to educate youth through placed-based education and to help connect students to their environment and culture. With this heart to empower the next generation, Maeghan has accepted a part-time teaching job in the Agriculture Department at Mililani High and has also chosen to serve in another internship term with Kupu, where she is growing Kalani High School’s Sustainability Program and creating an afterschool garden club where students and faculty are given a place on campus to grow their own food and learn about native plants in their ahupua‘a.

“I know that any small impact I can make on the lives of Hawai‘i’s youth will undoubtedly play a key role in shaping Hawai‘i’s future.”

MAEGHAN CASTILLO

TOTAL ECONOMIC BENEFIT IN 2015
$14,307,383

CUMULATIVE ECONOMIC BENEFIT
SINCE 2007
$56,737,276

2015 COST:BENEFIT
1:3.4

As of Sept 30, 2015
$ 1,714,796
Accounts Receivable - Net
710,390
Pledges Receivable
304,347
Other Current Assets
3365
Property & Equipment - Net
410,069
Restricted Certificates of Deposit
200,000
Total Assets
$3,378,674

As of Sept 30, 2014
$ 1,288,663
Accounts Receivable - Net
291,808
Pledges Receivable
304,347
Other Current Assets
16,684
Property & Equipment - Net
22,652
Restricted Certificates of Deposit
200,000
Total Assets
$1,817,607

REVENUE SOURCES AND USES

 financingsummary

*Based on average economic benefit value of $114,022.77 per full-time equivalent (FTE) as determined by nation-wide cost-benefit study in 2013 and multiplied by a cumulative rate of inflation of 1.7%. Leveraged volunteer hours were valued at $23.14 per hour, determined by Independent Sector. (Belfield, Clive. The Economic Value of National Service. 2013. Center for Benefit-Cost Studies in Education Teachers College, Columbia University).
**Hoʻāhu Capital Campaign**

Hoʻāhu is a Hawaiian verb that translates as “to pile, gather, accumulate, heap up; to build an altar.” The campaign name is reflective of the collaboration required by Kupu, community members, students, and leaders to build a thriving community. Kupu’s vision is to transform the existing Kewalo Basin facility and the surrounding waterfront area into a Green Jobs Training Center. The Center will be dedicated to developing leadership in the green jobs sector, modeling practices for achieving energy and environmental sustainability, and creating a community space in the heart of Honolulu to practice service, environmental stewardship, and Hawaiian culture.

For More Information
808.735.1221 x1032
donations@kupuhawaii.org

Kupu is a Hawai‘i-based 501(c)(3) nonprofit organization. All donations are tax-deductible.

---

**Building a Thriving Community Together**

Kupu’s Kewalo Basin initiatives are consistent with the master plan for Kaka’ako being developed by Hawai‘i Community Development Authority (HCDA). The cultural collaboration and environmental learning that will take place at the Green Jobs Training Center will extend a pono essence beyond the Pacific.

Kupu anticipates the realization of the Green Jobs Training Center and Waterfront campus to be a $5 million project. The contributed funds will be spent judiciously; the federal government has recognized Kupu with a low-financial-risk designation due to excellent financial procedures and an unqualified opinion on Kupu’s annual audits. Kupu currently holds a Letter of Intent from HCDA expressing its support of a 35 year lease at $1 per year with full site control and is in the process of securing such a lease.

---

**Get Involved**

**VOLUNTEER WITH US**
Give of your time and join us in the office or in the field. There are many opportunities to work with us in Hawai‘i.

**PARTNER WITH US**
If you are an organization, consider partnering with one of our programs and receive support for your projects while our members gain knowledge and experience through hands-on training in conservation and sustainability.

**DONATE TO OUR PROGRAMS**
Support our programs financially and see your contribution benefit our local community, the environment and the youth whom we serve. All donations are tax-deductible.

---

**Fundraising Cabinet**

**CHAIRMAN**
Rich Wacker
American Savings Bank

**VICE CHAIRS**
Malakip Ching
Alexander & Baldwin
Tim Johns
UH
Alan Ohana
Hawaiian Leasing Company, Inc.
Lance Wilhelm
Lumeri

**MEMBERS**
Dan Anderson
VP/COO of Hawaiian Federal
Mica Käne
Hawaii Community Foundation
Crystal T. Rose
Honolulu Star-Advertiser
Kathleen Thurston
Thurston Public, Inc.
Tyler M. Tokioka
Island Insurance Company
Nick Vanderboom
The Howard Hughes Corporation
Jim Wong
Vanderboom Ventures
Eric Yasaman
First Hawaiian Bank

---

**Who we serve**

- Gender: Median age: Male 51% Female 49%
- Median Age: 20 years old
- Education: No HS Diploma 15% HS Diploma/GED 20% Associate’s Degree 20% Bachelor’s Degree 15% Master’s Degree 10%
- Race: African American 5% Asian 32% Caucasian/White 15% Hispanic 35% Native American 0% Native Hawaiian 0% Pacific Islander 6%
- Income: $50,000 - $60,000 10% $60,000 - $110,000 8%
- Median Household Income was $69,592 in 2014, according to the U.S. Census Bureau, 2014 American Community Survey 1-Year Estimates.

---

**IN 2015**
- Youth who found employment after Kupu 49%
- Youth who found employment and/or enrolled in school after Kupu 96%
- Trainings/certifications provided 86
- Students/community members educated on environmental issues 42,185
- Environmental presentations/events 997
- Youth served since 2001 2,932

---

"I am inspired to continue being environmentally connected and continue learning about what needs to be done to keep this earth healthy and sustainable."

---

**In 2015**

46.3% of $5m raised* as of September 30, 2015

---

* Median household income was $69,592 in 2014, according to the U.S. Census Bureau, 2014 American Community Survey 1-Year Estimates.