



Maui
UNITED WAY

2024-2025

COMMUNITY IMPACT REPORT

MAUI UNITED WAY



At Maui United Way, the people and culture of Maui Nui are at the heart of everything we do. Our tight-knit islands, from Molokai and Lānaʻi to Maui, represent the very best of this special place we are privileged to call home. Our people have a long tradition of showing up where they are needed, before being asked. Inspired by that same spirit of hard work and aloha, Maui United Way has spent the past 80 years standing alongside the residents of Maui County — connecting, listening, and working hand in hand. Through the continued generosity of our donors, partners, and volunteers, Maui United Way remains rooted in our kuleana and united in purpose to do more good for our beloved islands.



FROM THE CEO JEEYUN LEE

Ho'okahi ka 'ilau like 'ana. - Wield the paddles together.

This past year has reminded us of both the vulnerability and the resilience of our beloved Maui Nui. In our second year of recovery, we have walked alongside thousands of families still navigating uncertainty, while also building community-led systems of hope and healing that will endure for generations to come.

From ensuring that keiki have safe places to learn, heal and play, to expanding access to mental health services; from investing in food security, and community-driven recovery and resiliency efforts; Maui United Way has remained steadfast in our kuleana to serve with aloha, integrity, and care.

The numbers within this report tell the story of our community impact—thousands of families reached, hundreds of partnerships formed, and millions of dollars invested into our collective recovery. Yet beyond the numbers are the faces of our neighbors, friends, and 'ohana whose courage and commitment continue to guide and inspire us. Their strength reminds us that healing is not only possible, but powerful when we move together.

We know the road ahead is long, but it is one we travel together; community members, partners, donors and volunteers; each of us doing our part to connect the right people with the right resources to make the right things happen for our kaiāulu. From our Maui United Way 'ohana to yours, we are humbled to stand alongside so many of you as we continue this journey of recovery, resilience, and renewal.

FROM THE BOARD CHAIR CHRIS SMITH

2024-25 BOARD CHAIR



Aloha mai kākou, as we reflect on this past year, I'm deeply grateful for the generosity of our donors and the resilience of our Maui, Molokai and Lāna'i community. The 2023 wildfires continue to challenge our islands, but your support has allowed Maui United Way to respond swiftly, invest wisely, and make a lasting impact across Maui Nui.

Guided by our strategic framework, we're addressing both urgent needs and long-term recovery goals. Now, more than ever, Maui needs your continued support. As you read our community impact report, please consider joining us again to help families and communities rebuild and thrive.

Our board is honored to stand beside dedicated staff, tireless volunteers, and generous partners who embody the spirit of aloha. Together, we are building a Maui County where every keiki, kūpuna, and 'ohana can recover and prosper. Mahalo for being a part of this mission.

40% OF MAUI FAMILIES

have considered leaving Maui due to the cost of living.



50% OF FIRE-IMPACTED HOUSEHOLDS

could not pay all their bills on time in the past year.



47% OF FIRE-IMPACTED HOUSEHOLDS

report current difficulty providing food for their 'ohana, compared to just 4% of unaffected households.



40% OF FIRE-IMPACTED HOUSEHOLDS

reported mental health struggles since the fires, while others face ongoing medical issues due to wildfire exposure.

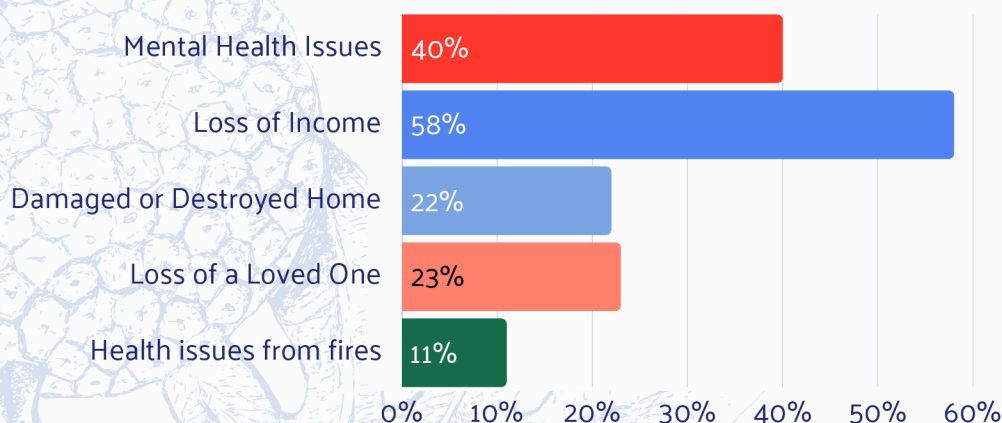


ISSUES WE FACE

After more than two years, the August 2023 wildfires continue to affect thousands of Maui residents. The disaster compounded long-standing issues including housing shortages, high costs of living, food insecurity, and limited access to mental health care, and introduced new layers of trauma and displacement. The latest ALICE* Report shows that **the majority of households in Maui County are now below the ALICE Threshold**, meaning they cannot afford basic necessities despite being employed. Seven in ten residents reported personal loss, financial hardship, or health issues from the fires, underscoring how deeply this disaster continues to affect daily life.

*ALICE = Asset Limited Income Constrained, Employed

PERSONAL IMPACTS OF THE FIRES



MAUI COUNTY RESIDENTS WHO REPORT BEING IMPACTED BY THE FIRES IN SOME WAY:



IMPACTS WE MAKE

Over the past year, Maui United Way has invested nearly \$6 million to strengthen resiliency, expand youth opportunities, improve health, and build financial security in the wake of the 2023 wildfires. Whether it's providing \$100 of transportation support to 500 fire-impacted families for six months, or supporting nearly 300 community events, we are committed to developing programs that target the immediate, urgent needs of our community post-disaster. From food security and mental health initiatives to digital access, cultural programs, and nonprofit capacity building, these efforts lay the foundation for a stronger, more resilient Maui Nui.



67,465

TOTAL
INDIVIDUALS
SERVED

NEARLY
500

COMMUNITY
PARTNERSHIPS



96,431

POUNDS
OF FOOD
PROVIDED

3,120

YOUTH GIVEN
MENTAL HEALTH CARE



87,396

Direct Service Interactions in One Year.



OUR PILLARS

HEALTHY COMMUNITY

Improving health
and well-being for all.

- Culturally Grounded Support/Healing
- Domestic Violence Support
- Environmental Stewardship
- Food Security (Food Access)
- Health Care Support
- Mental Health Services
- Rehabilitation Support

YOUTH OPPORTUNITY

Helping young people
realize their full potential.

- Afterschool Programming
- Childcare Expansion
- Food Security for Youth
- Health Care & Mental Wellness
- Recreation and Social Support
- Learning Resources & Materials
- Workforce Development for Youth

FINANCIAL SECURITY

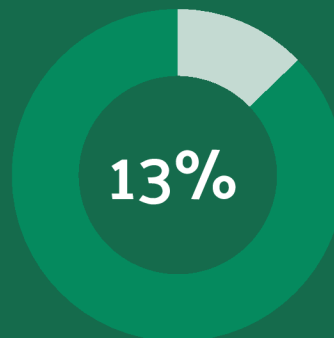
Building financial
stability and strength.

- Emergency Financial Assistance
- Housing and Home Ownership Assistance
- Non- Profit Capacity Building
- Transportation Assistance
- Workforce Development and Training

COMMUNITY RESILIENCY

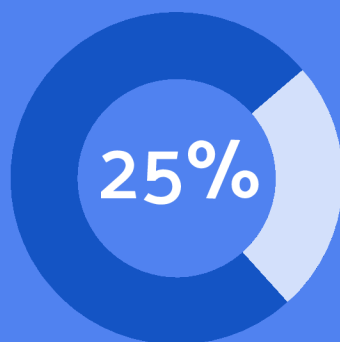
Addressing urgent needs
today for a better tomorrow.

- Case Management
- Disaster Preparation and Relief,
- Unmet Services/Needs for
Underserved Communities
- Unmet Services/Needs for Maui-Fire
Impacted Residents



Of MUW funding was invested in

**HEALTHY
COMMUNITY**



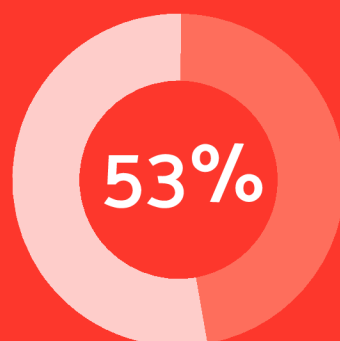
Of MUW funding was invested in

**YOUTH
OPPORTUNITY**



Of MUW funding was invested in

**FINANCIAL
SECURITY**



Of MUW funding was invested in

**COMMUNITY
RESILIENCY**



COMMUNITY RESILIENCY

\$3.0 M

Internet at Kilohana

Through the Kilohana Internet Initiative, Maui United Way offered Starlink internet service to 167 FEMA housing units in Lahaina, helping displaced families gain reliable access to online resources during recovery. This effort aimed to bridge a critical digital gap for survivors, supporting schoolwork, employment, telehealth, and disaster assistance applications, while strengthening connections for 'ohana as they rebuild their lives.

Community Trainings

Maui United Way delivered grants trainings alongside trauma-informed care trainings, equipping providers with the skills to better serve fire-impacted families. By offering online access, these resources reached a wider network of caregivers and organizations, strengthening Maui's overall capacity for healing and recovery.



Mā'ona Food Security Grant

In response to the wildfires, Maui United Way launched the Mā'ona Food Security Grant to ensure kūpuna, families, and underserved residents had access to healthy, culturally grounded food. With \$1.15 million distributed to local organizations, the grant supported farming initiatives, grocery deliveries, food pantries, and congregate meals—reaching 5,668 individuals and 2,807 families in its first six months. Together, partners distributed over 58,000 pounds of food, rescued 48,000 pounds, hosted 41 events, and created nine new food security positions, building resilience and reducing stress for fire-impacted communities.

Emergency Feeding – Common Ground Collective

Maui United Way provided critical local, nutrient-dense locally-sourced emergency food assistance to more than 2,000 fire survivors who were facing the prospect of being reduced to just one meal a day. This support ensured families had consistent access to nourishment during an especially vulnerable time, easing both physical hardship and emotional stress.

CDBG-DR Translation

Maui United Way funded interpreters to provide real-time translation at public disaster recovery meetings, ensuring vital information was accessible to all community members. By offering multiple language options including sign language, the program broke down barriers for immigrant and non-English speaking residents, allowing them to fully participate in recovery decisions and resources.

Lahaina Community Land Trust

Maui United Way invested in the Lahaina Community Land Trust to support community-owned land that ensures permanent affordability and local stewardship. This retrievable grant helps protect residents from displacement, keeping land in local hands while promoting long-term stability and equity in Lahaina's recovery.

Kaialahui Foundation

Maui United Way supported programs that delivered fresh, locally grown foods to wildfire-impacted families, ensuring access to nutrient-dense, culturally aligned meals. At the same time, this investment strengthened Maui's farming economy by creating reliable markets for local growers and keeping resources circulating within the community.

FEMA Wayfinding and Bike Racks

Maui United Way funded the installation of signage and infrastructure upgrades in temporary housing sites to make navigation safer and easier for displaced families. These improvements enhanced mobility, reduced stress, and created a more supportive living environment for those rebuilding their lives after the fires.

YOUTH OPPORTUNITY

\$1.4 M

Tools for School Drive

Maui United Way's Tools for Schools program invested \$15,000 in gift cards, including \$6,000 for Molokai keiki, to help teachers purchase essential supplies. By easing out-of-pocket costs, the program better equips classrooms—especially those with the highest need—while boosting student engagement and supporting a more equitable learning experience.

Art Supplies / Playground for Kamehameha III Elementary

Maui United Way invested \$178,000 to install a new playground at the temporary Kamehameha III Elementary site, giving keiki a safe place to play and reconnect. We also provided art materials and bike safety gear to support creativity, wellbeing, and everyday routines during recovery.

Nā Leo Kālele / Hawaiian Immersion

Maui United Way funded Lahainaluna High School Hawaiian Immersion seniors to attend Disneyland's Hawaiian Language Days, a milestone trip that celebrated culture, built pride, and created lasting memories after a year of loss and disruption.

Keiki 'Ai 'Āina - Hana Farmer's Market

Through the Keiki 'Ai 'Āina program, MUW delivered 349 boxes of fresh, locally grown, and culturally relevant foods to Hāna School families, easing food insecurity while supporting local farmers and traditional foodways.

Bike Giveaway to Foster Youth

Maui Postgraduate Dental Forum, in partnership with Maui United Way and Friends of the Children's Justice Center of Maui, surprised five foster youth with new bikes, helmets, locks, and gift cards.

Imua Preschool

MUW supported a new tuition-free preschool for fire-impacted families, combining early education with integrated mental health services to help keiki learn, heal, and thrive.

Lahainaluna Interact & Wrestling Club

Maui United Way supported Lahainaluna students in leading fire relief efforts through volunteer projects such as donation drives, care package assembly, and community events. These experiences strengthened student leadership while directly aiding recovery.

Holiday Toy Drive

Maui United Way and Friends of the Children's Justice Center, with support from Pacific Media Group and Bank of Hawai'i, brought holiday cheer to over 2,100 keiki across Maui, Lāna'i, and Molokai through the annual Toy Drive. Now in its ninth year, the drive fulfilled 100% of requests, ensuring every child received a gift and a reminder of their community's care.

Sentry Mālama Nā Keiki

Sentry Insurance Foundation generously donated an additional \$1 million this year to Maui United Way for youth mental health. With the operational support of Maui Youth & Family Services, the "Sentry Mālama Nā Keiki Initiative", expanded mental health services for keiki and families impacted by the Lahaina wildfires through our local nonprofit sector. In its first quarter, the program reached 640 youth and 226 adults through counseling, stress management, cultural training, and community events. Highlights included Boys & Girls Clubs introducing 126 youth to the Zones of Regulation curriculum, MYFS hosting a Summer Bash for 200 keiki and families, YouthLine workshops, and the Rebuild Maui Flow Fest with 350 teens. With over 1,000 encounters in three months, the initiative is building a trauma-informed network of care to support healing and resilience.



HEALTHY COMMUNITY

\$732 K

Nohona Health

With Maui United Way's support, Nohona Health engages displaced and at-risk students in hands-on agricultural education. By growing food and connecting with 'āina, youth build resilience, cultural grounding, and skills that support both healing and long-term wellbeing.

Ho'akā Mana

Maui United Way supported culturally grounded mental health training for educators and providers, giving them tools to recognize trauma, build resilience, and better support keiki, families, and kūpuna in recovery.

'Ohana Mental Health Grant

In June 2024, Maui United Way launched the 'Ohana Mental Health Grant, awarding nearly \$650,000 to seven nonprofits to expand prevention, intervention, and clinical care after the Maui wildfires. In its first year, grantees served 5,717 individuals and 1,628 families through over 17,000 service interactions, including counseling, community events, and crisis support. The grant sustained 25 existing professionals, created nine new mental health positions, and built 50 partnerships across Maui—strengthening our island's long-term capacity for healing and resilience.

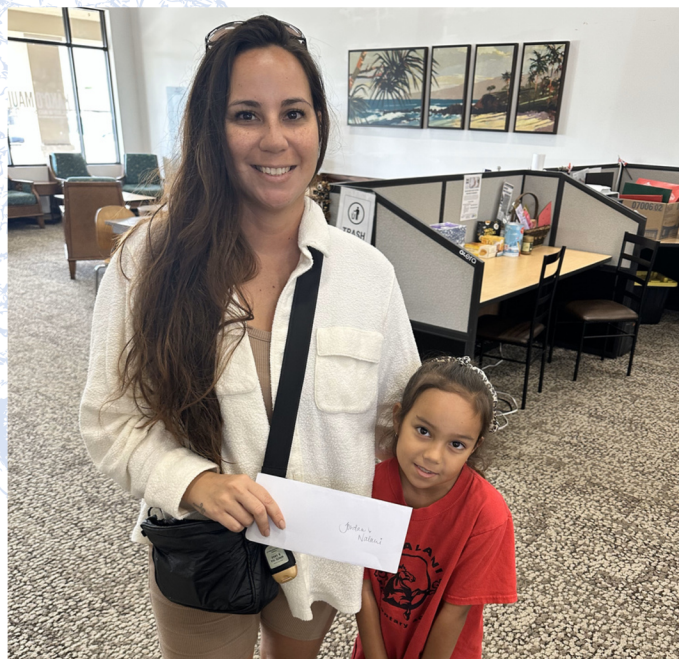


FINANCIAL SECURITY

\$532 K

Rotary Lahaina Gas Cards

In partnership with Maui United Way, Rotary Club of Lahaina distributed \$100 gas cards each month to 500 displaced families for six months, easing the financial strain of daily travel. This support helped families access work, school, medical care, and essential services while rebuilding stability after the fires.



Roots Reborn

With MUW's support, Roots Reborn provided direct aid and financial education to COFA migrants and undocumented immigrants, helping families address urgent needs while building long-term stability.

Kahua Grants Initiative

Maui United Way has launched the Kahua Grants Initiative, a first-of-its-kind program specifically designed to strengthen emerging and grassroots nonprofits across Maui County. Focused on building long-term sustainability, the initiative provides funding, technical assistance, and peer learning opportunities in partnership with SR Partners LLC. With many grantees engaged in wildfire recovery and resilience, the program reflects MUW's ongoing commitment to ensuring locally driven solutions thrive in the wake of the August 2023 fires.

The inaugural cohort includes 15 organizations ranging from youth programs and housing support to wellness and cultural preservation. Over the next year, participants will expand their networks, enhance grant writing skills, and build strategies for long-term funding success. Supported by Maui United Way, the Castle Foundation, Hawai'i Community Foundation, and Kaiser Family Foundation, the Kahua Grants Initiative is planting seeds for a stronger, more resilient nonprofit sector that can continue serving Maui's communities for generations to come.

COMMUNITY VOICES

Lahaina wildfire survivor and single mother of two, Lehua K., lost nearly everything in the fires – her home, her job, and her sense of stability. While struggling with food instability, she turned to Fresh Help Maui, a recipient of Maui United Way's Mā'ona Food Security grant. Through Mā'ona Food Security, Lehua has received fresh, consistent, and culturally rooted meals for herself and her keiki, returning that sense of safety to a family in crisis.



"The shelter gave me a place to breathe, reflect and rebuild when I needed it the most. While here, I accomplished so much that I am truly proud of. I maintained my sobriety, found a sponsor, attended therapy sessions, started going to AA meetings regularly again, got my car insurance up to date, traded in a broke down car for a new car, filed and won a restraining order for safety and protection. I reconnected with loved ones, got SNAP, and applied to massage school. Started two new jobs, secured stable housing, helped other women and was actually able to smile again. The shelter gave me the stability and encouragement I needed to start my life over."



One kupuna, Arlene, who lives alone and cannot drive, developed such a strong bond with her grocery delivery driver, Julynn, that she was able to regain mobility—preferring to walk outside to meet her at the curb rather than have Julynn bring the groceries to her door. Since starting with Our Kūpuna in March 2025, Arlene has regained enough strength to not need her walker when meeting Julynn. Julynn describes her as getting "stronger and stronger" due to Our Kūpuna's program. Recently, Julynn received a gift from Arlene: A knitted, handmade sponge to wash dishes. "I made something special for your birthday," she said. "I know how much you love to clean."



"Art saved my keiki. After the fires, my niece became withdrawn and anxious. She didn't want to go to school. But when Hāna Arts started Tahitian dance again, she jumped at the chance to play. That's where her healing began." – Jessica K., aunt of 5th grade student who relocated to Hāna after losing their home in Lahaina.

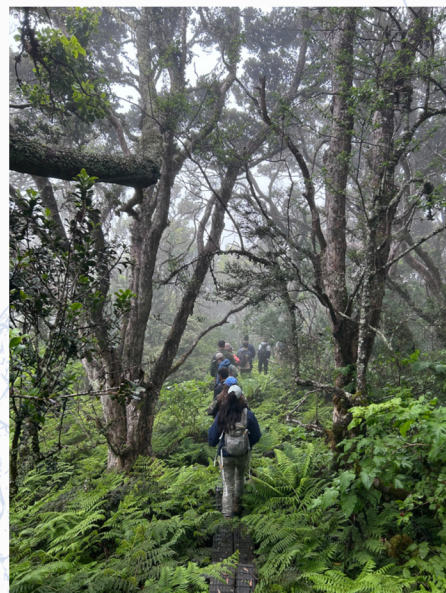
COMMUNITY IMPACT GRANTS





The Community Impact Grant program continues to serve as a cornerstone of Maui United Way's commitment to education, health, income stability, and basic needs—essential building blocks for a resilient Maui. In this fiscal year alone, \$300,430 was distributed, enabling grantees to sustain and scale critical community programs.

Between July 2024 and June 2025, grantees collectively supported 8,828 unduplicated individuals and 1,244 families through a wide range of initiatives. Their efforts resulted in 44,045 service interactions, 203 community events and 273 strategic partnerships were forged, strengthening Maui's social safety net and driving meaningful, measurable change across the island. These investments reflect MUW's continued dedication to long-term community wellness, cultural responsiveness, and strategic recovery post-disaster.



MOBILIZING COMMUNITY PARTNERSHIPS TO CREATE SUSTAINABLE IMPACT

In year two of recovery, Maui United Way continues to unite donors, nonprofits, and community leaders to drive long-term solutions for housing, food security, mental health, and 'ohana wellbeing across Maui County.



Guided by cultural integrity, transparency, and aloha, we focused on stabilizing families within Maui Nui and strengthening community resilience, while acknowledging that many of our neighbors still need support. We remain committed for the long haul.

MISSION

"We advance and nurture the well-being of our Maui, Molokai, and Lāna'i community through impactful, equitable, and sustainable initiatives."

VISION

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



Maui United Way and the Four Seasons Resort Maui at Wailea hosted its first Earth Day Expo bringing together agencies centered around environmental sustainability initiatives.



Maui United Way, in partnership with Kāko'o Maui by Hawaiian Council and Alaska x Hawaiian Airlines, brought fire survivor families who moved away after the fires home for the holidays.

2024-2025 BOARD MEMBERS

Maui United Way board members take active roles in moving the organization towards sustainability. The board guides strategic decisions to keep the organization and its agencies operating by nonprofit best practice standards.

EXECUTIVE OFFICERS

CHRIS SMITH, CHAIRMAN - PGA TOUR
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SANDY BAZ, TREASURER - MAUI OIL COMPANY
JENNIFER SALISBURY, SECRETARY - VALLEY ISLE ENTERPRISES, LTD.
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JEERYUN LEE
CHIEF
EXECUTIVE
OFFICER



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DEPUTY
DIRECTOR



SHERRY YAMASHITA
FINANCE
MANAGER



MAKANA ROSETE
COMMUNITY
IMPACT
MANAGER



LEHUA LEONG
COMMUNITY
IMPACT
COORDINATOR



JANE LEEK
IMPACT
GRANT
ADMINISTRATOR

MAHALO TO OUR SUPPORTERS



**American
Red Cross**



**Hawai'i
Community
Foundation**



**HAROLD K.L. CASTLE
FOUNDATION**

**ATHERTON FAMILY
FOUNDATION**



KAISER PERMANENTE®



Makana Rosete and Lehua Leong celebrate the Sentry Insurance Foundation's support of Maui nonprofits with Executive Director, Kalynn Pempek.



Jeeyun Lee and Makana Rosete travel using Southwest ticket vouchers to connect with nonprofit partners.

MAHALO TO OUR DONORS

Maui United Way extends our heartfelt mahalo to all who make our work possible—individuals, families, companies, foundations, government agencies, and community partners. While there are too many to name here, we are deeply grateful for the continued outpouring of aloha that sustains our efforts. In this second year of recovery, your generosity has enabled us to move beyond immediate relief and invest in long-term resiliency—supporting food security, mental health, housing, education, and grassroots nonprofit capacity across Maui County. From kama’āina to friends around the world, your care and commitment remind us that we are not alone on this journey. The road ahead is long, but together, we are building a stronger, more resilient Maui.

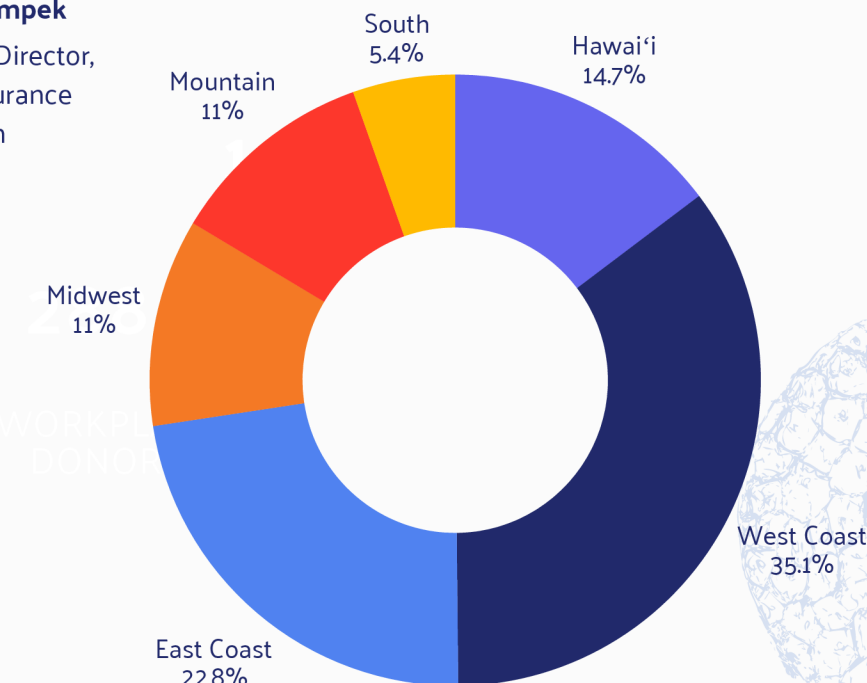
DONORS ACROSS 47 STATES

“Our giving philosophy has been to support organizations that provide direct relief to those who need it most, and the Maui United Way is doing just that. We’re confident in their ability to care for the community and make a profound impact.”

Kalynn Pempek

Executive Director,
Sentry Insurance
Foundation

In 2024-25, Maui United Way saw donations from all across the United States, highlighting the togetherness inspired by our mission to serve the Maui community.



“Our partnership with Maui United Way has made it possible to connect fresh, locally grown foods with families in Hāna who need them most. Together, we’re not only addressing food access but also strengthening our local producers and keeping community-based solutions at the heart of our island’s resilience.”

Abigail Perrin

Executive Director,
Nuestro Futuro
Foundation

WAYS TO GIVE

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

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

INDIVIDUAL DONATION

Passionate community members are the backbone of our work. Visit our website, mauiunitedway.org, to make a direct individual donation to support our work.

WORKPLACE CAMPAIGN

Workplace campaigns are collaborative initiatives where employees come together to raise funds for local nonprofits and support community needs. Get your workplace involved today!

CORPORATE GIVING

Represent a company? Corporate donors can sponsor initiatives, launch employee giving campaigns, and host donation-matching programs.

DONOR ADVISED FUNDS

You can easily support our mission by recommending a grant from your Donor Advised Fund (DAF). Simply provide your fund administrator with our information and tax ID, or log in to your fund portal to search for us.

VEHICLE DONATION

The CARS Team will turn your car into cash to support Maui United Way. To donate your vehicle or learn more about our program, visit mauiunitedway.org/vehicle-donation.

‘A‘OHE HANA NUI KE ALU ‘IA.

No task is too big when
done together by all.

REACH OUT
A HAND TO ONE AND
INFLUENCE
THE CONDITION OF ALL





Maui

UNITED WAY

DONATE OR LEARN MORE



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