

NO KA PAE AINA

FOR ALL OF HAWAII



**COUNCIL for
NATIVE HAWAIIAN
ADVANCEMENT**

2020 ANNUAL REPORT

NO KA PAE 'ĀINA

2020 was many things to many people-monumental, memorable, challenging. For the Council for Native Hawaiian Advancement, it was the year that we stepped up and stepped forward in an innovative way to kōkua and kāko'o struggling 'ohana and small businesses throughout Hawai'i. We served our Native Hawaiian community and our neighbors. We stretched out our arms from the sunrise at Ha'eha'e all the way to the sunset at Lehua. The goal was to help everyone thrive like the fertile lo'i kalo on the cover. We look forward to continuing this work as we move forward into 2021.



The Council for Native Hawaiian Advancement (CNHA) is a member-based 501(c)3 non-profit organization with a mission to enhance the cultural, economic, political, and community development of Native Hawaiians. CNHA is a national network of Native Hawaiian organizations and a strong voice on public policy. CNHA operates a loan fund, delivers capacity building services, fosters leadership development and has convened the Annual Native Hawaiian Convention for 19 consecutive years.

Headquartered in Kapolei, CNHA is a Native Community Development Financial Institution (CDFI) certified by the U.S. Treasury department and a HUD-Certified Housing Counseling agency. We provide access to capital, financial education and individualized financial counseling services with a focus on low and moderate-income families. CNHA serves as a National Intermediary, providing grants and loans targeting underserved communities in Hawai'i.

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CEO MESSAGE



Aloha nō e ka lāhui Hawai'i,

The COVID-19 pandemic has forced many to consider new approaches to their personal and professional lives. At CNHA, we continued to not only advocate for our members but to also expand business horizons through community partnerships and support.

Our Ho'āla and Kahiau Emergency Assistance Programs—supported by the County of Honolulu, Hawai'i Community Foundation, and OHA—provided over \$15 million dollars in housing and utility assistance to nearly 4,000 households impacted by the pandemic.

In April, we launched Pop-Up Mākeke - with the goal of leveraging the power of community to uplift the people who need help, in this case, struggling small businesses. It not only helped them in their time of need but also provided new business experiences. The mākeke serviced as a virtual hub for more than 360 Hawai'i small business owners, artisans, and vendors. To date, it has put nearly \$2 million into the pockets of hundreds of Hawai'i-based small and micro-businesses.

Simultaneously, we worked aggressively to diversify our portfolio and create new revenue streams to support the important work we do to uplift lāhui. I am happy to share that CNHA is now the owner of two commercial properties and one residential unit. These combined assets will bring in over \$120,000 annually to support our growing operations.

As we look to the future of CNHA, our members, and community that we diligently work to serve, we recognize the strength of a community comes from the people, groups, businesses, and agencies within. We rely on one another for our successes, because even small failures can impact us all. We aren't just looking for a short-term solution. We are looking for new opportunities, new perspectives, and new hope to sustain our community well beyond this pandemic.

Mahalo to all those who supported CNHA. Mahalo nui to the CNHA Board of Directors and my hard working staff for their unwavering support and commitment to ensure that we continue to serve and uplift our community.

E ola ka lāhui!

J. Kūhiō Lewis
President and CEO
Council for Native Hawaiian Advancement

EXECUTIVE TEAM



Kūhiō Lewis
President & CEO



Leilani Garner
Senior Vice President
of Operations & COO



Tyler Yates
Vice President
of Finance & CFO



Mehanaokala Hind
Senior Vice President
of Community Programs



Danielle De Lima
Director of Human Resources
& Operations



Julio Carranza
Director of Legal Affairs

BOARD OF DIRECTORS

EXECUTIVE BOARD

Lance Lanakila Holden (Chairman)
‘Ahahui Siwila Hawai‘i O Kapolei

Amy Kalili (Vice Chair)
Makauila Inc.

LuAnn Lankford-Faborito (Secretary)
Mākaha Hawaiian Civic Club

Mikiala Lidstone (Treasurer)
Ulu A’e Learning Center

DIRECTORS

Adrienne Dillard
Kula No Nā Po’e Hawai‘i

Jeff Gilbreath
Hawaiian Community Assets

Andrew Ahpo
Kānaka Maoli O Kaleponi, Inc

Michelle Kauhane
Kaupe‘a Community Association

Summer Sylva
Native Hawaiian Legal Corporation

Kehaulani Watson
Kalihi Pālama Culture and Arts

Kevin Chang
Kua‘āina Ulu ‘Auamo

Keoki Dudoit
Makana O Ke Akua

2020 NEW MEMBERS

Non-Profit Organizations : 14
Supporting Individuals: 54
For Profit Organizations: 13

For the full list of over 300 members,
visit hawaiiancouncil.org/members

COMMUNITY IMPACT

POP-UP MĀKEKE

- \$2 million in sales for Hawai‘i based small and micro businesses
- 367 businesses positively impacted many of which would have closed down due to the pandemic
- Over 100,000 items sold between October 1 and December 31

EMERGENCY FINANCIAL ASSISTANCE

Ho‘āla 1 = \$255,000	Households Served = 255
Ho‘āla 2 = \$14,257,791	Households Served = 3343
Kahiau = \$703,056	Households Served = 501
TOTAL = 15,215,847	TOTAL SERVED = 4,099

CENSUS

- 63.1% self-response rate and a total response rate of 99.9% in Hawai‘i for Native Hawaiian and Pacific Islanders
- \$108,194 given out to 10 community organizations pae ‘āina wide to assist with Census 2020 Engagement
- 28 community events to encourage NHPI to complete the Census
- 30,000 households reached through a phone banking campaign
- Nearly 1,000 radio ads
- Nearly 400 television commercials
- Released the inspirational music video “This Is Me”

LOAN FUND

In 2020, the CNHA Loan Fund issued over \$800,000 in loan capital. Through our loan program, we offer products for consumer, home construction, micro enterprise, small business, and home energy loans.

	Active Principal	New Loans Made 10/01/19–9/30/20	New Loans Made 10/01/19–12/31/20
Consumer	486,609.26	276,846.05	276,846.05
Home Construction	319,241.19		
Other	2,817.35		
Micro Enterprise	687,491.07	136,841.62	181,081.60
Small Business	1,394,482.49	97,010.37	374,827.72
Home Energy	613,056.57	10,612.61	10,612.61
	\$3,503,697.93	\$521,310.65	\$843,367.98

HAWAIIAN TRADES ACADEMY

- 4 different cohorts conducted in 2020
- Attended by 42 students

KŪ HANA PROGRAM

- 2 cohort in 2020
- 57 businesses served

HUD COUNSELING

- 8 group sessions
- 3 individual sessions
- 51 overall amount of individuals or families served



HAWAIIAN WAY FUND

*In struggle and in celebration, the people of Hawai‘i join hands.
Building upon the cultural value of laulima, working together, and lōkahi,
unity, the Hawaiian Way Fund is able to ho‘owaiwai,
to bring prosperity to our communities.*

HOW WE KŌKUA

The Hawaiian Way Fund (HWF) is the piko that ties the many strands of our community together through Individual Donors Workplace Campaigns and Community Campaigns. Donations are collected through the HWF and distributed directly to designated organizations.

WHO WE KŌKUA

- Nonprofits
- Community Organizations aligned with a mission to uplift lāhui
- Native Hawaiian Organizations

To learn more, visit hawaiiancouncil.org/donate



FRIENDS OF ‘IOLANI PALACE

Online Match Campaign - \$130,000 Raised

Built in 1882 by King Kālakaua, ‘Iolani Palace was the home of Hawai‘i’s reigning monarchs until it was illegally overthrown in 1893. Friends of ‘Iolani Palace depend heavily on donations and entry fees to support the maintenance and operation of the palace and its priceless artifacts. On March 18, 2020, ‘Iolani Palace was forced to shut its doors along with businesses and organizations statewide.

On June 23rd, a callout was made that CNHA would match every dollar donated to the Friends of ‘Iolani Palace. Through the Hawaiian Way Fund, CNHA raised over \$130,000 in less than a week to save ‘Iolani Palace from a potential closure due to COVID-19.

HAWAI‘I ACADEMY OF RECORDING ARTS (HARA)

\$25,000 Sponsorship

The pandemic caused the closure of all of the venues that showcase Hawaiian music which caused the industry to collapse.

These gig workers are already vulnerable to economic volatility. They often have no health insurance, retirement plans, or labor protections afforded to other industries. Along with hosting the Nā Hōkū Hanohano and Lifetime Achievement Awards celebrating the work and influence of our local recording artists on our culture, HARA is also an advocate working to create a stronger support system for the people in Hawai‘i’s recording industry.

NĀ HŌKŪ HANO HANO AWARDS

The Nā Hōkū Hanohano Awards is HARA’s biggest fundraising event of the year. Because of the COVID-19 pandemic, this year’s awards show was pre-recorded in the Hawai‘i Theatre with segments of artists performing across the pae ‘āina woven in.

CNHA funds helped HARA with the production of the show and placement for television broadcast on Hawai‘i News Now.

LIFETIME ACHIEVEMENT AWARDS

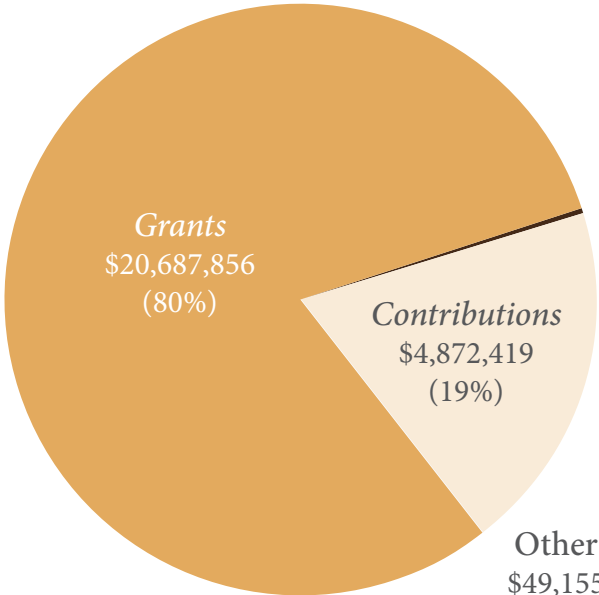
The HARA Lifetime Achievement Awards recognizes Hawai‘i artists who have through their work positively impacted the local music scene and paved the way for future artists to thrive. A few of the honorees recognized this year include Teresa Bright, Ainsley Halemanu, Roy and Nyle Hallman, E Kanikapila Kākou, and Kawaiaha‘o Choir.



FINANCIAL STATEMENT SUMMARY

INCOME

Grants	\$20,687,856
Contracts	\$372,103
Contributions	\$4,872,419
Other	\$49,155
Total	\$25,981,533



Contracts
\$372,103
(1%)

Contributions
\$4,872,419
(19%)

Other
\$49,155
(.00%)



EXPENSES

Operations	\$2,500,305
Community Grants	\$18,451,756
Contracts/Other	\$1,767,914
Total	\$22,719,975
Year End	\$3,261,558

Community Grants
\$18,451,756
(81%)

Operations
\$2,500,305
(11%)

Contracts/Other
\$1,767,914
(8%)

ORGANIZATIONAL ASSETS

Fixed and Liquid	\$4,673,360
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ASSET PORTFOLIO

In 2020, CNHA worked aggressively to diversify our portfolio and create new revenue streams to support the important work we do to uplift lāhui. We are now the new owner of two commercial and one residential housing unit. These combined assets will bring in over \$120,000 annually to support our mission.



POP-UP MĀKEKE

The Pop-Up Mākeke was a centralized online marketplace that provided support for Hawai‘i’s small businesses through the pandemic. It made a notable difference in the state’s economy during its second shopping period and to date has put \$2 million dollars into the pockets of hundreds of Hawai‘i-based small and micro-businesses.

The mākeke (market, in Hawaiian) served as a virtual hub for 367 Hawai‘i small business owners, artisans, and vendors. It was created in April 2020, when the COVID-19 pandemic cut off a vital revenue stream, forcing the cancellation of the Merrie Monarch Festival and other community events. For many vendors, participation in the community events and craft fairs provided financial stability for a large part of the year.

“Seeing how Pop-Up Mākeke generated not just income, but hope, for so many of our local small businesses during the first run in April and May, we knew we had to bring it back — bigger and better,” explained Kūhiō Lewis, CEO of the Council for Native Hawaiian Advancement, which oversaw and ran the mākeke. “When we launched in October, the community support for the mākeke and these vendors was incredible. That support grew through November and December, as people across Hawai‘i, on the continent, and around the world showed their support for these struggling small businesses.”

From October 1, 2020 to December 31, 2020, popupmakeke.com sold over 100,000 items for Hawai‘i-based vendors.

The goal of Pop-Up Mākeke was to leverage the power of community to uplift the people who needed help, in this case, struggling small businesses. It not only helped them in their time of need but also provided new business experiences.

“Pop-Up Mākeke helped our community rise and pull each other up and help pull up whoever is ready to go. It offered resources to talk about your business more,” said mākeke vendor Tanya Uyehara of Laha‘ole Designs. “We were taught not to talk about ourselves too much. Pop-Up Mākeke gave us a space to step back and step out to sell ourselves and what we have to share a little bit more.”

“The strength of a community comes from the people, groups, businesses, agencies within. We rely on one another for our successes, because even small failures can impact us all,” said Lewis.



EMERGENCY FINANCIAL ASSISTANCE

RESOURCES DEPLOYED

Ho‘āla 1 disbursed **\$255,000**
to assist families with one time \$1,000 payments
if they were experiencing hardship due to COVID-19.

Ho‘āla 2 disbursed **\$14,257,791**
to assist families with rent, mortgage,
utilities, and healthcare expenses.

Kahiau disbursed **\$703,056**
to assist families with funerals, mortgage, rent,
utilities, and auto repair expenses.

TOTAL \$15,215,847

HOUSEHOLDS SERVED

3,598 households
assisted through both *Ho‘āla* Programs.

501 households
assisted through our *Kahiau* Program.

TOTAL 4,099



HO‘ĀLA ASSISTANCE PROGRAM

FUNDED BY THE CITY AND COUNTY OF HONOLULU

The Ho‘āla Program was part of the City and County of Honolulu’s Household Hardship Relief Fund. It offered up to \$2000 assistance a month (with an additional \$500 a month for childcare needs) to families who were negatively impacted financially from the COVID-19 pandemic. Families could re-certify for up to 6 months under this program.

“

This program helped my kids and myself keep a roof over our heads. It made it less stressful during this time. I was scared of what would happen since I was jobless and couldn’t afford to pay my bills. I am thankful for this program for keeping my ‘ohana safe and sheltered.”

- Sandobal ‘Ohana, Honolulu



KAHIAU
Community Assistance Program

The Kahiau Program provided one-time emergency financial assistance (up to \$1500) to Native Hawaiian beneficiaries facing hardship due to an unexpected crisis. The Kahiau Program was made possible through a grant from the Office of Hawaiian Affairs and aimed to provide stability to Native Hawaiians during emergency situations.

2020 U.S. CENSUS

NATIVE HAWAIIAN AND PACIFIC ISLANDER COMPLETE COUNT COMMITTEE

CNHA convened a Native Hawaiian and Pacific Islander Complete Count Committee to address disparities in census participation in our communities. CNHA united over a dozen key organizations to assist in the effort to educate Native Hawaiians and Pacific Islanders about the importance of the U.S. Census, eliminate any fears or concerns about participating in it, and to assist them with completion of census forms.

The Decennial U.S. Census has a strong and lasting impact on the lives of everyone in Hawai‘i. Billions of dollars of federal funds are distributed to each state based off of census data, and community planning is based on the trends of the census. Additionally, political reapportionment and districting happens because of census data.

IMPACT TO HAWAI‘I

In 2010, 23% of Hawai‘i’s residents did not complete the U.S. Census. That is an estimated 312,869 people statewide. Because census information is used to guide government spending and support to each state, this lack of participation cost Hawai‘i’s communities over \$800 million in direct funding and financial assistance over the past decade. This was CNHA’s motivation to lead the initiative for increased NHPI involvement in the 2020 U.S. Census.

HAWAI‘I RESPONSE RATE

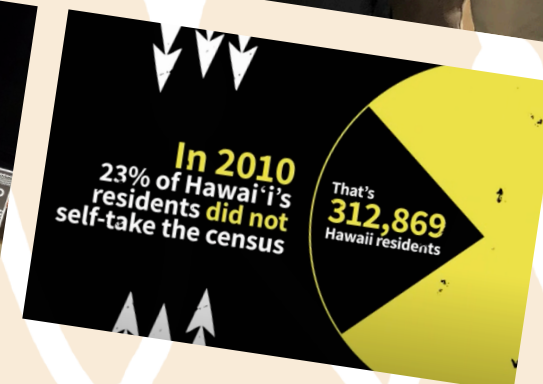
According to the Census Bureau, 99.9% of Hawai‘i households were counted. Hawai‘i’s self-response rate was 63.1%, and an additional 36.8% of households were counted through the work of door-to-door census takers (Nonresponse Followup).

TOTAL FUNDS AWARDED

CNHA awarded more than \$108,194 to 10 community organizations statewide to assist with Census Engagement. Many events were planned, and 28 were executed prior to cancellations due to COVID-19. Grantees were able to redirect and refocus to launch a phone banking campaign that reached more than 30,000 households. They also produced roughly a thousand radio ads and ran nearly 400 television commercials, as well as released the music video “This is Me.”



**NATIVE HAWAIIAN &
PACIFIC ISLANDERS
COMPLETE COUNT COMMITTEE**



COMMUNITY PROGRAMS

CNHA
LOAN FUND

CNHA is a Certified Native Community Development Financial Institution (CDFI) and a Certified HUD Housing Counseling Agency, cultivating community loan funds to catalyze capacity building and promotion of minority-owned asset advancement towards financial sustainability and community contribution. In alignment with our mission, CNHA facilitates a \$9 million loan fund providing access to loan capital, financial education, and individualized financial counseling services for Hawai‘i-based small businesses, non-profit organizations and low and moderate-income families.

hawaiiancouncil.org/loanfund



Launching in 2020, the KūHana program provided business training, best practices, technical assistance services, and business tools that address economic development to Hawai‘i-owned small businesses. The 10-week program facilitated two cohorts in 2020, the first for new business owners and the second for more developed businesses looking for ways to adjust and adapt to the challenges brought on by the COVID-19 pandemic.

hawaiiancouncil.org/kuhana



This class found me at a time when I had recently been laid off from my job due to COVID-19 and I was really seeking a new trajectory and where my pivot would be. This found me at the perfect time. Additionally I think this is a great time for our Native Hawaiian communities to get on board with trainings like this, especially a course that is this comprehensive and free of charge. It is an invaluable resource.”

- Ella Aki, Hawaiian Trades Academy Solar Program Graduate



We are so grateful to have been a part of the KūHana Business Program. All of the instructors were truly inspiring and experts in their fields. The program provided us with the tools, knowledge, and resources needed to grow our business to a new level while maintaining a foundation of our important Hawaiian values.”

- Kailin Kim owner of Ho‘ōla Honey, KūHana Graduate



HAWAIIAN TRADES
ACADEMY

The Hawaiian Trades Program launched in 2019 to provide workforce development for economically and socially disadvantaged communities. The goal of the program is to raise the household income of families in Hawai‘i by equipping them with the skills and knowledge needed to enter in the trades industries. In 2020, the unemployment rate shot up to over 20% statewide due to the COVID-19 pandemic. The trades program provided a critical service to up-skill and diversify the job opportunities for many in need. CNHA facilitated classes across the state for police, carpentry, and solar.

hawaiiancouncil.org/trades

HUD HOUSING
COUNSELING

CNHA provides counseling to members and beneficiaries who are seeking, financing, maintaining, renting, or owning a home. CNHA’s HUD-certified counselor works closely with program participants to establish a foundational knowledge of financial literacy, with a 2020 attendance totaling 51 participants.

hawaiiancouncil.org/hud



In 2020, CNHA hosted its first virtual convention. With over 1,200 attendees from across the world, the two-day convention hosted panels and breakout discussions with Hawai'i's foremost leaders in education, economic development, environmental resource management, government, cultural and language development, and other key areas of importance to the Hawaiian community.



2020 CAUCUS PRIORITIES

The annual CNHA Native Hawaiian Convention is an opportunity for Native Hawaiians, Native Hawaiian Organizations, and allies to convene in a forum that celebrates achievements, discusses issues of concern, shares opportunities and builds relationships. One significant feature of the annual convention is the convening of our policy caucuses. Members, experts, and advocates share in a robust discussion of policies that affect their subject areas. Out of those discussions, a list of priorities are created by the caucus members. These priorities set the foundation that CNHA will use to support its members in the different policy-making bodies. Here are the policy priorities emanating from the 2020 convention.

‘ĀINA

Caucus Co-Chairs:
*Kevin Chang
Somerset Wong
Davis Price*

- Support community-based subsistence fishing area initiatives, including a food and community subsistence coordinator
- Support the food system industry and workforce
- Protect our fresh water resources (streams, watershed protection)
- Restorative Hatcheries

ARTS & CULTURE

Caucus Chair:
TBD

- Preservation and protection of Native Hawaiian cultural and historic resources in the face of climate change
- Support the establishment of a Native Hawaiian intellectual property rights framework
- Increase funding opportunities for the perpetuation and advancement of Native Hawaiian traditional and customary practices

BUSINESS & ECONOMIC DEV.

Caucus Chair:
Shannon Edie

- Provide assistance to aid Native Hawaiian small businesses
- Create opportunities for small business growth, adaptation and/or transformation through the development of partnerships, both public and private, at all levels (Federal, State and Local)
- Explore, develop, support and promote emerging/alternative industries

EDUCATION

Caucus Co-Chairs:
*Elena Farden
Ka'ano'i Walk*

- Advocate for increased support/funding for child care provided by 'ohana, including kūpuna
- Advocate for government support to incentivize the creation of on-site early childhood and child care options at work sites
- Advocate that the University of Hawai'i system adopt the review of performance assessments in their admissions process

HEALTH

Caucus Co-Chairs:
*Sheri Daniels
Kealoha Fox
Diane Paloma*

- Support the Coronavirus Language Access Act
- Protect, strengthen, restore Medicaid
- Request for State and County Audits related to impacts of the Coronavirus pandemic

HOMESTEAD TRUST LANDS

Caucus Co-Chairs:
*Robin Danner
Faisha Solomon*

- Support policies and initiatives that increase housing opportunities for DHHL beneficiaries
- Support comprehensive data mapping initiatives
- DHHL Agency Accountability

HOUSING

Caucus Chair:
Jeff Gilbreath

- Lead on Community Engagement
- Increase Public Investments in Infrastructure
- Increase Access to Capital for Acquisition and Construction

PACIFIC ISLANDS

Caucus Chair:
Esther Kia'aina

- Support Extension of Expiring Provisions of the Compacts of Free Association with the Freely Associated States of Micronesia
- Restore Federal Benefits for Citizens of the Freely Associated States living in the U.S.
- Lift the Medicaid Caps for the U.S. Territories



**COUNCIL for
NATIVE HAWAIIAN
ADVANCEMENT**

CELEBRATING 20 YEARS

August 29, 2021



SAVE THE DATE

2021 CONVENTION

October 13-15, 2021