LAHAINA I KA MALU ULU O LELE

CULTIVATING LASTING SHADE, SHELTER, SUSTENANCE, AND SAFETY FOR OUR COMMUNITIES

> COUNCIL for NATIVE HAWAIIAN ADVANCEMENT

OCTOBER 1, 2023 - SEPTEMBER 30, 2024

Lahaina i ka malu ulu o Lele

Lahaina lies in the shade of the breadfruit trees of Lele

This 'Ōlelo No'eau reminds us that true service is not just about providing immediate relief, but about cultivating lasting shade shelter, sustenance, and safety—for our communities. Through our collective efforts, we are not only planting new ulu but expanding the canopy, deepening the shade, and strengthening the roots that will nourish generations to come.

Each initiative we undertake is an extension of that shade offering protection in times of hardship, guidance through uncertainty, and the promise of resilience grounded in our 'ike kūpuna. As we write this annual report, we are reminded of the resiliency of our communities in the wake of the 2023 Maui Wildfires. The people of Hawai'i are uniting to uplift our communities after disaster.

The end of 2023 going in to 2024 was a landmark year for CNHA and all of Hawai'i. The uncertainty brought about by the 2023 Maui Wildfires caused people around the world to reflect on the things that are important for the well-being of humanity and our planet. Here at CNHA, we knew that radical shifts needed to happen. Hawai'i, our homeland, could not continue on the path that it was on. We needed to make bold moves to strengthen our economic foundation in small and big ways.

Join us as we look back on this very pivotal year from October of 2023 to September of 2024.

OUR MISSION

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. As a national network of organizations and individuals working to advance Native Hawaiians and all Hawai'i, CNHA is a strong voice on public policy. CNHA also operates a loan fund, delivers capacity building services, fosters leadership development, and has convened the Annual Native Hawaiian Convention for 20 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.

> COUNCIL for NATIVE HAWAIIAN ADVANCEMENT



LEADERSHIP TEAM



Kūhiō Lewis Chief Executive Officer



Tyler Gomes Chief Administrator, Kilohana



Jade Carrel Chief Financial Officer



Nick Carroll Chief of Staff



Mehana Hind Senior Advisor to CEO



Hinaleimoana Wong-Kalu Cultural Advisor

BOARD OF DIRECTORS

Executive Board

Michelle Kauhane Kapolei Community Development Corporation

Makalika Naholowa'a Native Hawaiian Legal Corporation

Kevin Chang Kua'āina Ulu 'Auamo

Jacob Aki Alaska Airlines

Directors

Amy Kalili Weloaloha, Inc

Ku'ulani Keohokalole People Strategies Hawai'i

Rob Van Tassell Catholic Charities Hawai'i



2024 a year of service

See how CNHA has brought change to our community through our programs.

RELIEF ASSISTANCE

During FY 2024 CNHA disbursed over \$16M in relief assistance:

CITY & COUNTY OF HONOLULU

- 1,567 households supported
- \$9.5M administered in Rental Assistance funds

DEPARTMENT OF HAWAIIAN HOME LANDS

- 123 households assisted
- \$937K administered in Assistance funds.

O'AHU HOMEOWNERS ASSISTANCE FUND

- 184 households positively impacted
- \$5.6M+ in assistance disbursed

\$160,000,000+ in relief assistance since 2021

CNHA LOAN FUND

- 37 new loans delivered totaling \$1,836,409
- \$448,409 in debt consolidation
- \$1,288,000 in business loans

\$20,500,000+ in total loan capital to date

<u>KĀKOʻO MAUI</u>

- 1,053 individuals housed
- 384 households
- Developed 66 home (16 in Lāhaina and 50 in Kahului)
- 9,000 supported with Disaster Care Navigation
- 800+ households furnished
- 11,000 individuals supported with disaster supplies
- \$47,000,000+ unlocked federal funds straight to community members via appeals

1,000+ Indivduals housed

COMMUNITY IMPACT

2024 a year of service

See how CNHA has brought change to our community through our programs.

POP-UP MĀKEKE

- 9.591 orders
- 32,664 total products sold
- 56.5% return customer rate

\$5,061,000+ in Pop-Up Mākeke sales to date

HAWAIIAN TRADES ACADEMY

- \$485,000 in grant funding obtained
- 18 academies completed on O'ahu and Maui
- 401 students served
- 1,604 household members impacted
- 382 academy graduates, including 26 CDL, 225 HAZWOPER-40, 69 Hazmat, 62 OSHA

382+ **Graduates Employed**

KŪHANA BUSINESS PROGRAM

- \$20,000 in cash and technical assistance awarded
- 2 cohorts completed
- 25 companies served

\$4,500,000+ in capital acquired by KūHana graduates to date

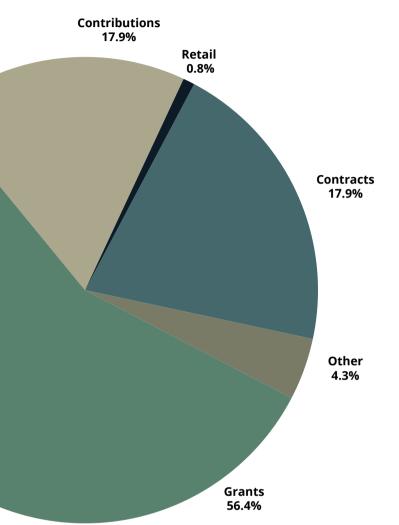
KILOHANA

- \$7.5 million dispersed across 158 community led projects
- 311 participants in the Technical Assistance & Capacity Building Programs
- \$800,000 in technical assistance awarded to 24 organizations
- 69 businesses certified with the Qurator: Responsible Tourism Program
- 41,000+ acres of land operationally impacted by CTC-CS stewardship organizations
- 6,000+ hours of paid mālama 'āina work funded
- \$150,000 dedicated to the protection and perpetuation of Hawai'i's natural and cultural resources

\$8,450,000+

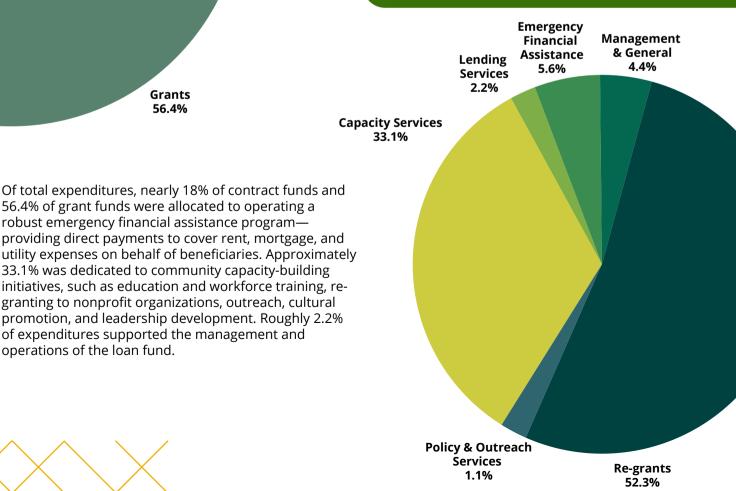
direct investment infused into regenerative tourism development.

FY 2024 Fiscal Year Revenue Distribution



CNHA closed Fiscal Year (FY) 2024 with over \$85.8 million in total revenues and \$47.5 million in total expenses. The majority of revenue was generated through contracts with the City and County of Honolulu, the State of Hawai'i, the Department of Hawaiian Home Lands (DHHL), the County of Maui, and the Department of Human Services for the administration and grant to support community development activities. Additional income sources included sales from Pop-Up Mākeke, donor contributions, grants, and other revenue-generating activities.

FY 2024 Expenses Distribution



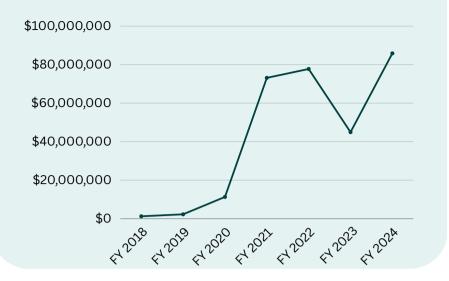
56.4% of grant funds were allocated to operating a robust emergency financial assistance program providing direct payments to cover rent, mortgage, and utility expenses on behalf of beneficiaries. Approximately 33.1% was dedicated to community capacity-building initiatives, such as education and workforce training, regranting to nonprofit organizations, outreach, cultural promotion, and leadership development. Roughly 2.2% of expenditures supported the management and operations of the loan fund.

REVENUE COMPARISON

CNHA has seen substantial growth in revenue in recent years:

- FY 2021: \$73,127,419
- FY 2022: \$77,738,547
- FY 2023: \$44,942,728
- FY 2024: \$85,847,523

FY 2024 is an estimate and pending audit.





Kauluakoko, CNHA's four commercial units located at Ho'opili in 'Ewa Beach, O'ahu

ASSET MANAGEMENT

The Assets Team is responsible for managing all assets owned, leased, or subleased by CNHA, including retail and commercial properties, residential units, and for-profit ventures. The team works to maintain and grow the value and revenue potential of these assets by driving operational efficiencies and ensuring effective oversight of CNHA's real estate portfolio, operational assets, and financial records. Currently, CNHA manages over \$11 million in fixed assets.



Hale Manakō Affordable Housing Project located in Wahiawā, Oʻahu

PROPERTIES OWNED BY CNHA

- Hale Manakō Affordable Housing Project (Wahiawā)
- Kauluakoko Commercial Units (Kapolei/'Ewa at Ho'opili)
- Bayview Apartments (Kaneohe)



Hawai'i Holding and Investments (HHI)

A Subsidiary of the Council for Native Hawaiian Advancement (CNHA)

As we look toward the future, the Council for Native Hawaiian Advancement (CNHA) proudly announces a bold new chapter in our journey: the launch of Hawai'i Holding and Investments (HHI)—a limited liability subsidiary created to ignite economic opportunity, cultivate self-sufficiency, and drive transformative change across our islands.

HHI will exist with a singular, powerful purpose: to generate sustainable financial success that fuels CNHA's broader mission—uplifting the lāhui and building a stronger, more equitable, and resilient Hawai'i for generations to come.

Through social enterprise, workforce development, and community-rooted operations, HHI will incubate businesses and initiatives that serve our people. By equipping individuals with career pathways and hands-on opportunities, workforce development will be a core strategy in building long-term self-sufficiency and resilience.

Powered by CNHA's expertise, resources, and expansive community network, HHI will act as a catalyst for economic revitalization—growing prosperity while remaining firmly grounded in our shared cultural values.

Every investment will be highly strategic, measured not only by potential returns but also by community capital: the support, trust, and collective strength of the communities we serve. Achieving full self-sufficiency will take time, but with intention and commitment, HHI will pave the way for a sustainable future.

As economic tides ebb and flow, creating stable, mission-aligned income streams is essential. HHI will be the foundation that ensures CNHA's enduring strength—enabling us to continuously invest in our people, our culture, and our future.

ASSETS OF HAWAII HOLDING & INVESTMENTS

Event Production

Hawai'i Stage and Lighting will amplify its role as a catalyst in Hawai'i's creative economy—producing world-class event experiences that strengthen community bonds, celebrate local culture, and spark economic growth. Building on decades of excellence, we will create more spaces for Native Hawaiians and local talent to shine—both on stage and behind the scenes—empowering the next generation of creators, innovators, and storytellers, all rooted in precision, creativity, and aloha.

Staffing and Services

Hawai'l Staffing and Services will redefine workforce development for Hawai'i's future—offering professional staffing solutions, long-term employment pathways, and comprehensive HR support through our PEO services. Rooted in the vision of economic self-sufficiency and circular prosperity, we will prepare local talent, bring our workforce home, and create sustainable career opportunities that empower Native Hawaiians and Hawai'i's residents to thrive, uplift communities, and build generational resilience.

The subsidiaries of CNHA are more than businesses—they are living extensions of our mission, partners in community empowerment, protectors of cultural legacy, and engines of lasting economic opportunity. Through circular economy principles, workforce development, and capacity building, we are not just advancing Hawai'i—we are reimagining its future: a thriving, self-sustaining Hawai'i where Native Hawaiians and all people of Hawai'i prosper for generations to come.

MEMBER SERVICES

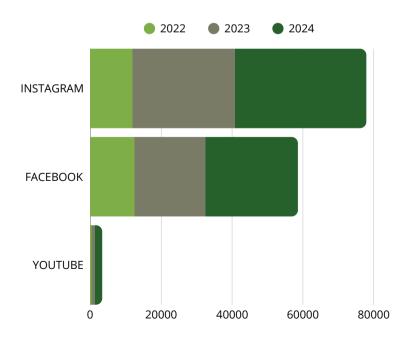
As a member-based organization, CNHA continues to promote the benefits of membership out in the community, encouraging outreach and civic engagement. Our membership consists of individuals (Kanaka), non-profits (Hui Manawale'a), businesses (Hui Kumuloa'a), and Ali'i/Native Hawaiian Trusts. Members are located throughout the world. All members, Native Hawaiian or not, align with the mission of CNHA to uplift lāhui. Amongst the many benefits of being a member, is the value of being part of our growing and expansive network.

With continued community engagement, Maui and Hawai'i Island conventions, and a growing organization, membership has increased to nearly 1,600 members of various statuses, types, and levels. This total also includes multiple individuals from singular organizations. This was a 43% increase (479 total) of total members for the fiscal year.

There are currently 930 active and paid members:

- 523 Kanaka (Community Leaders)
- 102 Hui Kumuloa'a (Business)
- 301 Hui Manawale'a (Non-profit)
- 4 Native Hawaiian Trusts

There are also 185 other paid members pending approval.



OUR ONLINE AUDIENCE

In addition to engaging in-person with our community, CNHA continues to grow it's online audience through social media. Here is an overview of our exponential growth this year:

@hawaiiancouncil

- Instagram: 37k
- Facebook: 26k
- YouTube: 2K



HAWAIIAN WAY FUND

The Hawaiian Way Fund played a vital role this fiscal year by directing support where it was needed most. In response to the ongoing recovery efforts in Lahaina following the devastating wildfires, CNHA launched multiple fundraising campaigns in partnership with Foodland's "Together We Care," "Makana for Maui," and Old Lahaina Lū'au—raising nearly \$300,000 collectively. These efforts complemented broader Kāko'o Maui initiatives, which have raised over \$7 million to support wildfire-impacted communities.

In addition to emergency response fundraising, the Hawaiian Way Fund facilitated several workplace giving campaigns, including with Kamehameha Schools and the Partners in Development Foundation, helping to engage local institutions in consistent, community-driven giving.

Unrestricted funds raised through these efforts have enabled CNHA to support its members in meaningful ways—such as sponsoring the Hawaiian Civic Club of Honolulu's Holokū Ball and the Hawai'i Health and Harm Reduction Conference—extending our impact across sectors and islands.

Looking ahead, CNHA remains committed to growing the reach and visibility of the Hawaiian Way Fund. We aim to expand workplace giving opportunities and secure larger philanthropic commitments to further uplift the lāhui and ensure long-term community resilience.

CNHA Kāko'o Maui Resource & Recovery Center, supported by our community donors, partnering with our CNHA Member organizartions





KĀKO'O MAUI RECOVERY CENTER

On September 4, 2023—less than a month after the devastating Maui wildfires—the Council for Native Hawaiian Advancement (CNHA) took a bold and unprecedented step in disaster recovery by opening the Kāko'o Maui Relief and Aid Services Center in Kahului. In partnership with 23 nonprofit organizations, FEMA, Maui County, and the State of Hawai'i, CNHA established the nation's first Disaster Recovery Center operated by a community-based organization with federal agencies embedded on-site.

This milestone reflects a deep commitment to a community-centered approach to disaster relief— grounded in aloha, trust, and cultural responsiveness. The success of this model has set a new precedent, and it is now being replicated across the country as a national standard for disaster recovery, proving that locally driven, culturally rooted solutions can lead the way in times of crisis.



Kāko'o Maui Resource Center, Care Navigation in Action

CASE NAVIGATION

Through dedicated care navigation and case assistance, the Kāko'o Maui team supported a caseload of 9,000 individuals, unlocking over \$47 million in FEMA aid and delivering more than 11,000 essential disaster recovery services.



Supply Distribution & move in day for 33 households

KĀKO'O MAUI DISTRIBUTION CENTER

The Kāko'o Maui Distribution Center has been a steady source of support for our community in the aftermath of the Maui wildfires. Designed as a choice-based experience, the center gives families the dignity of selecting the supplies they need based on how they were impacted. Over 11,000 individuals have come through our doors, many by appointment, while walk-ins and Non-Impacted-Maui residents have found comfort in our preloved section. With an average monthly supply distribution valued at over \$170,000, these resources directly offset costs for our community, ensuring critical support without financial burden

Beyond that, we've helped furnish over 800 homes including those in CNHA-leased units—and continue to serve about 150 households each month. We also lend a hand to partner organizations with off-site distributions and offer storage space for those without their own warehouses. This space has become more than just a center—it's become a hub of healing, connection, and community care.





Kākoʻo Maui staff and partners with tenant on move-in day



One day, 33 move-ins

LONG-TERM HOUSING DEVELOPMENT PROJECTS

In collaboration with Hawai'i Community Foundation, County of Maui, State of Hawai'i, and additional philanthropic partners, construction began on La'ikū and Ke Ao Maluhia—two transitional housing developments created to meet the urgent needs of wildfire survivors. Together, these projects will provide 66 units of affordable, temporary housing in Central Maui and Lahaina.

Designed to serve families for up to five years, these communities offer more than shelter they provide stability, dignity, and the opportunity for residents to begin rebuilding their lives. The first families have already begun moving in, marking a meaningful milestone in Maui's long-term recovery. These developments serve as a critical bridge, helping survivors transition from emergency assistance to self-sufficiency, and ultimately, supporting their return home as permanent housing becomes available.

KĀKO'O MAUI HOUSING PROGRAMS

Established in response to the August 2023 wildfires, the Kāko'o Maui Housing Program was created to provide stable, dignified housing solutions for families navigating the long road to recovery. The program offers multiple tailored pathways to meet survivors' unique needs including gap rental assistance, one-year fully covered leases for those ineligible for federal aid, and long-term transitional housing at La'ikū and Ke Ao Maluhia.

Within the Gap Rental Assistance Programs survivors retain full control of their leases, while CNHA covers the difference between what households can afford and the prevailing market rate, ensuring access to secure housing without compromising autonomy.

The programs have housed more than 1,000 individuals and supported over 380 households across Maui. These programs and builds reflect a commitment to sustainable recovery and longterm stability for wildfire-impacted communities.

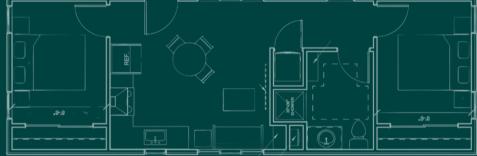


Free Architectural Rebuild Design for the Lahaina Community

State, County, and funders join new tenant on their lanai







KE AO MALUHIA

Nestled beneath the Fairways at Maui Lani development in Central Maui, Ke Ao Maluhia presents a community of 50 cozy modular homes, each spanning just under 600 square feet and featuring two bedrooms.





REBUILD ASSISTANCE

Through a partnership with the American Institute of Architects (AIA) Maui Chapter, this initiative connects wildfire-impacted homeowners with trained local design professionals who provide support from the permitting process through to home completion. Property owners can explore a variety of design options developed by Maui-based firms, created specifically for those affected by the August 8 Maui wildfires.

Recognizing the community's desire to preserve the unique charm and character of Lahaina, we worked closely with local architects to offer a collection of 20 thoughtfully crafted home designs. These architectural plans are offered either at no cost or a significantly reduced rate, ensuring that survivors can rebuild with dignity, efficiency, and a strong sense of place.

87 homes are in progress using these designs.

PRE-DEVELOPMENT GRANT

This program supports Lahaina and Kula homeowners whose primary residences were destroyed or deemed uninhabitable by the August 8 wildfires. Because most insurance policies and federal assistance did not cover early-stage rebuilding costs, the program provides up to \$15,000 per approved household to fund essential pre-development expenses. Eligible uses of funding included professional services such as architects, engineers, permit fees, expediting, and site surveys. Homeowners may also use funds for interest rate buydowns and loan closing costs related to construction or mortgage refinancing. Additional support covers construction cost estimation, budget consultations, and site work required to begin rebuilding a permanent home.

166 Households were awarded this grant.

MAUI CARE FLIGHTS

Through a generous partnership with Alaska Airlines, we were able to provide 180 roundtrip tickets per month within the Alaska Airlines network to wildfire survivors, offering them flexibility to travel as needed. Our inaugural Maui Care Flight in July 2024 brought 180 wildfire survivors to Disneyland, giving families a moment of joy and rest amid the challenges of disaster recovery.

By the end of FY2024, three months of travel vouchers had been distributed, resulting in 540 total flights. These flights served a wide range of critical needs within the community—from offering families a well-earned respite from the ongoing demands of rebuilding, to helping students relocate to college dormitories on the mainland, to enabling access to essential medical care.

We are proud of the meaningful support this program has provided and look forward to continuing and expanding Maui Care Flights into FY2025, keeping community at the heart of every journey.



changing lives

The rising cost of living in Hawai'i—already strained by limited housing inventory and the lasting impacts of COVID-19—was further exacerbated by the 2023 Maui wildfires, which displaced thousands and triggered economic ripple effects statewide. Families faced mounting pressures, with many falling behind on mortgage payments and other critical expenses.

In response, CNHA mobilized to deliver financial assistance, mortgage counseling, legal services, and access to capital, helping households navigate economic uncertainty, avoid foreclosure, and rebuild stability. Through these efforts, CNHA remains committed to strengthening Hawai'i's families and communities during times of crisis and recovery.

Doris Carey

"I wept yesterday with gratitude when I got your email and I'm shedding tears of thankfulness as I write this email. I can't express the relief that your kind decision has made in my life. I was praying to God and asking for a miracle and what you've done for me is truly a miracle. I promise to use this relief as an opportunity to do everything I can to get back on my feet. God bless you and everyone in the City and County of Honolulu as well as the Council for Native Hawaiian Advancement for all that you have done for me and many others. Aloha and Mahalo. "

Lisa Perry Tharp

"I'm sitting here with tears streaming down my face and Praising The Lord for YOU and The Council for Native Hawaiian Advancement!!!! From the bottom of my heart TYTYTYTY SOOO MUCH for the financial help with my rent. You all have been a true Godsend to my life and health!

Gohier Ohana

"We have been with CNHA DHHL Rental Assistance Program since 2022. With the rising costs of housing, food, gas and being on a fixed income. I am unable to afford basic necessities. Mahalo for CNHA and the programs that are available for Kupuna's. I am able to save a little bit of money and buy the essentials."

Hilo 'Ohana

The Hilo 'Ohana has been in the Kupuna Rental Assistance Program since 2023. Mrs. Hilo left her job at Walmart to care for Mr. Hilo. It has been a struggle to make ends meet and to pay for medical bills. "If not for CNHA and the rental assistance we receive, I am not sure where we would be today." Recently, the Hilo ohana was awarded an offering for a homestead in Kapolei. Luckily, with the constant interaction between CNHA's housing counselor and us, we are in a position to become homestead owners. We appreciate CNHA and all the help we have received!

Reggee Bailey

"I would like to Thank You and the other members who have assisted me through this process. My application was approved and the loan assistance is currently underway. It has been a very stressing a difficult time for me and my family in trying to catch up and make this right again so this program has really helped me and my family out in a big way and we are very grateful for it."

DEPARTMENT OF HAWAIIAN HOME LANDS ASSISTANCE PROGRAMS

In Fiscal Year 2024, in partnership with DHHL, CNHA provided over \$937,000 in rental and utility assistance to 123 Native Hawaiian households statewide.

- Kūpuna Rental Subsidy Program assisted kūpuna on the DHHL Wait List to maintain stable housing while awaiting lease awards
 - \$847,042.05 disbursed
 - 113 households served
- Wildfire Relief Program, funded by NAHASDA, delivered emergency rental and utility relief to families impacted by the Maui and Hawai'i Island wildfires
 - \$90,329.11 disbursed
 - 10 households served

These efforts reflect CNHA's continued commitment to housing stability and community resilience.

CITY AND COUNTY OF HONOLULU RENT AND UTILITY RELIEF PROGRAM

In Fiscal Year 2024, in partnership with the City and County of Honolulu's Office of Economic Revitalization (OER), CNHA continued its commitment to supporting O'ahu families through the Rent & Utility Relief Program (RURP) and Housing Stabilization Services (HSS).

- \$9,541,740.67 disbursed
- 1,567 households served through RURP
- 109 households served through HSS

Through these efforts, over \$9.5 million in critical financial aid was distributed, directly supporting 1,676 households. These funds helped families stay safely housed and maintain access to essential utilities during a period of ongoing economic recovery. By preventing evictions, preserving stable living environments, and addressing immediate housing needs, these programs played a vital role in building stronger, more resilient communities across O'ahu. Together, CNHA and its partners continue to uplift our 'ohana, ensuring that no one is left behind during times of uncertainty.

O'AHU HOMEOWNERS ASSISTANCE FUND (OHAF)

Administered by CNHA, the O'ahu Homeowner Assistance Fund (OHAF) provided critical lifelines to homeowners financially impacted by the COVID-19 pandemic. Through this initiative, \$5,651,223.58 was disbursed directly to support 184 households across O'ahu.

OHAF offered comprehensive assistance, covering mortgage payments, utilities, property taxes, homeowners association fees, insurance costs, and access to legal or housing counseling services. Eligible homeowners could receive up to \$60,000 in aid, with priority extended to those at or below 100% of the Area Median Income (AMI) and individuals identified as socially disadvantaged.

This program not only prevented displacement and housing insecurity for hundreds of 'ohana but also strengthened the broader community by providing much-needed financial stability during a critical time. OHAF has since concluded and is no longer accepting new applications, but its impact continues to resonate with the families whose homes and futures were protected through this support.

HALE PONO'Î

HOME OWNERSHIP ASSISTANCE PROGRAM

Pop-Up Mākeke (PUM): A Catalyst for Community, Culture, and Commerce

Since its inception in 2020, Pop-Up Mākeke (PUM) has emerged as a powerful symbol of resilience and opportunity for the Hawaiian Islands. Originally launched as a centralized digital marketplace, PUM has expanded far beyond its initial scope. Today, it supports over 500 local vendors and artisans, offering a platform for more than 12,000 unique products through both its online store and in-person retail popups.

The success of PUM is marked by a number of significant milestones:

- Over \$5,061,000 in total sales to date
- More than 32,664 products sold
- Shipments to 34 countries, extending the reach of Hawai'i-made goods to a global audience
- Returning customer rate of 56.5%, demonstrating strong customer satisfaction and brand loyalty

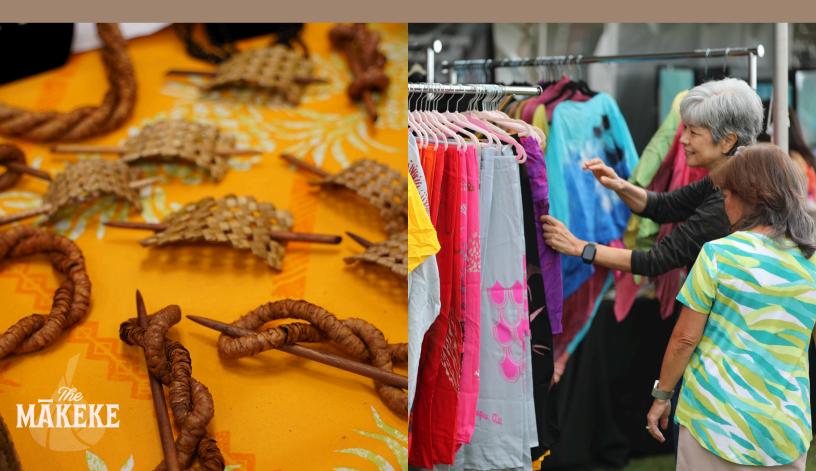
These achievements underscore PUM's dual role as both an economic lifeline and a cultural ambassador. By bridging the gap between local vendors and global consumers, PUM not only bolsters small businesses during uncertain times but also showcases Hawai'i's rich heritage and craftsmanship to the world.

In 2024, PUM entered a new phase of growth and visibility by participating in two Native Hawaiian Conventions—one in Kahului, Maui, and another in Waikoloa, Hawai'i. These events offered valuable inperson engagement opportunities and helped strengthen vendor relationships and community ties.

The year also brought unforeseen challenges, notably the devastating Maui wildfires. In response, PUM quickly adapted by:

- Expanding its vendor network on Maui
- Implementing flexible wholesale and consignment models
- Introducing over 100 new products to the marketplace

This rapid and compassionate response reflects PUM's enduring commitment to economic resilience and community empowerment. By embracing innovation while honoring tradition, Pop-Up Mākeke continues to set the standard for how cultural enterprise can thrive in the modern world.



Pop-Up Mākeke, Native Hawaiian Convention

TREKE

V

^s ulihia ke au hulihia ke au hulihia ke au

HAWAIIAN TRADES ACADEMY

The Hawaiian Trades Academy (HTA) is a workforce development program dedicated to preparing students for careers in the trades, with the goal of helping them secure higher-paying employment. Through accelerated training courses, participants gain hands-on trade skills, field training experience, test-taking and interview strategies, and receive mentorship from industry professionals to enhance their job readiness.

In Fiscal Year 2024, the HTA successfully delivered 18 academies across O'ahu and Maui. These academies trained and graduated 382 individuals in fields including Commercial Driver's License (CDL), OSHA construction safety, hazmat awareness, and/or hazardous waste operations and emergency response certification. In total, the program serviced 401 students with an impact to 1,604 household members.

During FY24, the Kāko'o Maui Workforce Development Program continued to provide free certification training in OSHA, while phasing in HAZMAT and HAZWOPER, empowering Maui residents with the essential skills and credentials needed to actively contribute to the cleanup and rebuilding efforts in their communities. Of the 18 academies offered in FY24, 17 were held on Maui, resulting in 371 graduates who received workforce certifications. Since its launch, over 1,000 individuals have signed up for workforce training.

KŪHANA BUSINESS PROGRAM

The KūHana Business Accelerator Program is designed to strengthen small business capacity by guiding entrepreneurs through the process of clarifying their business objectives, crafting comprehensive business plans, and developing compelling business pitches to attract capital and fuel growth. Participants also benefit from robust networking opportunities and tailored technical assistance (TA), with access to cash prizes and TA grants to further support their ventures.

In Fiscal Year 2024, KūHana successfully completed two cohorts, serving 25 companies and distributing a total of \$20,000 in cash and TA awards. Since its launch in 2019, the program has supported businesses that have collectively secured \$4.5 million in funding as a direct result of their participation. Of the businesses served:

- 92% were Native Hawaiian-owned
- 60% were women-owned
- 4% were nonprofit organizations



Hawaiian Trades Academy - Kāko'o Maui Workforce Gradutates



KūHana Business Program Cohort 12 Graduates



KūHana Business Program Cohort 13 Graduates

changing lives

Haunani Miyasato, Kaulana Mahina, KūHana Cohort 13

"I've done a lot of business programs, but Kūhana has been the most impactful one yet. It helped me set big, bold goals I hadn't even dreamed of before. For the first time, I truly looked at my finances—not just hoping things were working out, but learning how to read my cash flow and project future expenses. Because of that, I realized I didn't need a loan right away, but now I have the tools and confidence to apply when I'm ready. Kūhana gave me clarity, direction, and a plan for real growth."

Jarnell Haukoloa, Haukoloa Farms, KūHa<u>na Cohort 13</u>

"I am the founder and owner of Haukoloa farms, I am so grateful to talk about my time in Cohort 13. I not going to lie, this was a special moment for me. Aunty was rejected from so many other programs, you have no idea. The KūHana accelerator was the first program that gave Aunty chance, and because of this chance, they gave me the tools necessary to build me as a business. They helped me build a business plan and learn business terms I never knew - cost of goods, TAM SAM SOM, these are just a couple of the terminology that i came across for the first time in the program. But above all, what they also gave me was confidence. Being an entrepreneur [in Hawai'i] can be scary sometimes, but getting into these programs gives you confidence and also created a network that I am continuously growing. I'm indebted to these guys, I LOVE YOU. Aloha!"

Jacob Makana Adolpho, Kākoʻo Maui Workforce Development Program OSHA-30, Hazmat Awareness, HAZWOPER-40 Graduate

"Being a part of one of the first groups of people who went into Lahaina to conduct debris removal, we had an opportunity to make an effort to get people back to their homes as soon as possible. At the same time, it is important for folks to understand that there are still hazards in these areas. The hazards still present within Lahaina are vast and I strongly advise folks to look into learning more about the hazards and understanding the safety precautions associated with them. I also want folks to know that there are local people working in Lahaina right now who have sensitivity to the community and to the project they are a part of. It cannot be flown in; it has to come from here. Everyone is working hard to get folks back into their homes and it's a long process, but I want to send a message to everyone to stay strong and know that we're working hard."

Travis Polido (Maui CDL graduate; Hawaiian Trades Academy CDL Instructor, Maui

"I feel truly blessed to have the opportunity to become part of this organization as a CDL instructor for the Hawaiian Trades Academy. This is a full circle moment for me — back in 2023, I earned my CDL-A license through this very program, which opened the door for me to gain employment as a CDL-A driver. From the beginning, I knew I wanted to give back to CNHA because of everything they did for me and helped me achieve. So, when the opportunity came to apply for the Maui CDL Instructor position, I didn't hesitate. I applied right away and gratefully accepted the job offer when it was presented. As someone born and raised on Maui, stepping into this role means so much more than just a career move. It allows me to give back to the organization and program that helped shape my journey. More importantly, it allows me to make a meaningful impact right here in my own community. Outreach and awareness are key. I want to share with as many people as possible the resources and opportunities available through the Hawaiian Trades Academy. It's my turn to give back, and I'm committed to ensuring others like me have access to the same life-changing opportunities I had. It's no secret that the cost of living on Maui — and in Hawai'i in general — is high. But this program offers a real solution. Through workforce development, it creates pathways to higher-paying jobs, helping local residents afford to stay and thrive in the place we call home."



JNCIL for TIVE HAWAIIAN VANCEMENT

CNHA Business Loan team - Community Outreach Event



CNHA LOAN FUND

As a Certified Native Community Development Financial Institution (CDFI) and a Certified HUD Counseling Agency, CNHA provides access to capital and financial education to individuals and small businesses to build capacity and financial well-being. CNHA's Loan Fund stands at over \$20.5M since its inception and currently offers loan products to fund small business, home construction & repair, and debt consolidation.

In Fiscal Year 2024, 37 new loans were delivered for a total combined amount of \$1,836,409 through the various loan products. The Loan Fund approved \$448,409 in debt consolidation loans that gave 21 local families the ability to decrease their credit card debt and increase their disposable income. A total of 14 businesses were able to secure capital, totaling \$1,288,000.

HUD COUNSELING & FINANCIAL EMPOWERMENT

CNHA is committed to supporting members and beneficiaries who are seeking, financing, maintaining, renting, or owning a home. Our HUD-certified housing counselor delivers critical financial literacy education, empowering individuals and families to make informed, confident decisions about their personal finances.

In Fiscal Year 2024, CNHA provided one-on-one housing counseling to 48 clients and delivered group financial literacy workshops to 146 participants. Additionally, CNHA provided financial literacy sessions to over 174 individuals through the Trades Academy cohorts on Maui and O'ahu, as well as through partnerships with private groups and organizations.

This year, CNHA also counseled more than 125 kūpuna on the Department of Hawaiian Home Lands waitlist, helping them prepare for successful homeownership and financial readiness.

Through these efforts, CNHA continues to strengthen the financial foundations of our lāhui, creating pathways to sustainable homeownership and economic resilience.

HUD Counselor Leona leading a Financial Empowerment Class



IN THE COMMUNITY

It's been another busy year for Team CNHA out in the community. Here is a list of some of the events CNHA has been present at to support its members and community:

- Kamehameha Schools Ho'ōla I Ka Lāhui Employee Giving
- Pouhana O Nā Wahine We Are He2r
- Grand Opening of Hale Kipa's Hale Kū Ola
- Association of Hawaiian Civic Clubs Annual Convention
- Kamehameha Schools Career Fair
- Chamber of Commerce Annual Luncheon
- UH Richardson School of Law Career Fair
- Hawai'i Health and Harm Reduction Center Transgender Day of Remembrance
- Kapolei's Ho'omaka Center Ribbon Cutting Ceremony
- Kaupe'a Hawaiian Homestead Kalikimaka Celebration
- TURO Community Event
- Lahainaluna Food Garden Installation
- Keiki O Ka 'Āina Valentine's Sign-Waiving
- Wai'anae Kūpuna Council Meetings
- Ola Ka 'Ī Ewa
- Kula No Nā Po'e Hawai'i Papakōlea Community Health Day
- Suzuki Family Foundation E Ala E at Wai'anae Boat Harbor
- CNHA Membership Mixer at Moani's
- Tourism Day at the Capitol
- Prince Kūhiō Parade
- Hui Maoli Ola Hainu Lā'au
- Hawai'i Food Gardens Network
- Kapolei Chamber of Commerce Pau Hana Networking at Kitchen Door at Wai Kai
- Ulu A'e Learning Center's Hula Festival at Pu'u O Kapolei
- Papahana O Kaiona Graduation and Hō'ike Celebration
- COC Hawai'i Business After Hours at Park West Museum
- Island Pacific Academy Golf Tournament Fundraiser
- Kapolei COC Mixer at Lineup at Wai Kai
- Kapolei COC Event at Hawaiian Humane Society in Ewa
- Hale Kipa Youth Career Expo
- INPEACE Preschool Here I Come

MEMBER SERVICES

Member services continue to host a monthly membership Zoom meetings to create connections in the community and help amplify the amazing work done by its members. Through these connections, members can support each other and partners in various ways.

CNHA continues to open its doors and conference room to its members and community. Various members have utilized CNHA conference room space for activities such as support groups, rehabilitation training, kūpuna feedback sessions, Hawaiian homestead meetings, civic club engagement, cultural 'ike classes, and financial empowerment sessions.

CNHA continues to partner with other members for Hui Māla 'Ai, promoting community gardens and food sustainability. Some of its members and partners include Hawai'i Public Health Institute, Blue Zones Project Hawai'i, Knights of Rizal and Nā Mea 'Ike 'Ia.

A dozen CNHA members were also able to promote the work they do via CNHA's Member Spotlight. The final product became assets for each members digital library and was aired on TV. In this initiative, CNHA organized the scheduling of filming with KITV, KHON, and Hawai'i News Now, and paid half of the costs.

As a member-based organization, we believe in being out in the community. Firsthand, it is key to attracting new members and retaining current ones. The various programs of Team CNHA have made that commitment - from the Loans Funds Team, Hawaiian Trades Academy, Emergency Funds Assistance Team, Kilohana, Nā Lei Aloha and other Community Programs. 'A'ohe hana nui ke 'alu 'ia. No task is too big, when done together.

Lahainaluna High School football team, Ukulele donation



STATE HONORS KŪHIŌ LEWIS

In 2024, the Thirty-Second Legislature of the State of Hawaii passed H.R. 225, honoring the achievements of Kūhiō Lewis as Chief Executive Officer of CNHA. Introduced by Representative Gene Ward, the Resolution celebrates CNHA's numerous achievements, including the Hawaiian Trades Academy, Pop-Up Mākeke, KūHana Business Program, emergency rental assistance, loan fund, and our response to the August Maui wildfires. The Resolution honors Kūhiō's ambitious vision and long-lasting impacts to the Native Hawaiian community.

LEGISLATION

The CNHA Advocacy Team is responsible for developing and identifying policy priorities that significantly affect the Native Hawaiian community. Below is a list of priority issues that CNHA's Advocacy Team submitted testimony on:

- Innovative housing initiatives, including changing minimum lot size in urban areas (HB1630), developing an accessory dwelling unit loan program (HB2548), and enforcing rules against illegal short-term rentals (HB1838, SB2929)
- Water rights protections based in public trust responsibilities (HB2690, HB2703, SB3327)
- Repeal of discriminatory language in the Hawai'i State Constitution, with 55% of Hawai'i voting yes for marriage equality
- Federal support for Maui wildfire survivors, including increasing the number of temporary homes built, preventing evictions, and expediting financial assistance
- Military leases at Kahuku, Poamoho, and Makua, urging the release and rehabilitation of lands
- Consultation policy between the U.S. Department of Transportation and the Native Hawaiian Community

HAWAIIAN CIVIC CLUBS HONOR NATIVE HAWAIIAN CONVENTION IN LAS VEGAS

In 2023, the Association of Hawaiian Civic Clubs passed a Resolution commending CNHA for their profound leadership and transformational engagement with the first Native Hawaiian Convention on the continent. Introduced by the Las Vegas Hawaiian Civic Club, the Resolution celebrates the conventions as a timely and essential forum that facilitated impartial and constructive dialogue to address the olakino of the Native Hawaiian community on the pae 'āina and living abroad. The Resolution calls it a transformational event, embracing the ideals of a lāhui without borders to kulia e loa'a ka lōkahi.





Six months after the Lahaina wildfires and CNHA coordinated a video to rallied our community together to aid our affected Maui 'ohana. As we continue to rebuild and heal, we turn to the resilient people of Lahaina to lead the way forward. In this Kāko'o Maui medley, voices from across Hawai'i join in to uplifting Nā Hono A Pi'ilani.



Kākoʻo Maui Music Video



CNHA PODCAST NETWORK

CNHA's Podcast Network carves out a space for Native Hawaiians to tell our stories, to share our mana'o, to hear about what matters to us. In addition to our own productions, CNHA team members were guests on an episode of Aloha Maui: Maui People Telling Maui Stories. Alongside Hawai'i Community Foundation, we shared about how we provide services, from distribution of essential supplies to standing up a hub that helps those impacted navigate the myriad of local, state, federal and nonprofit resources available

Sponsored by the National Oceanic and Atmospheric Administration, CNHA developed a six-episode podcast on Papahānaumokuākea in advance of its sanctuary designation hearings. This narrative series contains historical and cultural background on the islands from guests like Aunty Pualani Kanaka'ole Kanahele, Dr. Kekuewa Kikiloi, Brad Ka'aleleo Wong, Pelika Andrade, and more. Episodes include:

- He Inoa No Papahānaumokuākea The Importance and Tradition of Names
- I Ka Wa Ma Mua I Ka Wa Ma Hope A Voyage into the Past
- He Pūko'a Kani 'Āina The Next Generation of Stewards
- A'ohe Pau Ka 'lke l Ka Hālau Ho'okāhi Blending Ancestral and Modern Techniques
- E Pū Pa'akai Kākou A History of Protections and Regulations
- 'Au I Ke Kai Loa Take Action on Sanctuary Designation

KILOHANA

VISITOR EDUCATION & POST-ARRIVAL MARKETING

Kilohana collaborated with Core Group One and Nexstar to design and implement a suite of performance tracking tools, including the VEPAM Goals Thermometer, accompanying data tables, and a Click-Through Rating Performance Dashboard. These tools deliver realtime, reliable insights on VEPAM key performance indicators (KPIs), measured against monthly and quarterly benchmarks. This datadriven approach supports transparent and consistent reporting to stakeholders.

To promote responsible travel and regenerative tourism, the VEPAM team produced Travel 808, a video series highlighting cultural activities, sustainable travel practices, and support for local businesses. A total of 18 episodes—comprising four long-form and fourteen short-form videos—were published on the GoHawaii YouTube channel, with a focus on O'ahu.

Kilohana curated a Windward Oʻahu bus tour for the Pacific Century Fellows' Tourism Day, guided by cultural leaders Kumu Hinaleimoana Wong-Kalu and Zachary Lum. The tour offered fellows a grounded perspective on place-based tourism and community engagement.

New creative assets for the Events & Festivals and Voluntourism campaigns launched in late September. These campaigns are currently featured across airport baggage claim displays, digital platforms, and social media. The Events & Festivals campaign is updated monthly to spotlight programming supported by 'Umeke funding partners.

In collaboration with NOAA, Kilohana also developed digital and social media advertisements to raise awareness about the birth of a Hawaiian monk seal pup at Kaimana Beach, supporting conservation education and visitor awareness efforts.



KILOHANA - HTA

Travel 808, Kilohana Produced 18 Episodes



Creative Asset at Honolulu International Airport



Monk Seal Pup at Kaimana Beach, Awareness Video



'Umeke Program Administration & Community Investment

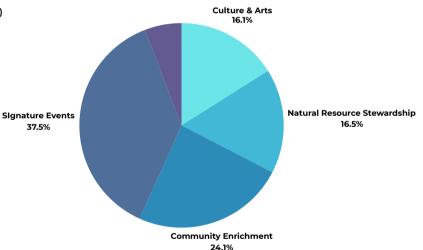
The Hawai'i Tourism Authority contracted Kilohana to administer 'Umeke—a suite of funding opportunities designed to reinvest tourism dollars directly back into Hawai'i's communities. Through this partnership, Kilohana managed a comprehensive process that included:

- Designing and executing the public RFP process
- Engaging with communities statewide to share information and answer questions
- Providing technical assistance to applicants
- Coordinating evaluation and review processes
- Executing funding contracts and processing award payments
- Monitoring and evaluating funded programs in collaboration with HTA

In 2024, Kilohana successfully administered over \$7.5 million in program funding across five strategic initiatives, supporting 158 community-led projects:

- Kūkulu Ola (Culture & Arts) 32 programs | \$1,200,000
- Kahu 'Āina (Natural Resource Stewardship) 25 programs | \$1,236,500
- Community Enrichment 77 programs | \$1,805,000
- Signature Events 20 programs | \$2,800,000
- Resort Area Hawaiian Culture Initiative (RAHCI) 4 programs | \$435,000

These investments strengthen cultural preservation, natural resource stewardship, community resilience, and visitor education across Hawai'i. The 'Umeke program remains a vital tool in advancing a regenerative model of tourism—one that honors place, supports people, and uplifts local values.



'Umeke supported events









'Umeke











KILOHANA



Qurator: Responsible Tourism Certification Program

Qurator is a responsible tourism certification initiative developed by the Hawai'i Tourism Authority (HTA) and administered by CNHA's Kilohana Collective. The program sets a new standard for responsible travel in Hawai'i, ensuring that certified businesses align with community values, cultural respect, and environmental stewardship.

To develop the certification criteria, Qurator engaged over 100 stakeholders—including community and advocacy organizations, labor representatives, government agencies, and industry leaders—ensuring the standards were shaped by a broad and inclusive coalition.

Certified businesses benefit from enhanced visibility and credibility through promotion by HTA and Kilohana, and are featured on the Qurator and Go Hawai'i websites. More importantly, certification affirms their commitment to responsible practices that honor Hawai'i's people, place, and culture.

Since its launch in June 2024, Qurator has **certified 69 businesses statewide**—significantly surpassing the initial goal of 46. These certified businesses span key sectors such as air transportation and tours, food service, accommodations, and attractions. This strong response reflects a growing industry-wide commitment to mālama 'āina and mālama kānaka. Qurator touches over 72% of arriving Hawai'i guests. Parts of the Qurator certification process have been incorporated into the upcoming global standards release, and CNHA staff have been invited to speak about the program across the Pacific and on the continent.

Tour Guide Certification

In partnership with TripSchool, the Hawai'i Tourism Authority (HTA) and Kilohana collaboratively developed and finalized a comprehensive, multi-module Tour Guide Certification Curriculum. The program places a strong emphasis on Hawaiian culture, history, safety, and customer service, while also including modules on interpretation, geography, cultural sensitivity, and contemporary issues. The curriculum was shaped through extensive input from more than 20 stakeholdersincluding community organizations, cultural practitioners, and tourism industry professionals—and was informed by research from the University of Hawai'i's TIM (Tourism Industry Management) report. This collaborative approach ensures that the certification program is rooted in community values and prepares guides to serve both visitors and Hawai'i with respect and integrity.

Technical Assistance & Capacity Building (TACB) Programs

Kilohana, in partnership with Solutions Pacific, expresses deep ha'aha'a (humility) for the opportunity to collaborate with the Hawai'i Tourism Authority (HTA) in developing, launching, and implementing the inaugural Technical Assistance & Capacity Building (TACB) programs in 2024. These programs are a key pillar of HTA's Community-Based Tourism initiative, designed to support a more regenerative, locally grounded visitor industry.

The TACB programs were strategically aligned with the challenges identified in the Visitor Industry Needs Assessment (VINA), which underscored barriers such as limited marketing access, restricted funding, and difficulties in educating visitors and managing their impacts on local communities.

TACB comprises three interconnected programs that provide direct investment, technical support, and strategic capacity-building for local businesses, stewardship organizations, and regenerative tourism providers. Each program is tailored to help organizations strengthen operations, expand their reach, and deepen their commitment to place-based stewardship.

The Foundational Technical Assistance (FTA) program hosted workshops across four islands and via online livestream, delivering essential industry insights, marketing tools, and visitor engagement strategies. In total, 311 participants engaged in the workshops, exceeding the original goal of 225. Of those surveyed, 100% reported an increase in skills and knowledge, surpassing the 85% target, and 93% expressed satisfaction or high satisfaction, again exceeding the 85% benchmark.

The Community Tourism Collaboratives (CTCs) provided technical assistance and direct funding to 24 organizations across five islands, injecting \$800,000 into Hawai'i's regenerative tourism ecosystem. This investment helped build stronger organizational capacity and develop meaningful assets for expanding regenerative tourism statewide.

Within the CTC framework, Community Stewardship (CTC-CS) supported nine 'āina-based organizations, strengthening their capacity to manage visitor impact, enhance conservation efforts, and expand mālama 'āina initiatives. Meanwhile, Regenerative Experiences (CTC-RE) helped 15 local businesses and nonprofits refine and grow authentic visitor experiences that uplift Hawaiian culture and promote environmental healing.

Across the TACB programs, key outcomes include:

- \$800,000 in direct investment infused into regenerative tourism development.
- 41,000+ acres of land operationally impacted by CTC-CS stewardship organizations.
- 6,000+ hours of paid mālama 'āina work funded.
- \$150,000 dedicated to the protection and perpetuation of Hawai'i's natural and cultural resources.
- A projected **\$190,000** increase in 2025 revenue for regenerative experience providers.

All funding was disbursed through a transparent, competitive process. Applicants were required to complete foundational training and submit detailed project reports, ensuring both accountability and equity. Outreach efforts spanned all six major islands—with five ultimately represented in the cohort—and included media, social platforms, direct engagement, and community info sessions to ensure broad and inclusive participation.

'Umeke supported event





Reviving a Beloved Tradition: Kilohana Hula Show

Sponsored by Southwest Airlines and developed by Kipe Ebana on behalf of CNHA, the Kilohana Morning Hula Show proudly reintroduced the spirit of the historic Kodak Hula Show, which ran from 1937 to 2022 and once captivated generations of audiences. This free initiative launched on February 15, 2024 and was held regularly at the iconic Waikīkī Shell and Waikīkī Hula Mound.

Designed to educate, entertain, and perpetuate Hawaiian culture, the show quickly gained popularity with both residents and visitors, drawing large, enthusiastic crowds several mornings each week. The program received strong media coverage and overwhelmingly positive guest reviews, highlighting its cultural richness and welcoming atmosphere.

Beyond entertainment, the show created and sustained workforce development opportunities for cultural practitioners, supporting the continued practice and visibility of traditional Hawaiian arts including hula, oli (chant), and live music.

This effort not only honored a treasured part of Hawai'i's tourism history but also reaffirmed the importance of living culture in the present day—offered freely, with aloha, to all.

Mayor Rick Blangiardi "expresses his enthusiasm for the Kilohana Hula Show and its significance in revitalizing Hawaiian culture, fostering community pride, and revitalizing the Waikīkī Shell as a cultural landmark. He sees it as a continuation of the legacy the Kodak Hula Show established, "which left an indelible mark on the hearts of countless spectators."



Nā Lei Aloha, a Waikiki Lū'au

Developed by Mahealani Mika Hirao-Solem, Miss Aloha Hula 2010, alongside a collective of award-winning musicians, Nā Lei Aloha is a groundbreaking lū'au experience rooted in authentic Hawaiian cultural practice. Debuting at the Hyatt Regency Resort and Spa in the heart of Waikīkī, the show centers traditional arts—such as hula, storytelling, and mele—as the foundation of the guest experience.

In just its first few months, Nā Lei Aloha made a remarkable impact:

- Shifted the narrative around tourist lū'au by providing an entertaining yet exclusively Hawaiian cultural experience
- Redefined culinary standards with a thoughtfully curated premium buffet, elevating expectations for lū'au dining
- Earned a reputation for excellence, consistently ranking among the top-reviewed lū'au on O'ahu
- Created employment for nearly 50 local professionals, including hula dancers, musicians, cultural practitioners, and hospitality staff
- Delighted and educated over 1,000 guests in its first weeks, offering a meaningful and memorable cultural experience that honors Hawai'i's living traditions

By grounding its offering in authenticity and quality, Nā Lei Aloha stands as a model for culture-first visitor experiences in Hawai'i.



Mahealani Mika Hirao-Solem,

57 local jobs created



2023 NATIVE HAWAIIAN CONVENTION - KAHULUI, MAUI

Ō mai 'o Maui me ke aloha no ka lāhui

This year marked a historic milestone as the convention was held on Maui for the first time—honoring the people of Lahaina and grounding the event in community healing, cultural resilience, and forward-looking economic solutions following the August 2023 wildfires.

The convention brought together community members, cultural practitioners, policymakers, nonprofit leaders, educators, and industry experts across four days of general sessions, breakout workshops, cultural events, and a robust job and resource fair.

- Powerful keynote speakers and cultural performances rooted in aloha and resilience
- Strategic policy discussions with county mayors, legislators, and community advocates
- Launch of CNHA's Kilohana-led efforts in regenerative tourism and cultural certification
- Graduation ceremony for Kāko'o Maui workforce program participants
- Over 20 breakout sessions on economic recovery, cultural healing, and public health
- A large-scale job and resource fair supporting post-fire recovery efforts

The 2023 convention reflected CNHA's commitment to community-driven solutions, cultural leadership, and economic empowerment. By convening on Maui during this pivotal time, the convention stood as a symbol of aloha, resilience, and collective action toward a thriving, self-determined Hawai'i.

















2024 NATIVE HAWAIIAN CONVENTION - WAIKOLOA, HAWAI'I ISLAND

Held on Moku o Keawe, the 2024 Native Hawaiian Convention brought together Native Hawaiian leaders, cultural practitioners, youth, policymakers, and allies to explore the future of our lāhui through the lens of self-determination, innovation, and cultural strength.

Across three days, the convention featured dynamic breakout sessions, keynotes, and performances that focused on pressing issues including Native Hawaiian health, housing, education, workforce, intellectual property, regenerative tourism, and food sovereignty.

With contributions from organizations like OHA, DHHL, Kamehameha Schools, and CNHA's Kilohana division, participants explored solutions to today's most urgent challenges—centered on Native voices, ancestral knowledge, and collective kuleana.

Special focus was placed on the next generation, with youth-led sessions, education-focused workshops, and 'Aha 'Õpio offerings to support 'õpio leadership and cultural grounding. Evening events like the Food & Fashion Showcase celebrated Hawai'i Island's creativity and community spirit.

The convention offered new vibrant evening programming to celebrate culture and build pilina:

- Pau Hana Social to reconnect and reflect, capped with storytelling and music
- Youth Voting Forum, hosted by Our Kaiāulu Votes and Kanaeokana, encouraged civic engagement among 'ōpio
- Food & Fashion Showcase celebrating Hawai'i Island's creativity featuring top chefs and local designers

This gathering served as both a reflection of where we are and a declaration of where we're going. The 2024 convention reaffirmed our shared commitment to uplift our lāhui by building strong foundations rooted in culture, innovation, and self-governance.

2024 NATIVE HAWAIIAN CONVENTION

PRESENTED BY

MAHALO NUI TO OUR 22,000+ FUNDERS, SPONSORS, PARTNERS & SUPPORTERS

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