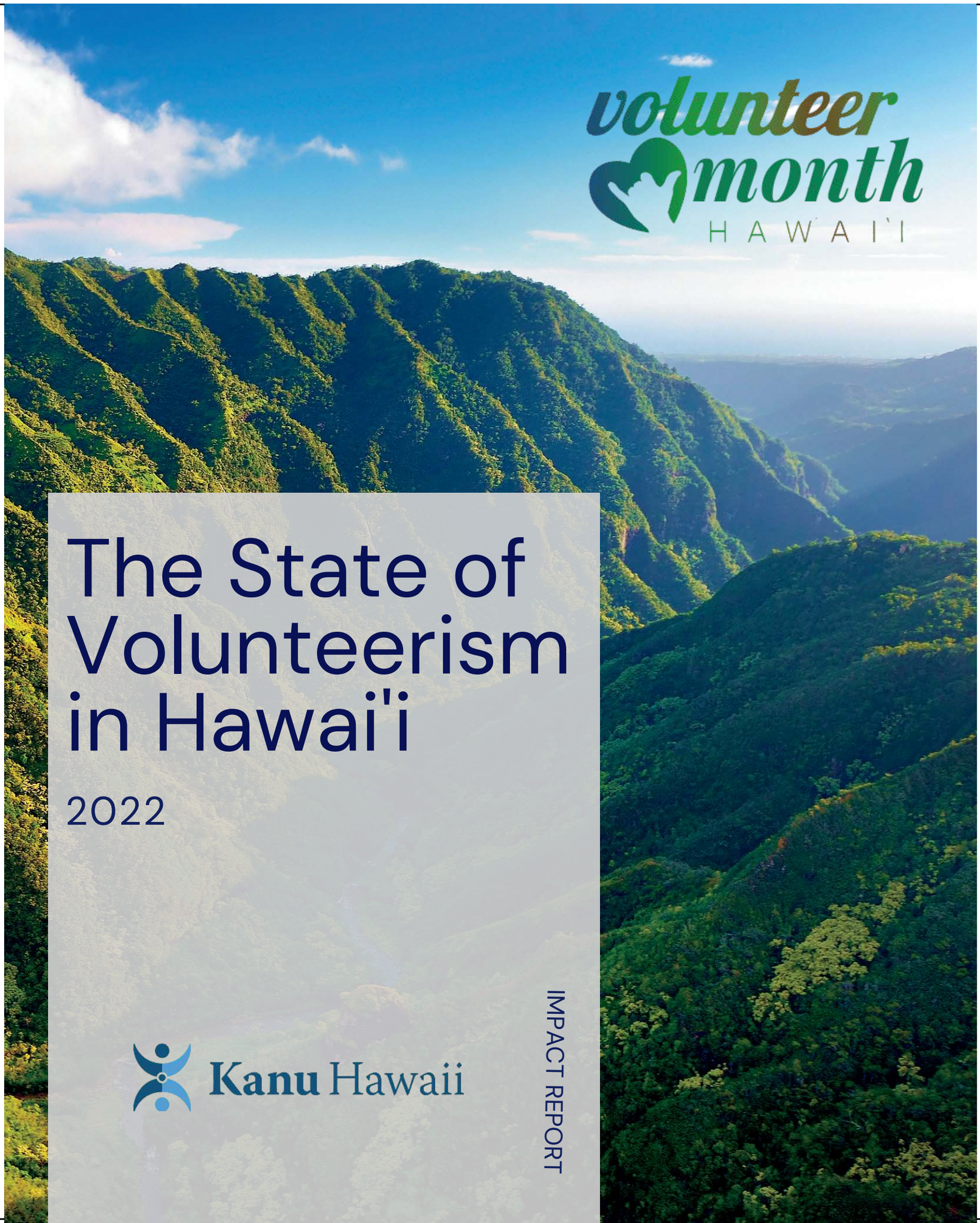

The State of Volunteerism in Hawai'i

2022

Kanu Hawaii

IMPACT REPORT

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Executive Summary

Impact Report

Globally, volunteerism is a key part of community building, connection, and prosperity. By bringing families, neighbors, and students together to serve, volunteering can provide purposeful opportunities that promote collective well-being.

In this report we aim to cover how Volunteer Week Hawai'i in April 2022 helped promote the rebound of volunteerism after the COVID-19 pandemic. After years of mandatory lockdowns, communities came together to serve a series of causes: environmental, social, cultural, and educational.

This report highlights the partnerships, stories, and impact of Volunteer Week Hawai'i 2022, including the ways in which nonprofits came together with residents, visitors, governments, and future generations to amplify their impact around causes they care about. The collaborative and statewide nature of Volunteer Week provided an opportunity to engage businesses in meeting their ESG goals, scale social impact campaigns like the Pledge to Our Keiki, and share stories through the media to inspire others.

With the passage of legislation announcing April as Volunteer Month in Hawai'i, Kanu Hawai'i can work to build on the partnerships that were formed this year. Cross-sector involvement in local volunteerism has enabled us to build our network and offer opportunities to participants that span geographies, focal areas, age range, and more. We are in a unique position to strengthen community engagement while advancing causes we care deeply about.

Through these ongoing efforts, we have captured volunteer strategies, metrics, and priorities that reflect Hawai'i's aloha spirit, the need for volunteerism, resilience against COVID-19, and collective effort to leave Hawai'i healthier for future generations.

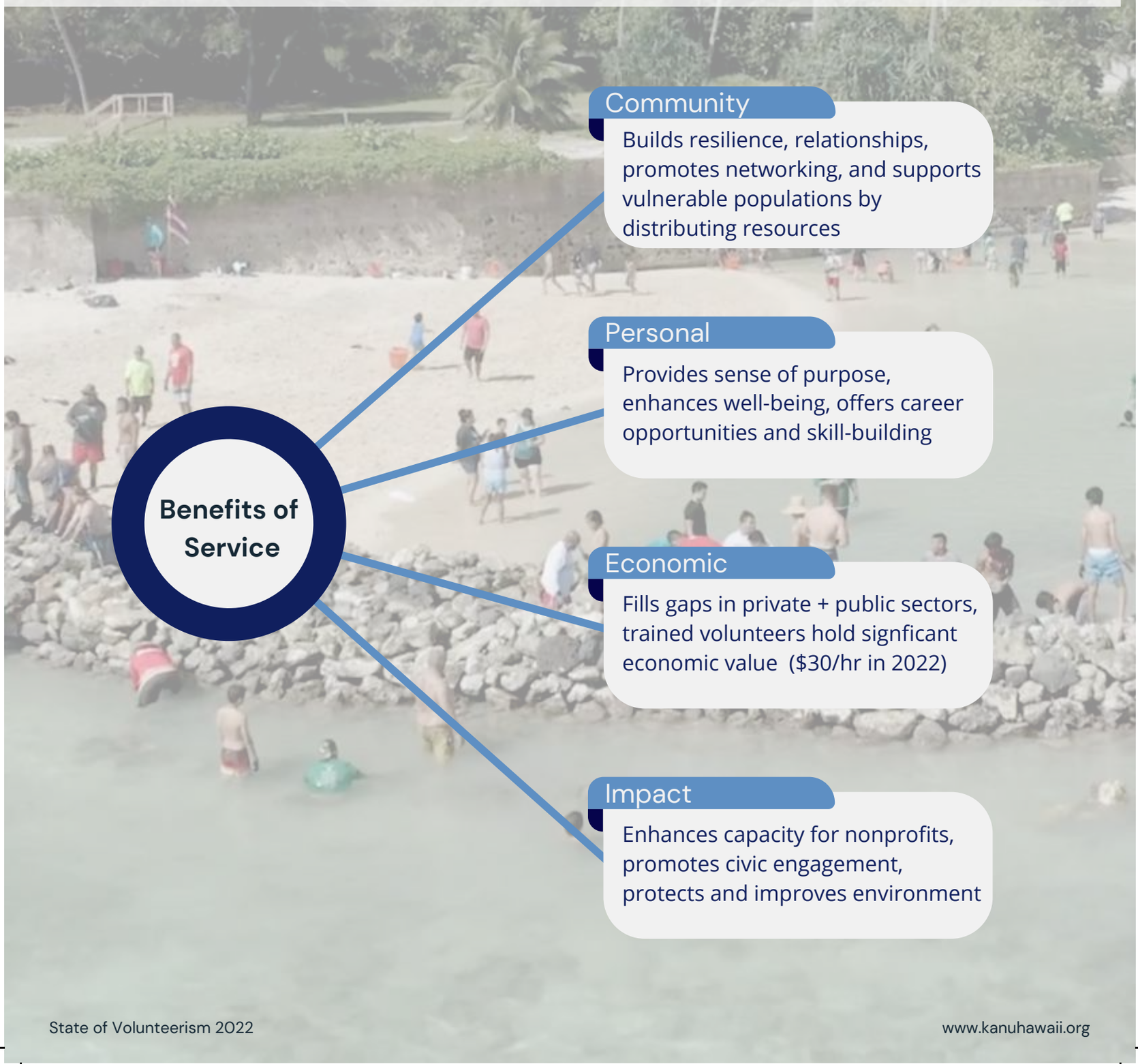
About Kanu Hawai'i

Kanu Hawai'i is a nonprofit 501(c)3 based on O'ahu that has been leading statewide social impact campaigns since 2007. With a focus on catalyzing community action, promoting stewardship, and cultivating public engagement through personal commitment. Our values of kuleana, aloha, pono, and mālama 'āina are deeply rooted in our mission: to provide tools and opportunities for people to connect with one another and take action that builds more compassionate and resilient communities across Hawai'i. Our past impact projects encourage participants to advocate for the change they want to see in their backyards - from local food options, clean energy, and intergenerational volunteerism. We strive to build bridges between stakeholders, State leaders, youth, residents, visitors, and public and private sectors to grow relationships of trust that amplify our collective impact. Collaboration and connection remain our primary strategy to build knowledge, share resources, and promote cohesive communities equipped to make lasting change.



Value of Volunteering

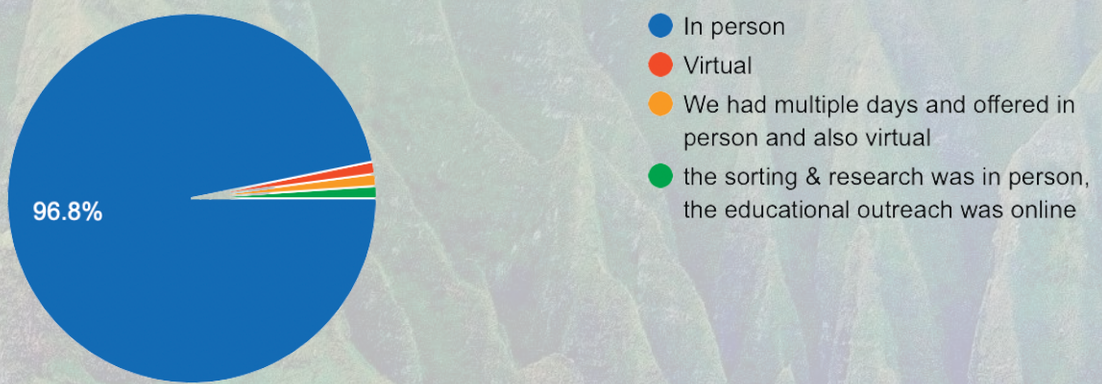
Volunteering offers meaningful opportunities for people to get involved and make a significant contribution to the empowerment and resilience of their communities.
In the wake of the pandemic, Volunteer Week Hawai'i 2022 provided an opportunity for thousands of people across Hawai'i to come together and serve missions they care about.



Pandemic Rebound

Volunteer Week Hawai'i 2022 took place following the main wave of the COVID-19 pandemic, and it was an opportunity to gather information on how service events were being led by community organizations.

Figure: Event format for participating nonprofits





At A Glance

volunteer month HAWAI`I

10,000+ total volunteers

400+ Events Statewide

Over 90% resident volunteers

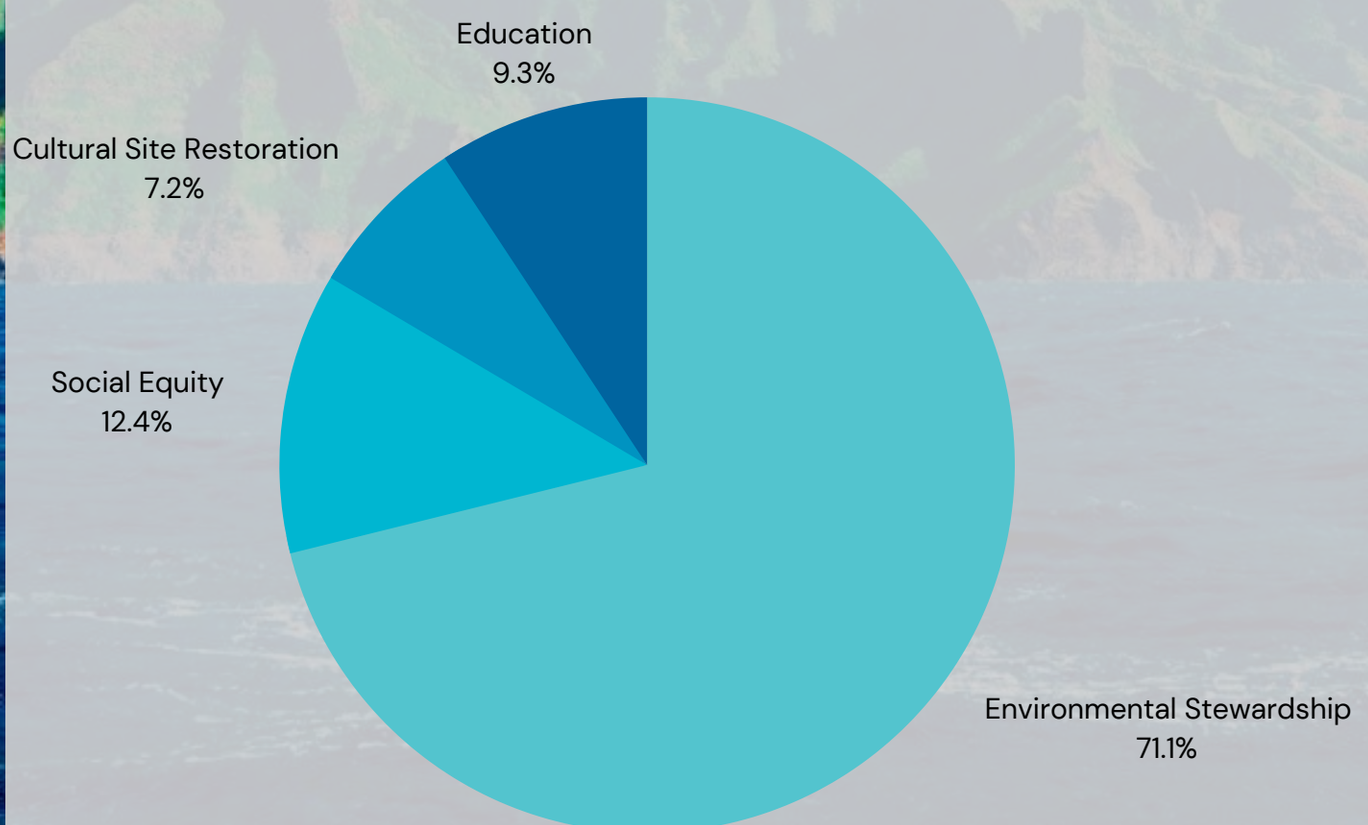
175,000+ teachers & students

State of Volunteerism 2022 www.kanuhawaii.org

Volunteer Priorities

Since 2018, Kanu Hawaii has been supporting engagement opportunities through Volunteer Week Hawaii each year to give back through service. With over 1,200+ nonprofit partners across the islands, local volunteer events are specific to the needs of each community where those organization operate, and responsive to the participation of the local communities they serve.

We sampled a small subset of our partners (n=97) to better understand the impact of community events in 2022, and what our partner's priorities were. **Out of the partners that filled out the response survey, organizations fell into four main categories that reflect the needs of our communities.** Of these, the primary volunteer opportunities centered around environmental stewardship as the primary focus of the service events.



Pledge to Our Keiki

The Pledge to Our Keiki is an opportunitiy for residents and visitors to commit to give back to Hawai'i in their daily lives through shared awareness and service. The Pledge was created by students across Hawai'i, with the goal of gathering signatures that shows support for the Hawaii they want to inherit. Signing it is a starting point but the Pledge is really about taking action. Similar Pledges, such as in Palau, have the potential to encourage responsible visitor behavior that supports their environment. Everyone is welcome to sign the Pledge, which is meant to be an invitation to engage further in reciprocity, and an entry point for the public into volunteerism.







Pledge To Our Keiki

From our elders we have learned we are part of the environment, not above it. The life, lands, and waters are more than just our surroundings, they are our family.

From our children we will learn that Hawai'i is not inherited from our ancestors but borrowed from our future generations.

So when you are welcomed here, you become part of this 'ohana that is responsible for us and our island home too. Just as we, nā keiki o ka 'āina, the children of Hawai'i, pledge to care for these islands, we ask that you make this pledge to us:

For a rare and endangered place, where a destructive foreign species is introduced every day... I will bring only what is invited and be mindful of where I explore.

For an island community that defines wealth not by what is kept, but what is shared... I will give my respect and leave what is not mine to take.

For an indigenous culture that has evolved with these islands, both unique and intertwined in their existence... I will experience sacred places and practices with a bowed head and open heart.

For this birthplace of aloha that typically welcomes more visitors than has residents... I will live aloha, tread lightly amongst this beauty and make it cleaner than I found it.

For a Hawaiian people whose ancestors sailed here using only the stars to guide them in search of islands to sustain them... I will learn from your legacy and support your ongoing voyage toward sustainability.


PLEDGE TO OUR KEIKI
Alaska
From our elders, we have learn art of the environment, not above it. The life, lands, and waters are more than just our s , they are our family.
From our children, we will learn i is not inherited from our ancestors but borrowed from our future generations.
So when you are welc of thi that is responsible for us and our island home too. Ju vai'i, pledge to care for these islands, we ask that you m
• For a rare and pecies is introduced every day—I will bring only wha
• For an island c h not by w at is shared—I will give my respect and le
• For an indigen with the ique and intertwined in their existence—I wi and prac d head and open heart.
• For this birthplac lcomes r has residents—I will live aloha, tread lightly amor it cleane
• For a Hawaiian peo ed her to guide them in search of islands to sustain your l

Community Rebound

Volunteer Week Hawai'i 2022 took place following the main wave of the COVID-19 pandemic, and it was an opportunity to gather information on how service events were being led by community organizations. What we found was a spike in participation from the two previous years as residents rallied together after separation.

What we learned: Community service is a key cornerstone to connecting in Hawai'i, and is an invaluable pathway that not only provide purpose, but brings people together around shared values and place.

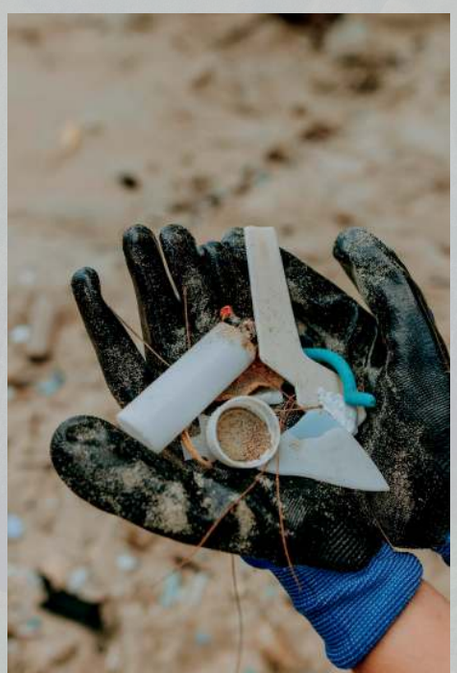




Featured Impact

mālama maunalua

Mālama Maunalua removed over 1,000+ pounds of invasive algae from Maunalua Bay



Plastic Pickers in Paradise

100+ pounds of marine debris and monofilament removed

sustainable coastlines Hawaii

1000+ pounds of marine debris removed

Rotary
Waianae Coast Rotary Club

160+ pounds of marine debris removed

SURFRIDER FOUNDATION

5,700 pounds of marine debris removed

WAIMEA VALLEY
HĪPAKA LLC

Over 800 pounds of invasive seaweed removed

1,800 pounds of trash removed from Maui coastlines & parks

MĀLAMA MAUI NUI

and so many more!

State of Volunteerism 2022
www.kanuhawaii.org

Support Community


Mauna Kea

Some of the most impactful service opportunities included in Volunteer Week Hawaii 2022 included a social focus and intergenerational impact. Volunteers came together to support neighbors in need, speak up for the wahi pani (sacred places) they steward, and provide learning tools and necessities to students.

2,100

boxes of food packed for senior by Hawai'i Food Bank

4,000

Households served by Feeding Hawai'i

Helping Hands Hawai'i®

Donate and distributing school supplies to students in need

FamilyPromise of Hawai`i

Donate and distributing household necessities

State of Volunteerism 2022 www.kanihawaii.org

Preserve Culture

Reconnecting our communities to Hawaiian culture is a key piece of Volunteer Week Hawaii and Kanu Hawai'i's mission as an organization. Every year, community service opportunities at cultural sites are able to not only enhance wahi pana (sacred places) that we cherish, but also offer opportunities for children, families, and visitors to experience our way of life.



Maui Visitors & Convention Bureau



fish pond and cultural site restoration

Friends of Kalalau Trail



trail maintenance & restoration

Mālama Waikalua Loko'ia



invasive removal and fish pond restoration

Friends of Kamalani



heiau restoration landscaping and maintenance

Endorsed by Leaders

The State of Hawai'i continues to support volunteerism as a pathway to community resilience. Governor David Ige, along with all four county mayors, proclaimed April 17 – 23, 2022, as Volunteer Week Hawaii through proclaimactions Also in 2022, Act SB2202 declared the month of April as Volunteer Month to expand community service engagement and that signed into law.

"Having people work in the community is probably the best way to get them to be invested in our community,"
- Governor Ige



Governor David Ige and First Lady Dawn Ige work to restore native plants at Lē'ahi (Diamond Head)



Media Reach

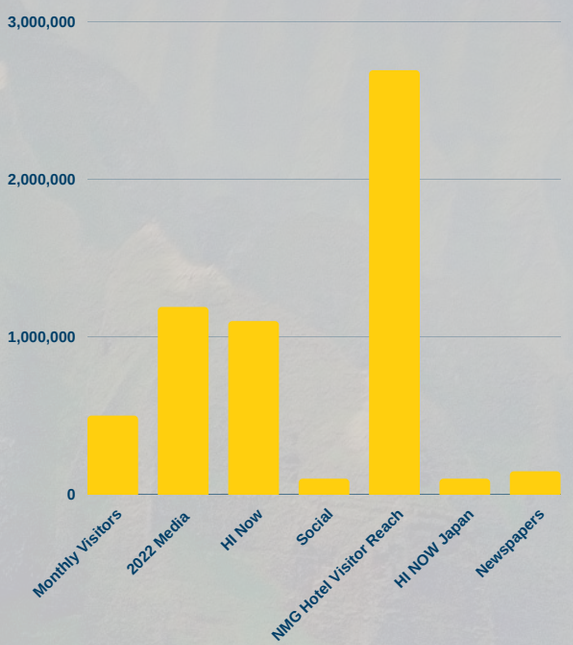
Through our partnerships across Hawai'i, we were able to reach a global audience during Volunteer Week 2022. The scope and reach of our media represents 99% of all adults in Hawai'i, thanks to critical partners that dedicated coverage to community service events.

312,561,997 Million*

VOLUNTEER WEEK REACH

- **A STORY COUNT OF 215**
- **NIELSEN AUDIENCE : 1,103,892**
- UNIQUE VISITORS **: 312,561,997**
- **CALC ADD VALUE: $255,527**
- **CALCULATED PUBLICITY VALUE : $766,573**
- MEDIA **RUNTIME 2:13:40**

THIS REACH REPRESENTS ALL UNIQUE DIGITAL , BROADCAST & PRINT MEDIA IMPRESSIONS GLOBALLY



HAWAII NEWS NOW







KITV 4 ISLAND TELEVISION

AP







Star Advertiser

BUSINESS INSIDER







yahoo! finance

Corporate Kuleana

ESG in Action

The ESG framework has become increasingly popular in the private sector, especially in the hotel and tourism industry in Hawai'i. Consumer demands from both visitors and residents are driving hotels to innovate - environmentally, socially, and through internal decision-making (governance). During Volunteer Week 2022, we found multiple private sector business partners working to advnace their ESG committments through our initiatives.

Here are some examples of ESG in Action in Hawai'i.

ENVIRONMENT	SOCIAL	GOVERNANCE
Company & staff participate/host green event (beach clean up)	Company participates in give-back events (food bank volunteering)	Decision-making is participatory by all staff
Company takes measures to reduce waste	Company encourages labor unions	Leadership is diverse and representative
Company takes steps to lower emissions	Company protects worker wages and rights	Authority is distributed amongst leadership

Volunteer Week provides an opportunity for companies to partner, host, and participate in community service opportunities that empower their staff.

Volunteer Week events also help companies meet their ESG goals.

Looking Ahead

Community service is a piece of our way of life in Hawai'i. However, the collaborative nature of Volunteer Week each year provides a designated time for community members to come together and care for the places they love. In 2022, our statewide involvement continued to expand, in both reach, numbers, and focal areas. Residents and visitors across the state shared with us what they are most passionate about stewarding - fish ponds, rubbish removal from our coastlines, our kupuna and keiki, and so much more. ***The campaign came to a close in the best way - government recognition that volunteerism should take place across the entire month of April each year.***

Looking ahead, Kanu Hawai'i is ready to scale our impact and encourage community service across Hawai'i. The Pledge to Our Keiki, a commitment campaign, is the entry point to service for students, educators, and their families. Through a 5-year partnership with the Department of Education, the Pledge to Our Keiki will reach classrooms across Hawai'i with curricula, service opportunities, and community connections. With our growing network of private sector partners, we hope to build bridges between companies pursing ESG commitments and classrooms looking to expand their community involvement.



Proclamation

"VOLUNTEER WEEK HAWAI'I"

Volunteerism is for everyone. Visitors and residents alike have a role to play in caring for Hawai'i, our environment, and communities. It will take all of us to rise to the occasion to protect our 'āina for future generations - and it begins with immersing ourselves in service.

Kanu Hawaii

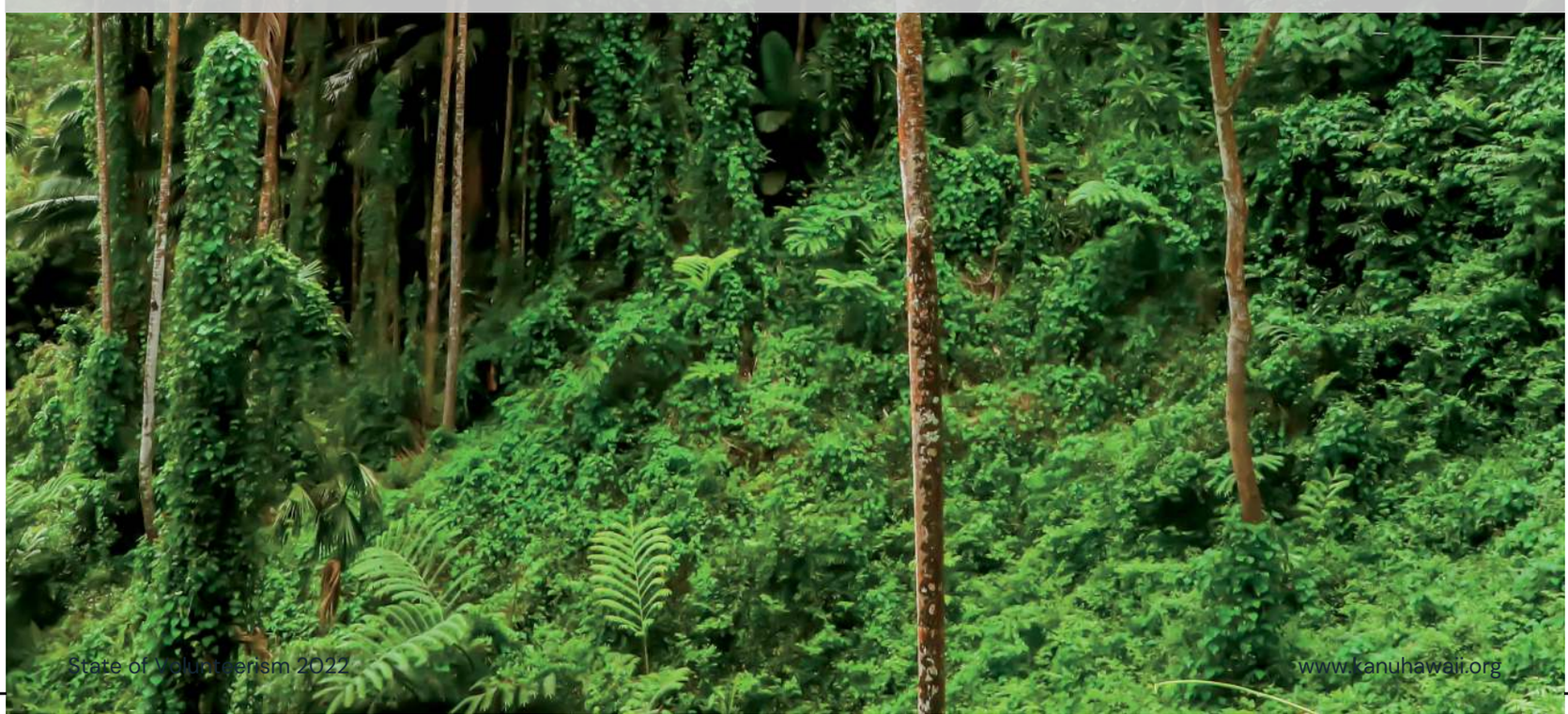
Our Partners

Malama Kauai
Be The Match Hawaii
Blue Zones Project -Kapolei & 'Ewa
Project Vision Hawaii
Recycle Hawai'i
Target
Institute for Climate and Peace
North Shore Community Land Trust
Down to Earth Organic & Natural
Maui Nui Botanical Garden
Aloha Harvest
Koolau Mountains Watershed Partnership
Hui o Ko'olaupoko
National Tropical Botanical Garden
Hawaii Green Growth
Panasonic Avionics Corporation
Friends of the Library of Hawai'i
Wasabi International Tours
Hawaii Foodbank
Mālama Maunalua
Māla'ai
Vegan in Hawaii
Lyon Arboretum
Project Hawai'i, Inc
Mauka Lani Elementary School
Sierra Club Hawai'i Island Group
808 Cleanups
Hawai'i Nature Center
Helping Hands Hawaii
Bikeshare Hawaii
Big Island Sailing Foundation
Anthology Marketing Group
Ho'okua'āina
DLNR: State Parks: Diamond Head State Monument
Hawaiian Reforestation Program
Beach Environmental Awareness Campaign Hawaii
Girl Scouts of Hawai'i
Lanakila Meals on Wheels
Hawaii Meals on Wheels
Malama Meals
Blood Bank of Hawaii
Masks4Hawaii (FB group)
Our Kupuna
Waimānalo Health Center
The Food Basket
Chamber of Commerce
Farmer's Market
Royal Hawaiian Catamaran
The Pantry
Vibrant hawaii
Ronald McDonald House Charities of Hawaii
Letters2OurKupuna
Aloha United Way
Sanctuary of Mana Ke`a Gardens
American Cancer Society's Making Strides Against Breast Cancer
MaskUP Hawai'i
Kupuna Kokua
Zero Waste O'ahu
Maui Rapid Response
Blue Planet Foundation
Love the Sea
Project Vision Hawai`i
Partners In Care
Olelo Community Media Group
Special Olympics
Alexander and Baldwin Sugar Museum
Rotary Club of Waikiki
Hawai'i Island School Garden Network/ Hawaii Academy of Arts & Science
Maui Visitors and Convention Bureau
Kaneohe Rotary
Downtown Honolulu Rotary
Lāhui Foundation
Kalaeloa Heritage and Legacy Foundation
Partners in Development Foundation
Samaritan Counseling Center Hawaii
Test account
Alzheimer's Association- Hawaii
'Ōlelo Community Media
Hearts For Animals Wellness
LbE Hawaii LLC
Bottles4College
Magical Creatures of Hamakua - Animal Rescue and Sanctuary
Surfrider Foundation - Oahu Chapter
Surfrider UH
Kōkua Hawai'i Foundation
Surfrider Maui
Everyday Hero Project
SHARKastics
Down the Hatch
Food Not Bombs Maui
Rotary Club of Lahaina Sunset
Maui Time
Pahoa Lava Zone Museum
Rotary International District 5000
March of Dimes Hawaii
Pōhāhā I Ka Lani
Three Ring Ranch Exotic Animal Sanctuary
Kona Cloud Forest Guided Walking Tours
'O Maku'u ke Kahua Community Center
ReTree Hawaii
Feed My Sheep
Malama Maui Nui
Trilogy Excursions
Extended Horizons
Sail Maui
Pacific Whale Foundation
Hawaiian Paddle Sports
Malama Hamakua Maui
The ARTS at Marks Garage
Hawaiian Humane Society
Kāko'o 'Ōiwi
Protea Zero Waste
Dooma Photos
NAMI Hawaii State
Hawai'i Women in Filmmaking
Kipuka Olowalu
Ka Pa Hula Hawaii
Friends of the Kalalau Trail
Friends of Kamalani
American Cancer Society
Pu'uhonua Society
Nā Mea Hawai'i
Maui Prep
Maui Prep 3rd Grade
Moloka'i Gorilla Ogo Cleanups
University of Hawai'i Hawai'i Institute for Human Rights
Hui Pono Holoholona
Kihei Charter School
United Airlines
Southwest Airlines
Help Kupuna with Lawn Care
Na Hoaloha
North Hawaii Hospice
The Salvation Army in Kona
KapCC Service & Sustainability Learning Program
New Hope Leeward
Earth Day in Lydgate Park 2022
Eco Rotary Club of Kaka'ako & Smart Living Hawaii
Kamāwaelualani
Malama Na Apapa
Kauai Humane Society
Waianae Coast Comprehensive Health Center
Roman Catholic Diocese of Honolulu & BSA Aloha Council Troop 39
Maui Sustainable Solutions
Maui Food Bank
Hawaii Voluntary Organizations Active in Disaster (VOAD)
Women in Need
YWCA
Hawaii Health Harm Reduction Center
Alternative Structures International
Catholic Charities Hawaii
Child and Family Service
Gregory House Programs
H5 - Hawaii Helping the Hungry Have Hope
Hale Kipa Inc.
Ho`omau Ke Ola
Holomua Na `Ohana
Honolulu Community Action Program
Housing Solutions Inc.
IHS Institute for Human Services
Kahikolu Ohana Hale O Waianae (KOHOW)
Kalihi-Palama Health Center
Kealahou West Oahu
Mental Health Kokua
Parents and Children Together
River of Life Mission
Steadfast Housing Development Corporation
The Salvation Army
U.S. Veterans Initiative
RYSE
Hawaii Youth Services Network
Hina Mauka
Leeward Housing Coalition
Legal Aid Society
Help is on the Way
Keiki to Kupuna Foundation
The Salvation Army Kroc Center in Hawaii
St. Francis Healthcare Systems
Junior Chamber International (JCI) Honolulu
Elderly Affairs Division of the City and County of Honolulu
Project Hawai'i, Inc.
The Friends of Iolani Palace
Honolulu Habitat for Humanity
Lunalilo Home
Nourish Kauai
Hi'ipaka LLC, Waimea Valley
Haha'ione Elementary School
American Red Cross Hawaii Chapter
East Hawai'i Cultural Center
Ku-A-Kanaka
YMCA of Honolulu - Atherton Branch
Elderly Affairs Division-RSVP (Retired and Senior Volunteer Program)
Hapa Mana
Kokonut Koalition
Sustainable Coastlines Hawaii
AARP Hawaii
Breast Cancer Hawaii
Hiistick x Leahi Soccer Crew
DLNR State Parks
Lanakila Multi-Purpose Senior Center
Waikiki Aquarium
Rotary Club of Downtown Honolulu
Mauna Kea Forest Restoration Project
Waipa Foundation
We Go Maui
Hope Education Center
Pacific American Foundation
Aloha Animal Sanctuary
Wahine Action
Malama Manoa
Obama Hawaiian Africana Museum
Partners In Care | Oahu's Continuum of Care
Pearl Harbor National Memorial
Hanalei/ St Williams Food Pantry
Kauai Climate Adaptation Plan
Hawaii Bicycling League
Kauai Outrigger Association
Lāna'i Culture and Heritage Center
Healing Horses Kauai
Kauai Animal Education Center
Livable Hawaii Kai Hui
Leilani Farm Sanctuary
Inspire Kailua
The Kohala Center
Hawai'i Children's Action Network
Sunshine School
POP
Surfrider Foundation - Kauai Chapter
Hawaii Diaper Bank
Ikaika Hawaii
Kaimuki High School English Learner Program
Hui o Ho'ohonua
Hui O He'e Nalu
Habitat for Humanity Leeward Oahu
PATH
Rotary Club of Honolulu
Adventist Health Castle
Hawaii Institute for Human Rights
Friends of Diamond Head Clubhouse
County of Kauai
Ho'omalu Ke Kai
Plastic Pickers in Paradise
Department of Education (DOE)
DOE/Pulama Lana'i
City and County of Honolulu DFM- Storm water Quality Division
Makakilo Hawaii Stake - JustServe
City and County of Honolulu
The Salvation Army Hawaiian & Pacific Islands
KauaiEV - Kauai Electric Vehicle Association
Hawaii SAR CON
Malama Miloli'i Kipuka
EHK Hospitality LLC
Kauai Citizen Forester Program
Village of Hope Maui
Kealia Pond National Wildlife Refuge
Hickam Thrift Shop
Malama o Na Keiki
Malama i na Honu
Kapilina Beach Homes
Lanai Cat Sanctuary
Hawaii Nature Center
Family Promise of Hawaii
Seed of Love
Kokua Harvest
Rotary Club of Kapolei
Upcountry Maui Rotary Club
Rotary Club of Ala Moana
Pearlridge - Rotary
Big Brothers Big Sisters of Maui
Rotary Club of Kapolei Sunset
Waikiki Rotary
Lahaina Sunset Rotary
Rotary Club of Kihei-Wailea
Ala Moana Rotary
eClub of Hawaii Rotary
Rotary Club of Kahului
Rotary Club of Hickam Pearl Harbor
Windward Sunrise Oahu Rotary
Waianae Coast Rotary Club

Kanu Hawaii



Mahalo for your kōkua

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