

ANNUAL REPORT



2024



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LELE ALOHA
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FOUNDER'S MESSAGE

It is incredible to sit and review the many hardships, and the vast amount of effort our community of Lāhaina has put in since August 2023. It is equally incredible to reflect on our communities' collaborations to heal, revive, and return to Lāhaina. Our small non-profit, Lele Aloha is truly honored to be a part of this lift for Lāhaina, this aloha for Lele.

Ho'ūlu Lāhaina Unity Gathering: Fostering Community Solidarity

On January 20, 2024, Lele Aloha hosted the Ho'ūlu Lāhaina Unity Gathering, drawing thousands to a collective healing event. Thousands marched from the bypass to the ocean,

representing all our Lāhaina families and communities. Marchers were greeted by an 'auwa'a (fleet) of voyaging canoes and surfers. The gathering featured cultural performances and speeches, including our 'ohana wa'a, family of canoes, emphasizing the importance of unity and patience in the rebuilding process. Ho'ūlu means "to grow, to revive" and our community felt the reviving energy that symbolized the start of our healing process and the transition from Response to Recovery.

Hauola Grants: Empowering Recovery

In 2024, Lele Aloha launched the Hauola Grants, a grant initiative named after the historic Hauola stone, symbolizing healing and rebirth. The program provides financial support to individuals, families, and grassroots organizations affected by the fires, prioritizing those involved in rebuilding efforts, including capital improvements, community programs, and health services. Notably, Lele Aloha awarded \$240,000 to 14 spiritual centers, reinforcing their roles as vital community hubs. Funding was also provided to help support the establishment of the non-profit organization Kaibigan ng Lāhaina. In addition, Lele Aloha provided funding and volunteered in numerous youth and community events.

Mauka to Makai Programs: Preserving Cultural Heritage

Lele Aloha's Mauka to Makai Programs aim to perpetuate ancestral cultural practices from the mountains to the sea. These initiatives support the community's connection to the land and ocean, fostering a sense of identity and continuity. In the uplands, ma uka above Lahaina at Kahoma, we are restoring traditional taro patches that help sustain our ma uka water resources for the community. Down ma kai, Manaiakalani sailing canoe provides an ahupua'a view of Lāhaina and our community.

These foundational programs give us a strong pola, platform on our collective canoe, to holomua, move our community forward. Our partner are filling our sails, and our point on the compass is set to bring all of us back home to Lāhaina.



ABOUT LELE ALOHA

In 2024, Lele Aloha emerged as a beacon of resilience and cultural stewardship in Lāhaina, Hawai'i, following the devastating August 2023 wildfires. Founded by renowned waterman Archie Kalepa, the nonprofit focused on healing, rebuilding, and revitalizing the community through a blend of traditional values and contemporary support systems

VISION

A thriving Hawai'i founded on love of the land, love of 'ohana, and love of community.

MISSION

To honor Hawai'i's rich genealogy for 'ohana; protecting land, ocean, water resources, and building healthy communities beginning with Lahaina.

Lele Aloha is an native Hawaiian led 501(c)(3) non-profit in the State of Hawai'i, created to support a thriving Hawai'i through community regeneration.

2024 IMPACT SUMMARY

COMMUNITY EVENTS & CULTURAL ENGAGEMENT



PROGRAM &
COMMUNITY
PARTICIPANTS

90,080

Ho'ūlu Lāhaina Unity Gathering:

Brought together over 10,000 people to stand in collective remembrance and strength.

FestPAC 2024:

Supported participation in the Festival of Pacific Arts & Culture, which welcomed over 60,000 attendees to O'ahu over 14 days.

Lāhaina Christmas Light Parade:

Celebrated the season with over 20,000 community participants.

Kahoma Work Days:

Mobilized more than 80 volunteers in direct community support and restoration efforts.

HAUOLA GRANTS PROGRAM

Hauola Grants continued to grow in 2024:

\$240,000 awarded to **14** spiritual centers, Moku'ula, Waiola Church, Lāhaina Baptist Church, Honpa Hongwanji Mission, International Christian Fellowship Church of God, Lahaina Seventh-day Adventist Church, Maria Lanakila Catholic Church, Lāhaina Shingon Mission, Holy Innocents Episcopal Church, Wo Hing Temple Museum, Lahaina Unity Methodist Church, Lāhaina Jodo Mission, Kingdom Hall Of Jehovah's Witnesses, and Grace Baptist Church, to support spiritual and cultural healing.

\$45,606 awarded to **4** community organizations, including Lāhainaluna High School Football Team, Kaibigan ng Lāhaina, Lāhaina Hawaiian Civic Club, Lokahi Pacific - Kamehameha Day Parade affirming the power of local leadership and youth engagement.



HAUOLA GRANTS AWARDED

\$285,606

HAUOLA GRANT AWARDEE

LĀHAINA UNITED METHODIST CHURCH

Pastor John Crewe shared how Lāhaina United Methodist Church has stayed strong through faith and 'ohana. Their lei ministry, offering handmade lei to visitors, reflects their spirit of aloha. With the Hauola Grant Award, they are building a temporary pavilion and expand outreach through sound and streaming.



HAUOLA GRANT AWARDEE

WAIOLA CHURCH

The sacred grounds of Waiola Church, where generations of ali'i rest, remain steadfast despite the flames. While the church itself must be entirely rebuilt, Waiola Church has invested funds from Lele Aloha's Hauola Grant to rebuild the surrounding rock walls. With humility and deep aloha, they continue to mālama this wahi pana, ensuring its history and mana endure for future generations.

*Ka Ipu Kukui Pio'ole
I Ke Kamaula*

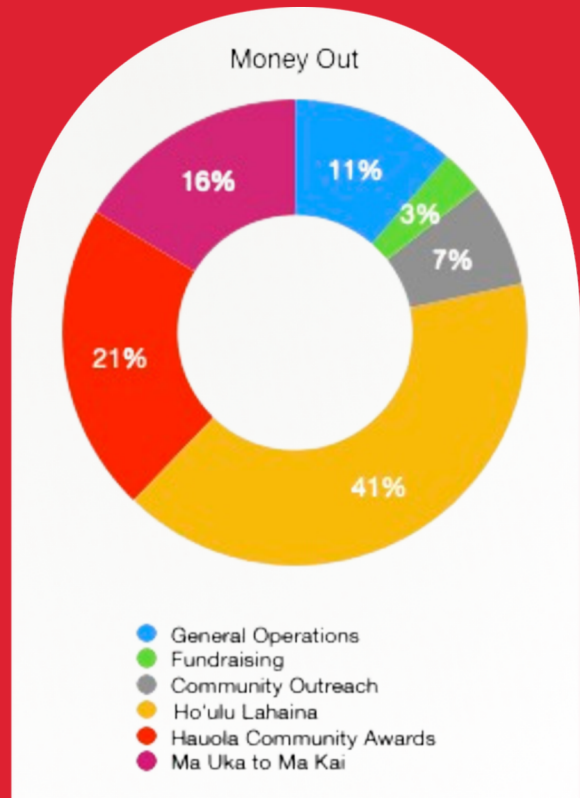


FINANCES

Money In	
2023 Balance	\$1,123,204
Grants (Restricted Funding)	\$284,432
Donations (Unrestricted)	\$312,567
Total income	\$1,720,203

Money Out	
General Operations	\$152,773
Fundraising	\$40,635
Community Outreach	\$97,249
Ho'ulu Lahaina	\$546,144
Hauola Community Awards	\$288,959
Ma Uka to Ma Kai	\$219,429
Total expenses	\$1,345,189

Money Left Over	
Income minus expenses	\$375,014



DONORS

Alliance for a Justice Society
 Dan McInerny
 G Heinz
 Hawai'i Executive Collaborative
 Hawaiian Native Corporation
 ILWU
 JP Morgan Charitable Giving Fund
 RMG Hawai'i
 Kamehameha Schools - Unity Gathering
 Laird Hamilton
 OHA

Olukai
 Schwab Charitable Fund
 The Gift Foundation
 World Surf League
 Ama Olukai
 Sales Force
 Numerous Individual Donors



LOOKING AHEAD...

Priority 1 - Investing in Lāhaina's Path to Rebuilding

Lele Aloha's 2025 priority is to support generational housing and ways for community to stay in Lāhaina through our Hauola Grants Program. The Hauola Grants Committee completed its first individual/'ohana grant review in January.

8 'ohana (families) are set to receive awards for home rebuilding and support for remaining in Lāhaina.

Additional applications are under review for future support rounds. Learn more on our website <https://www.lelealoha.org/hauola-grants>

Priority 2 - Rebuilding Lāhaina's Path to Resilience

Lele Aloha and our community partners are raising funds for a much-needed **community hub**—a place where our 'ohana, our community, can 'īnana hou - gather, heal, and thrive. Help us secure our resuces and build our community hub.

Priority 3 - Resilient Resources for Lāhaina's Path to Recovery

Our Ma Uka to Ma Kai programs provide an opportunity for a unique understanding of Lāhaina from the upland lo'i and fresh water streams to our coastal ocean resources. Lāhaina has remained resilient through history, including wildfires and economic downturns because of these resources. The vibrant health of this 'āina are a necessary foundation for a resilient community. Learn about our Ma Uka Kahoma and Ma Kai Manaiakalani programs and join our efforts to restore and maintain these important resources.

GET INVOLVED

Make A Tax-Deductible Donation

To donate:

<https://lele-aloha.monkeypod.io/give/support-lele-aloha>

OR

Mail your donations

Lele Aloha

P.O. Box 191

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FEIN: 93-3497619



Donate to Lele Aloha



Join Our Community Programs

