



HAWAII
PACIFIC PARKS

2023

IMPACT REPORT

STRONGLY ROOTED, WIDELY CONNECTED: 90 YEARS OF PARTNERSHIP

FROM THE EXECUTIVE DIRECTOR AND BOARD CHAIR

Aloha kakou. Welcome to our 2023 Impact Report.

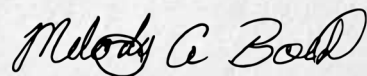
This year's theme is built on the Hawaiian saying: *I ulu no ka lālā i ke kumu*: From a strong foundation grows an abundant future. The Hawaiian endemic koa tree is a titan of the forest, and one of two main species (the other being the 'ōhi'a lehua) that create an integrated foundation for a healthy, thriving forest. Koa trees can reach over 115 feet high, and be thick and sturdy enough through the trunk to be felled and used for multi-person, open-ocean canoes. Mature, healthy koa trees create possibility and safety for the myriad plant, insect, and bird species that rely on them. As we write this report, koa trees are blooming all over the Hawaiian Islands, feeding endemic Hawaiian birds with nectar.

Like the koa, secure and strong in the tapestry of the busy forest, ours is a legacy of over 90 years of strength and ongoing growth of our relationships with our seven national park partners, our island communities, and the community of public lands supporters. 2023 brought us an all-time sales high as our park store registers accepted the enthusiastic purchases of visitors. That means that 2024 will be a flush, full year for the funding of parks programs and projects. Our steady foundation means that our partners can rely on us, branching out when they need to, secure that we will be here no matter how stormy the weather.

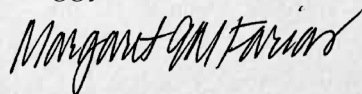
We added a layer of funding this year, too, branching out of our traditional role: Our 90 For 90 Challenge solicited donation funds at park store registers, with all funds raised to be utilized in each specific park. Our goal was to raise \$90,000 for our partners by December 31, 2023. We hit that goal in early December and kept the challenge running. By the last day of 2023 we had raised over \$106,000 with the goodwill and generosity of parks visitors and shoppers. That will be a lot of seed money for park needs in 2024.

In the following pages, please explore a few more details of our successful, hopeful year, and learn how we connected to the programs and the projects we support at our seven national park site partners. As we move ahead, we ask that you visit our visitor center stores when you can, or check in with us at our website, online shop, Facebook, Instagram, and Bluesky accounts. And mahalo nui loa, thank you very much, for all that you do.

Mel Boehl, Executive Director



Peggy Farias, Board Chair



OUR STAFF & BOARD

MELODY BOEHL
Executive Director

CAROLYNN MILNER
Executive Assistant

PAUL BIESCHKE JR.
IT Systems Administrator

EMMA BEYER
Operations Assistant

MICHELLE AUGELLO
Sales Director

MARY COCKETT
Haleakalā Area Manager

AL GALIZA
Hawai'i Volcanoes
Area Manager

ALEX CHAVEZ
West Side Area Manager

KIM OLSEN
Creative Services Director

JUDY EDWARDS
Communications Specialist

DYLAN FLEMMING
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Director

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Director

DONNA BARR
Director

MARILYN NICHOLSON
Director

KAPONO'AI MOLITAU
Director

HOW WE SUPPORT OUR PARTNERS

In our nine decades of park support, we have donated to our partners in many ways. Some of our support has been for long-running programs and projects, but also for one-off or unforeseen park needs as they arise. Long-running programs that we are proud to support for—in some cases—multiple decades include Youth Ranger, Youth Intern, and Youth Stewardship programs at Haleakalā and Hawai'i Volcanoes national parks.

They include endangered species management programs that protect and conserve the nesting grounds for the critically-endangered hawksbill sea turtle, the Hawaiian petrel, and the large landscapes that support the recovery of the Hawai'i State Bird—the nēnē.

We have been pleased to donate to, and often be part of, the 'Ike Hana No'eau Hawaiian arts and crafts workshops, demonstrations, and classes held at all of our partner parks, as well as the yearly Hawaiian cultural festivals that are held on park grounds.



The Volunteers in Parks program that we support helps to pay for the various needs of short-term and long-term volunteers who do everything from working in park archives to camping on remote park beaches to monitor hawksbill sea turtles.

Because Hawai'i schools do not have buses, we help cover the cost of buses when students visit the parks, like they do every year for two days in November to celebrate the Hawaiian season of Makahiki at Kaloko-Honokōhau National Historical Park; and for the Earth, Sea, Sky program for Hawai'i Island students created by Hawai'i Volcanoes National Park staff.

Over the decades we have supported the creation and installation of interpretive national park visitor center displays and wayside signs, covered brochure printing costs, and have supplied lots of volunteer lunches.

UNIQUE WAYS OF SUPPORT

National park needs are varied and sometimes unpredictable. Change comes from all directions, and the parks shift to meet the change. HPPA shifts with our partners, making donations available for requests as varied as transportation costs for shipping backcountry mules to Haleakalā National park, or the purchase of pigs and rice for a community feast at the National Park of American Samoa (and in 2009, a donation drive that collected \$10,000 to help the park community recover from a tsunami).

Our donations are included in the funds that built the predator-proof fence protecting Hawaiian petrel nesting burrows at Hawai'i Volcanoes National Park. We have pitched in to help NPS law enforcement rangers at Kaloko-Honokōhau National Historical Park pay academy costs. At Pu'ukoholā Heiau National Historic Site we partnered up for the W.A.V.E. program, which carried park visitors into Pelekane Bay on a Hawaiian ocean canoe while they learned about Polynesian sailing and navigation.

At Pu'uhonua o Hōnaunau National Historical Park we provided a full-time cultural demonstrator on park grounds for several years. In 2017 we helped to create the very first national parks license plate program in Hawai'i, an initiative that now generates revenue in perpetuity for our partners Haleakalā and Hawai'i Volcanoes national parks. We also began creating, with help from our NPS partners, a line of plush native Hawai'i animals that generate a one-dollar donation to endangered species programs with every unit sold.



FRONTLINE EXCELLENCE

Our frontline staff folks are excellent at orienting visitors, handling a myriad of product and park questions, and getting people connected to the keepsakes they love. They have a wide range of skills and abilities that can, and have, allowed for expanded roles in the 90 years of the history of our partnerships. For instance, at the 'Ike Hana No'eu arts and crafts demonstrations offered at Hawai'i Volcanoes National Park, HPPA frontline helps park staff and cultural practitioners teach traditional Hawaiian weaving, featherwork, lei making, bamboo stamping, and more.

In the past, our frontline team lead interpretive walks and other programs in and around park visitor centers, including at our partner Haleakalā National Park. During crisis times when NPS staff has been unavailable to run park visitor centers due to eruptions or other temporary events, HPPA stepped in to help keep those visitor centers open, providing park information and orientation. In the past and for the future, our frontline steps up to meet the need.



OPERATIONAL DEPENDABILITY

HPPA administrative staff support our park partners by managing our brick and mortar and online stores, and donation operations. They manage HPPA finances, human resources, and board support. Administrative staff also work closely with NPS staff to define park program and project donation needs all through the fiscal year, and with NPS input and feedback develop relevant, meaningful sales items. They manage grants on behalf of our partners as a fiscal agent. In addition, administrative staff are part of community events and outreach, investing their time to connect HPPA, and the parks, to the community.



BRANCHING OUT, REACHING UP

In 2011, on the momentum of a series of strategic planning initiatives and the decision to change our name from Hawai'i Natural History Association to Hawai'i Pacific Parks Association (HPPA), we shifted our energies. It was time to invest in our internal organizational capacity in order to better serve the parks. The next few years saw incredible growth that was only slowed by the eruption of Kīlauea (and knock-on park closure / visitorship effects) in 2018, and the COVID global epidemic of 2020.

But, in 2011, we revitalized not only our name and look, but also our approach. This rebrand injected fresh vitality into our NPS partnerships and engaged the public on an updated, vibrant level. We developed a membership program, providing discounts and creating long-term relationships. We launched our social media accounts and brand personality, telling our story to a global audience and providing another way to connect people to parks, and to park products.

That year, our park stores generated 4.8 million dollars in sales. With that increased capacity, we invested in staff development by adding key positions in the business, publications, product development, frontline staff management, and information technology sectors of our association.

We reached some longstanding goals: implementing point-of-sale systems in more store locations, establishing internet connectivity in all our park store locations for improved communication and collaboration, and an improved accounting software system.

We transitioned the new branding into an updated website, creating an expanded window into what we do as a cooperating association and how that translates into projects, people, and positive change at the national parks we support.

Engaging visitors to the parks before they ever arrive, we could now showcase our teamwork and provide links to, and information about, programs and events in the parks. We also debuted an updated and attractive online store for those who wish to contribute to the mission of the national parks through purchases, and began to develop promotions linked to this site and to social media campaigns. We massively expanded our internal digital assets. We also grew our capacity to act as fiscal agents for our park partners without taking the fee that most nonprofit fiscal agents do.

Adding staff capacity empowered us to really dig into meaningful custom product development for our partners, and allowed us to stretch into community outreach programs and support longstanding community events in a more tangible way.



**HAWAI'I
PACIFIC PARKS**

INSPIRE • CONNECT • PRESERVE

NEW FUNDING INITIATIVES

Since our founding in 1933, we diligently look for, and are open to, new ways to support our national park partners.

While we have always had traditional donation boxes in our visitor center park stores, in many locations those boxes are going away and we are now able to take park donations directly at our registers—an easy and familiar way for visitors to give.

A few years ago we created lifelike Hawaiian petrel and Hawaiian nēnē (goose) plush animals. Along with their debut in our stores, we launched a program that ties a one-dollar donation from each plush sale to conservation efforts for those species at the national parks. In 2023, we added an array of plush Hawai'i animal finger puppets to that instant donation program, and in the near future we plan to debut a nēnē plush gosling as well. These new revenue streams provide an instant connection from sales to conservation.

In 2023, we accepted a generous donation of \$10,000 from Parks Project on behalf of Hawai'i Volcanoes National Park, which has used that funding to equip staff during volcanic eruptions and to support endangered species at the park.

And, in 2023, we created a fundraiser with a goal of \$90,000, in order to celebrate our 90th birthday. We called it “90 For 90” and set the end date as December 31st, 2023. Donations raised at park registers stayed at that park for its programs and projects. Parks visitors were so enthusiastic that we hit our goal by the first week of December. We continued taking donations until the 31st, and were able to donate over \$106,000 to our partners when the fundraiser ended.



\$90,000 FOR 90 YEARS

The National Park Service was born in 1916 with 11 parks organized underneath it, and they soon became incredibly popular destinations. In the early 1930s, Hawaii National Park officials decided to follow the example of Yosemite National Park and form a nonprofit cooperating association as a response to the growing influx of visitors. The meeting to organize what was then called the Hawaii Natural History Association (HNHA) was held on November 13, 1933, at Hawaii National Park. Hawaii National Park would be split into Hawai'i Volcanoes and Haleakalā national parks in 1961.



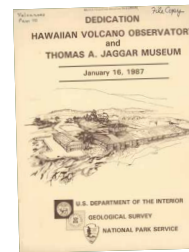
In 2023, to celebrate our 90th anniversary, we challenged ourselves to raise \$90,000 in donations by December 31st at our Maui and Hawai'i Island national park stores. All donations raised at each park stay with that park for its needs. We called it the 90 For 90 Challenge. That ambitious target was met early, (technically in fiscal year 2024) on December 1, 2023. However, we continued to accept donations until December 31st, 2023, as we originally planned. The final donation amount for our partner parks was: \$106,125!

At a meeting held on the evening of November 13, the Hawaii Natural History Association was formed and the constitution, drawn up by former Superintendent Leavitt, was adopted. Election of officers was held, as follows: President, John E. Doerr, Jr.; Secretary, Richmond B. Hodges; Treasurer, Mrs. John E. Doerr, Jr.



Since our founding, we have been a dedicated National Park Service nonprofit partner with a mission to support the preservation, interpretation, and educational programs of seven national parks and historic sites in Hawai'i and American Samoa. In 2011, we rebranded as Hawai'i Pacific Parks Association (HPPA). Over the past 90 years, the organization has raised tens of millions of dollars to support vital national parks projects and programs.

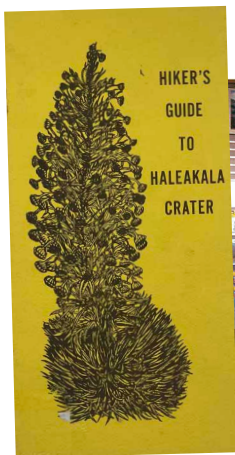
As we celebrate our 90th anniversary, we reflect on the impact that HPPA has made over the past nine decades. We are grateful to our partners, supporters, and the dedicated staff who have helped us achieve our mission and ensure that our national parks are supported for generations to come. As HPPA looks to the future, we remain committed to our mission, are grateful for our partners and supporters, and look forward to the next 90 years!



MEETING THE NEED WITH DISTICTIVE SALES ITEMS

In the early part of the 20th century and the early years of the National Park Service, park cooperators like us were supporting parks and visitors by selling maps and walking sticks, plant and bird guides, and by printing natural history newsletters and geology handouts. Hawaii Natural History association (HNHA) was established in 1933 to meet these fairly simple needs.

Then, people began to shop differently as their expectations changed along with American culture and technology. The 20th century ticked over into the 21st century, and for us that meant it was time to re-evaluate our product choices and sales strategies. What were the expectations of park visitors, and how did those expectations translate into strategic sales decisions that create income for us and convert to donations for our national park partners? We began looking closely at those questions in 2010.



In 2011, HNHA rebranded as Hawai'i Pacific Parks Association (HPPA) and embarked on a course of wider scope. We designed all new lines of sales items for each of our park partners, like park shirts and hats, which created distinct revenue streams instantly. We expanded those park thematic product lines into single-park and all-park collectibles, like sets of pins, patches, and hiking medallions. Stainless steel drinking bottles/flasks were created for each park, and continue to be massively popular.

MEETING THE NEED WITH DISTICTIVE SALES ITEMS

Based on feedback from parks visitors, our frontline staff, and sales data, we have leaned into visitor expectations and now offer stickers, plush endangered species, ornaments, hand-thrown mugs, camping blankets, Hawai'i species jewelry, park puzzles, hiking gear, and much, much more. In fact, every two years we reassess how the purchasing public connects to the parks they love via the selections they make in our brick and mortar visitor center stores and at our online all-parks shop.

Our success in meeting the visitor's expectations means that, in order to stay relevant and revenue generating, we must continue to keep our eyes on buying trends and the always-shifting dynamic of how visitors seek to connect to national parks. This year was our 90th year of successfully navigating these changes. Our dedication to staying relevant will fuel our committment for the next 90 years, and the 90 after that, no matter what shape the changes take.



FINANCIALS

2023 Key Financial Highlights

Total Revenue **\$7,710,153**

Cost of Sales **\$3,886,982**

Gross Profit **\$3,823,171**

Expenses

Program Services Wages \$1,609,366

Total Operating Expenses **\$3,073,136**

Donations

HAVO Donations \$466,134

HALE Donations \$70,765

PUHO Donations \$30,784

PUHE Donations \$9,811

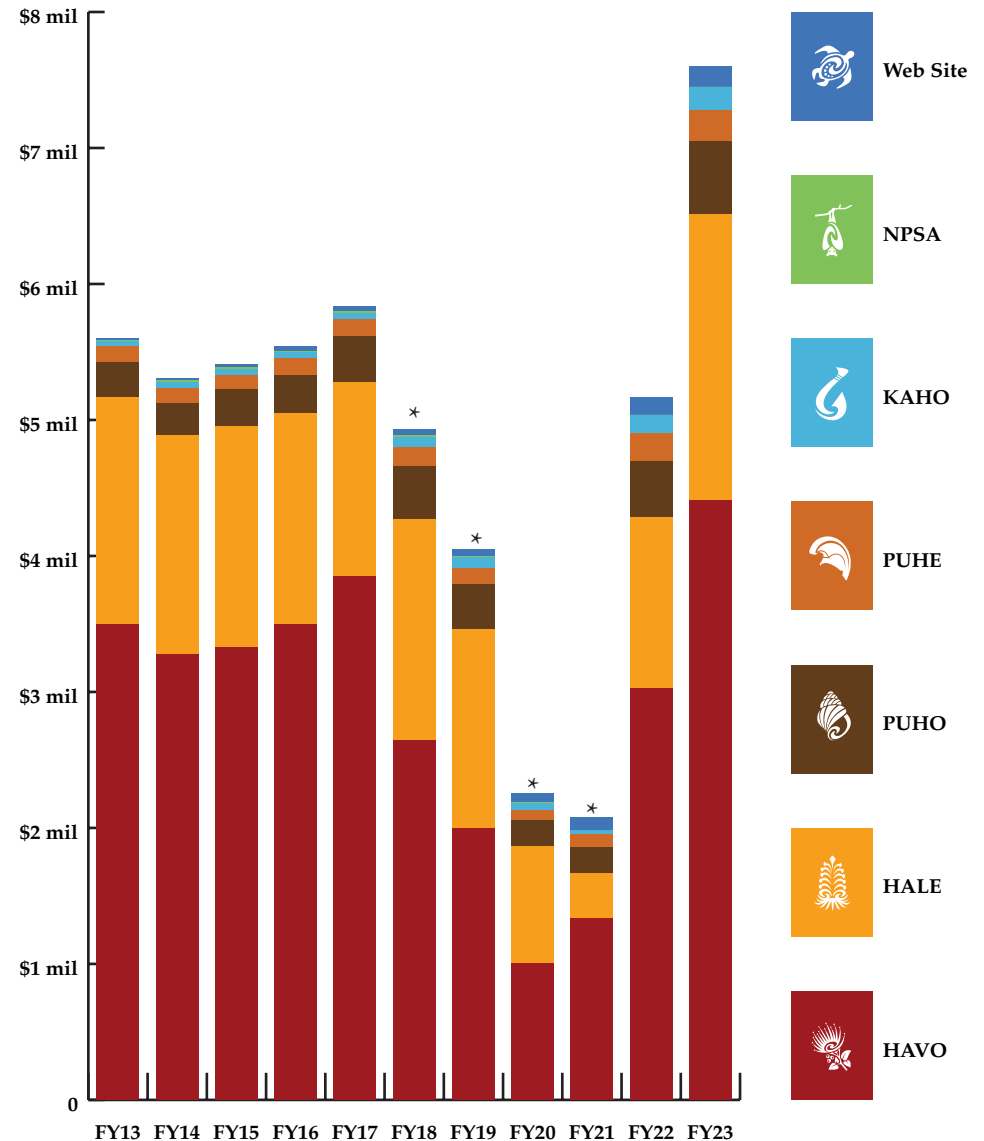
KAHO Donations \$19,730

NPSA Donations \$140

ALKA Donations \$150

Donations to NPS **\$597,514**

2024 Pledged Donations & Funding **\$714,577**



FY18 * HAVO closure due to eruption FY19 * visitor center closure due to gov't shutdown
FY20 * Park closure due to COVID FY21 * Park closure due to COVID



*With a spirit of aloha, we inspire the discovery and stewardship
of the natural and cultural heritage of Pacific Island parks.*

Shared Values

They bring us together

Aloha

*Friendship, happiness,
compassion, 'ohana*

Kuleana

*Responsibility,
commitment*

Mālama 'Āina

*Stewardship, cherish
natural environment
and culture*

Pono

*Honesty, integrity,
trust, respect, fairness*

