



# KUPU

LEARN • SERVE • RESTORE

Slides to accompany presentation,  
Council of the County of Maui, Climate Action,  
Resilience, and Environment Committee  
November 30, 2022

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# Kupu Programs (2020 - 2023)

## Program Name

Conservation  
Leadership  
Development  
Program

Environmental  
Education  
Department

Kupu ‘Āina Corps

## Program Focus

Provides paid, entry level opportunities in conservation through community-based national service

Educating and collaborating with professionals to bring natural resource pathways and academies to youth.

Transitions early-career adults into sustainability careers through paid work and training

## Milestones

- Millions of dollars in income and distributed over \$1.3 M in AmeriCorps education awards for members who completed Kupu programs
- Over 539,000 hours of service completed by Kupu members
- Kupu secured multi-year, prestigious national grant to expand program

- Received Governor Ige's GEER Innovation Award for Natural Resource Education Pathway
- Significantly expanded Educational Programming
- Completed 2 years of the Hawai'i Youth Sustainability Challenge: 1,236 students impacted by project work

- Launched in 2020 at height of unemployment crisis, employed over 360 Covid-impacted individuals in first year
- Relunched in 2022 through the State of Hawai'i's Green Job Youth Corps
- Placed over 140 individuals in sustainability jobs in 2022

## Future Prospects

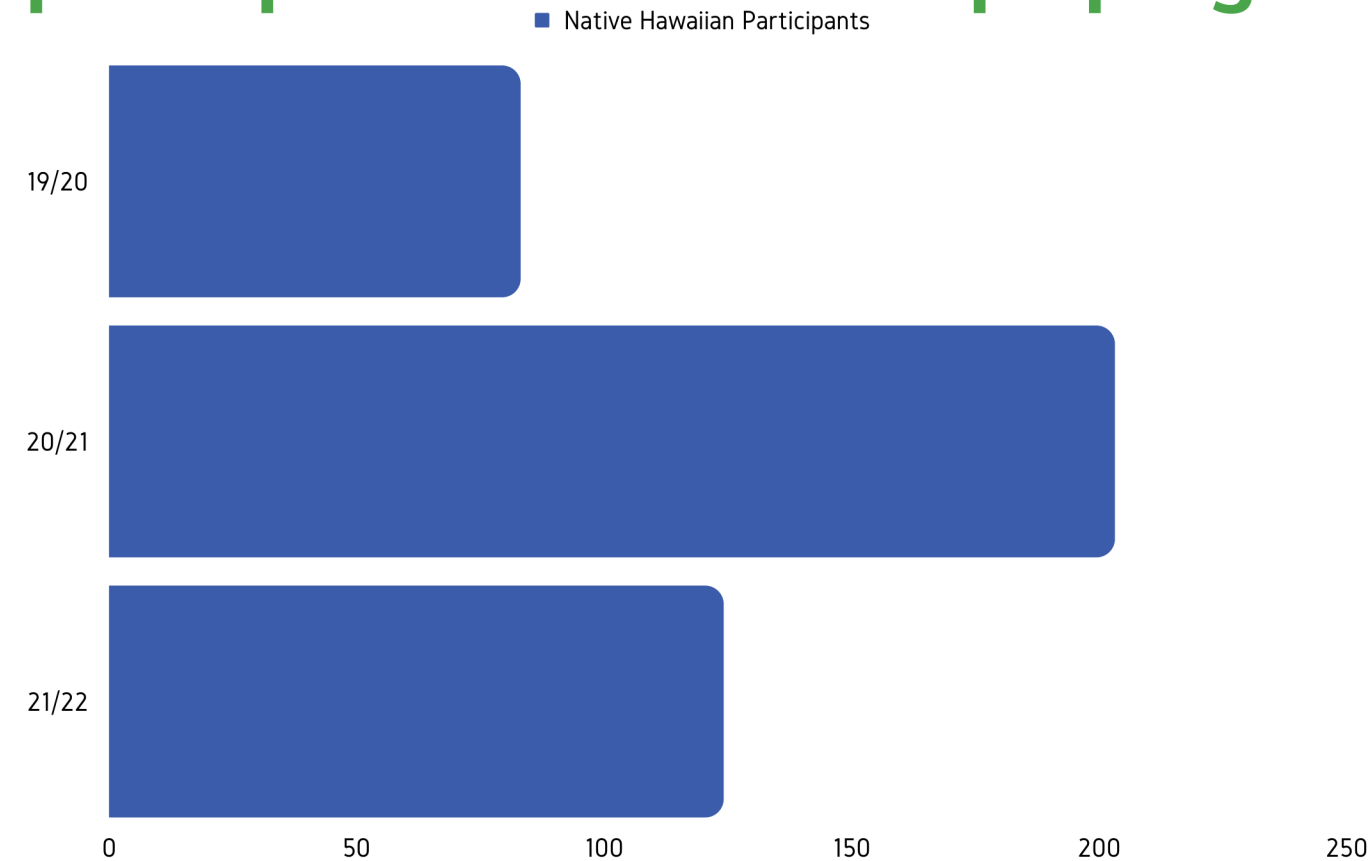
- Maintain strong participation among local youth interested in conservation careers
- Establish more partnerships to support growth in rural and remote Hawai'i communities
- U.S. Pacific expansion

- Establish more partnerships to support growth
- Expand programming and to neighbor islands and rural areas.
- Build upon current programming

- Increasing pay to remain competitive in tight labor market
- Expanding public awareness of program as part of long-term, economic change



## Native Hawaiian and Pacific Islander participation across all Kupu programs



- Across all Kupu programs, more than 50 percent are Native Hawaiian or other Pacific Islander
- 2020 - 2021: Record breaking numbers for Native Hawaiian participants
- Nearly half of all Kupu ‘Āina Corps participants are either Native Hawaiian or other Pacific Islander (see more via graphics on the right)

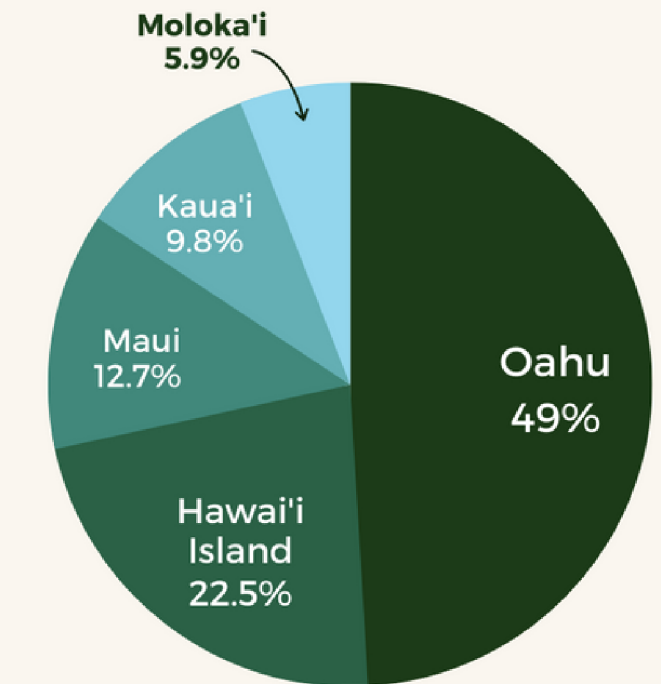
## Program Snapshot: Kupu ‘Āina Corps (18.6 percent based in Maui County)

### EQUITABLE, DIVERSE, AND FAR REACHING

Beyond its immediate benefits to the entire state, the Green Job Youth Corps is reaching less advantaged communities who sometimes struggle to access state programs equitably. While kama‘āina of all background can participate, the program enjoys high participation from lower-income households, neighbor island communities, and Native Hawaiians and other Pacific Islanders.



### PARTICIPANTS BY REGION



**47%**

OF PARTICIPANTS  
ARE NATIVE  
HAWAIIAN OR  
OTHER PACIFIC  
ISLANDER.

**53%**

OF PARTICIPANTS  
LIVE IN  
HOUSEHOLDS  
MAKING LESS  
THAN \$25,000.



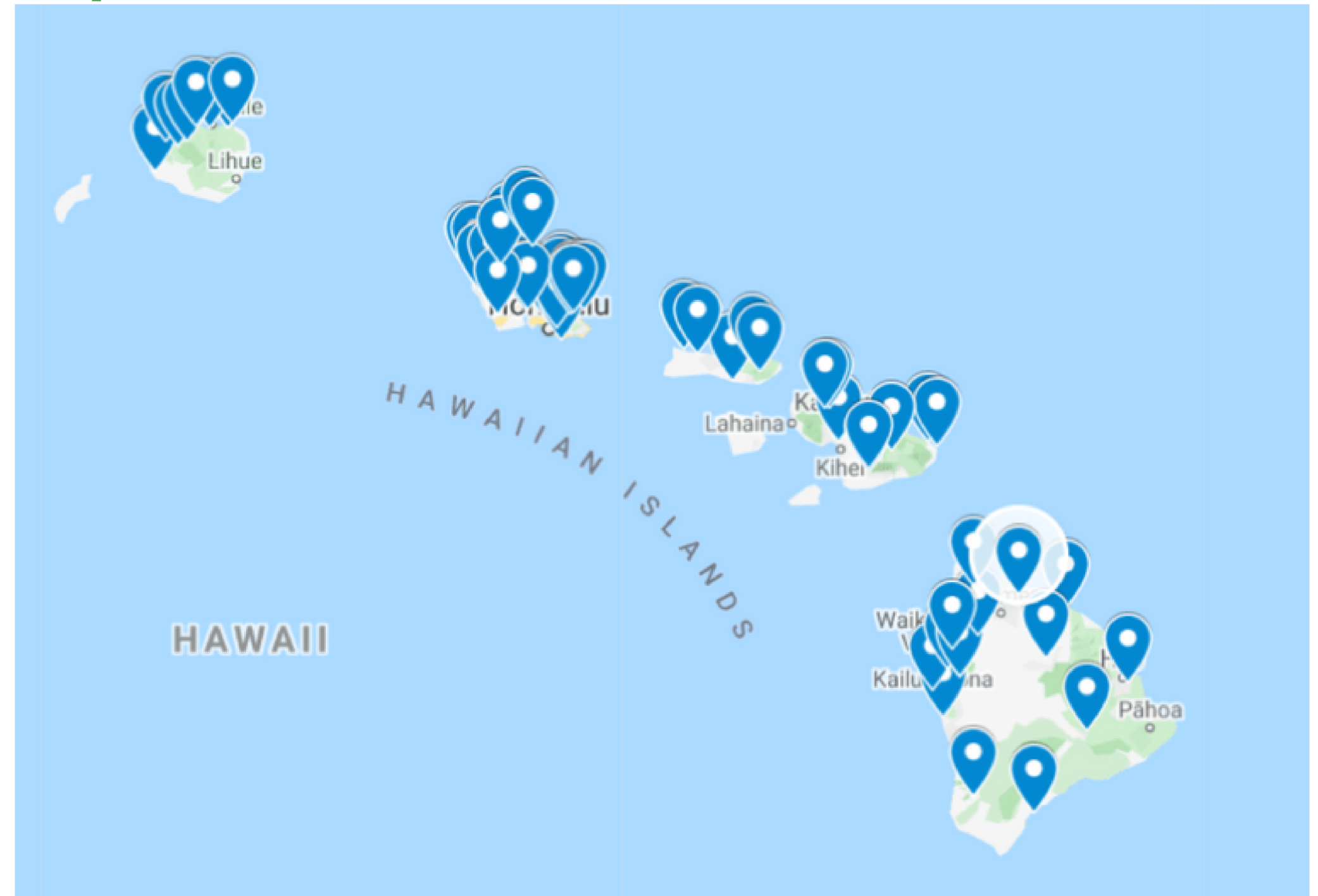
150+

Host locations benefitted from Kupu's services

**Hawai'i founded,  
headquartered and  
focused. Partners also  
located in American  
Samoa, California &  
Nevada.**

**Expanding in the U.S.  
Pacific in 2023.**

## Kupu 2019-2021 Partners





# 2019-2021 Partners (statewide and nationally)

Partners are organizations that have a formal working relationship with Kupu.

‘Ahahui Malama I Ka Lokahi	Hawaii Institute of Pacific Agriculture	Kapili Like, Inc	Malama Maunalua	Papahanaumokuakea Marine Debris Project Inc
Aina Momona	Hawaii Land Trust	Kapolei High School	Manulele Farms, LLC DBA Ko Hana Farms	Partners in Development Foundation
Akaka Foundation for Tropical Forests	Hawaii Technology Academy	Kauluakalana	Maui Mixer, DBA Na Mahiai O Keanae	Pohaha I Ka Lani
Aloha Animal Sanctuary	Hawaii Volcanoes National Park	Keiki and Plow	Maui Nui Botanical Gardens, Inc.	Pulama Lanai, LLC
Awawalei, Inc.	Hawaiian Islands Land Trust	Kipahulu Ohana, Inc.	Maui Nui Seabird Recovery Project	Punachicks Farm LLC
Beach Environmental Awareness Campaign	Hiipaka LLC	Kohala Institute	Mauna Kahalawai Watershed Partnership	Puuhonua o Honaunau National Historical Park
Hawaii	Honua, Inc.	Kokee Resource Conservation Program	Mauna Kea Watershed Alliance	Regenerative Organic Agriculture and Probiotic Practices Hawaii
Bishop Museum	Hoola Honey LLC	Kokua Kalihi Valley	Mohala Farms	Re-use Hawaii
DLNR - Division of Aquatic Resources	Hooulu Aina	Kona Mamaki Farm	Molokai Land Trust	Skyline Conservation Initiative
DLNR - Division of Forestry and Wildlife	Hui Aloha	Koolau Mountains Watershed Partnership	Na Kahu o Hoai, Inc.	Sustainable Oceania Solutions LLC
DLNR - Division of State Parks	Hui Aloha Kiholo	Kua O Ka La New Century Public Charter School	Na Mea Kuponu Learning Center	The Kohala Center, Inc.
Dynamic Community Solutions LLC DBA	Hui Malama I Ke Ala Ulili	Kuaaina Ulu Auamo	National Ecological Observatory Network	The Nature Conservancy of Hawaii
Puuhonua o Waianae	Hui o Hoohonua	Ku-A-Kanaka LLC	National Oceanic and Atmospheric Administration	Trees for Honolulu's Future
E Kupaku Ka Aina - The Hawaii Land	Hui o Koolaupoko	Kuhiawaho	National Park of American Samoa	U.S. Army Natural Resources Program
Restoration Institute	Huliauapaa	Kulahaven Farms LLC	National Tropical Botanical Garden	U.S. Fish and Wildlife Service
East Maui Watershed Partnership	I Nui Ke Aho	Lanipo Farm LLC	North Shore Community Land Trust	U.S. Forest Service
Friends of Hawaii's Urban Forest	James Campbell High School	Laukahi: Hawaii Plant Conservation Network	Oahu Army Natural Resources Program	Ulu Mau Puanui
Grove Farm Company, Inc.	Ka Honua Momona International	Leilehua High School	Oahu Invasive Species Committee	University of Hawaii at Manoa
Haleakala National Park	Kaehu	Liliuokalani Trust	Oahu Resource Conservation and Development Council	University of Hawaii Maui College
Harold L. Lyon Arboretum	Kahoolawe Island Reserve Commission	Mala Kaluulu Cooperative	Oceanamatica	Waialua High & Intermediate School
Hawaii Farmers Union Foundation	Kahua Paa Mua, Inc.	Malama Huleia	Ohu Ohu Koolau Inc DBA Koolau Watershed Foundation	Waianae Mountains Watershed Partnership
Hawaii Fish Company Inc.	Kakoo Oihi	Malama Kahalawai, Inc.	Pacific American Foundation	Waikiki Elementary School
Hawaii Forest Industry Association	Kalaeloa Heritage and Legacy Foundation	Malama Kauai	Pacific Cooperative Studies Unit	Waikoloa Dry Forest Initiative
Hawaii Institute of Marine Biology	Kalaheo High School	Malama Learning Center	Paepae O Heeia	Waipa Foundation
	Kalani High School	Malama Loko Ea Foundation	Papahana Kuaola	Waipahu High School
	Kaloko-Honokohau National Historical Park			Wastewater Alternatives and Innovations
				Zoological Society of San Diego DBA San Diego Zoo Wildlife Alliance



# Maui County partnerships

- Recent Maui County partners include:
  - DLNR - Division of Forestry & Wildlife
    - Natural Area Reserve System - Maui Nui
    - Forest Management Section
    - Maui Na Ala Hele, Trail & Access Program
    - Maui Nui Seabird Recovery Project
  - Malama Kahalawai, Inc.
  - Kipahulu 'Ohana, Inc.
  - Haleakala National Park
  - Kaehu
  - Na Koa Manu Conservation, Inc.
  - UpCountry Farm Specialties and KAEHU
  - Haleakala Conservancy
  - U.S Fish & Wildlife Service
  - Nature Conservancy of Hawaii
  - National Tropical Botanical Gardens



**HYCC Maui Team - Kipahulu 'Ohana Inc.**



**HYCC Maui Team - Haleakala National Park**



# Impact

2007 - 2022 (org wide)



**5,200 - plus**

Total Youth Served



**1.5 million - plus**

Native Species Planted



**Over 151,000**

Acres Cared For



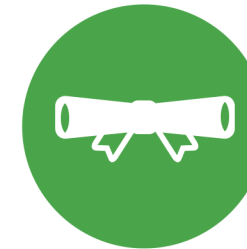
**Over \$170 million**

Socio Economic Impact



**\$6.3 million**

Total Education Awards Distributed



**Over 100**

Alternative High School Diplomas Awarded



**Over 223,000**

Community Members & Students Educated  
through Events/Presentations



# MAHALO





## CARE Committee

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**From:** Kawika Riley <kawika.riley@kupuhawaii.org>  
**Sent:** Tuesday, November 29, 2022 3:10 PM  
**To:** CARE Committee  
**Cc:** Wilton A. Leauanae; John Leong; Jessica Kaneakua; Kepa Barrett  
**Subject:** Fw: Availability to Present to Maui Climate Action, Resilience, Environment Committee?  
**Attachments:** 11.30.22 Maui County Council Kupu presentation.pdf

You don't often get email from kawika.riley@kupuhawaii.org. [Learn why this is important](#)

Aloha Maui County Council CARE Committee,

Please accept the attached testimony on behalf of Kupu, ahead of Kupu CEO John Leong's presentation scheduled for tomorrow.

Please let me know if you have any questions.

Best,  
Kawika

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**From:** Kawika Riley <kawika.riley@kupuhawaii.org>  
**Sent:** Tuesday, November 29, 2022 3:07 PM  
**To:** Wilton A. Leauanae <Wilton.Leauanae@mauicounty.us>; Axel I. Beers <Axel.Beers@mauicounty.us>  
**Cc:** Kelly King <Kelly.King@mauicounty.us>; Ellen B. McKinley <Ellen.Mckinley@mauicounty.us>; John Leong <john.leong@kupuhawaii.org>; Amanda Vendiola <amanda.vendiola@kupuhawaii.org>; Lesley J. Milner <Lesley.Milner@mauicounty.us>; Kasie M. Takayama <Kasie.Apotakayama@mauicounty.us>  
**Subject:** Re: Availability to Present to Maui Climate Action, Resilience, Environment Committee?

Aloha and Good Afternoon Wilton,

Mahalo again for the opportunity to share about Kupu with the CARE Committee. As promised, please find the attached slide deck for tomorrow's hearing. John and I just spoke about this over the phone, and he is eager and excited about it.

Please let me know if you have any questions.

Best,  
Kawika

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**From:** Wilton A. Leauanae <Wilton.Leauanae@mauicounty.us>  
**Sent:** Tuesday, November 29, 2022 9:47 AM  
**To:** Kawika Riley <kawika.riley@kupuhawaii.org>; Axel I. Beers <Axel.Beers@mauicounty.us>  
**Cc:** Kelly King <Kelly.King@mauicounty.us>; Ellen B. McKinley <Ellen.Mckinley@mauicounty.us>; John Leong <john.leong@kupuhawaii.org>; Amanda Vendiola <amanda.vendiola@kupuhawaii.org>; Lesley J. Milner <Lesley.Milner@mauicounty.us>; Kasie M. Takayama <Kasie.Apotakayama@mauicounty.us>; Amanda Vendiola <amanda.vendiola@kupuhawaii.org>  
**Subject:** RE: Availability to Present to Maui Climate Action, Resilience, Environment Committee?

Thank you Kawika.

Yes, end of day or as soon as practicable to allow time for staff to upload the presentation to the committee. Again, please email it to [care.committee@mauicounty.us](mailto:care.committee@mauicounty.us).

Also, no formal written testimony is needed to accompany his slides. He can provide all the information when he gives his presentation.

I've attached a copy of the agenda. Please note the Kupu item (CARE-1(18)) is the last agenda item.

Should you have any further questions, please let me know.

Mahalo,  
Wilton

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**From:** Kawika Riley <[kawika.riley@kupuhawaii.org](mailto:kawika.riley@kupuhawaii.org)>

**Sent:** Monday, November 28, 2022 6:22 PM

**To:** Wilton A. Leauanae <[Wilton.Leauanae@mauicounty.us](mailto:Wilton.Leauanae@mauicounty.us)>; Axel I. Beers <[Axel.Beers@mauicounty.us](mailto:Axel.Beers@mauicounty.us)>

**Cc:** Kelly King <[Kelly.King@mauicounty.us](mailto:Kelly.King@mauicounty.us)>; Ellen B. McKinley <[Ellen.Mckinley@mauicounty.us](mailto:Ellen.Mckinley@mauicounty.us)>; John Leong <[john.leong@kupuhawaii.org](mailto:john.leong@kupuhawaii.org)>; Amanda Vendiola <[amanda.vendiola@kupuhawaii.org](mailto:amanda.vendiola@kupuhawaii.org)>; Lesley J. Milner <[Lesley.Milner@mauicounty.us](mailto:Lesley.Milner@mauicounty.us)>; Kasie M. Takayama <[Kasie.Apotakayama@mauicounty.us](mailto:Kasie.Apotakayama@mauicounty.us)>; Amanda Vendiola <[amanda.vendiola@kupuhawaii.org](mailto:amanda.vendiola@kupuhawaii.org)>

**Subject:** Re: Availability to Present to Maui Climate Action, Resilience, Environment Committee?

Aloha Winton,

Sorry for missing this email earlier. Yes, we can email John's slides to the committee via the email that you provided. Can we get it to you by close of business tomorrow (Tuesday) or do you need it at an earlier time? Just to clarify, he plans to use slides but will not have a formal, written testimony unless written testimony is needed.

John looks forward to this opportunity. Thanks again.

Kawika

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**From:** Wilton A. Leauanae <[Wilton.Leauanae@mauicounty.us](mailto:Wilton.Leauanae@mauicounty.us)>

**Sent:** Monday, November 28, 2022 4:39 PM

**To:** Axel I. Beers <[Axel.Beers@mauicounty.us](mailto:Axel.Beers@mauicounty.us)>; Kawika Riley <[kawika.riley@kupuhawaii.org](mailto:kawika.riley@kupuhawaii.org)>; Kupu Info <[info@kupuhawaii.org](mailto:info@kupuhawaii.org)>

**Cc:** Kelly King <[Kelly.King@mauicounty.us](mailto:Kelly.King@mauicounty.us)>; Ellen B. McKinley <[Ellen.Mckinley@mauicounty.us](mailto:Ellen.Mckinley@mauicounty.us)>; John Leong <[john.leong@kupuhawaii.org](mailto:john.leong@kupuhawaii.org)>; Amanda Vendiola <[amanda.vendiola@kupuhawaii.org](mailto:amanda.vendiola@kupuhawaii.org)>; Lesley J. Milner <[Lesley.Milner@mauicounty.us](mailto:Lesley.Milner@mauicounty.us)>; Kasie M. Takayama <[Kasie.Apotakayama@mauicounty.us](mailto:Kasie.Apotakayama@mauicounty.us)>

**Subject:** RE: Availability to Present to Maui Climate Action, Resilience, Environment Committee?

Hi, Kawika,

As a reminder, please email your presentation to the CARE committee email: [care.committee@mauicounty.us](mailto:care.committee@mauicounty.us).

Mahalo,  
Wilton



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**From:** Wilton A. Leauanae  
**Sent:** Friday, November 25, 2022 9:01 AM  
**To:** Axel I. Beers <[Axel.Beers@mauicounty.us](mailto:Axel.Beers@mauicounty.us)>; Kawika Riley <[kawika.riley@kupuahawaii.org](mailto:kawika.riley@kupuahawaii.org)>; Kupu Info <[info@kupuahawaii.org](mailto:info@kupuahawaii.org)>  
**Cc:** Kelly King <[Kelly.King@mauicounty.us](mailto:Kelly.King@mauicounty.us)>; Ellen B. McKinley <[Ellen.Mckinley@mauicounty.us](mailto:Ellen.Mckinley@mauicounty.us)>; John Leong <[john.leong@kupuahawaii.org](mailto:john.leong@kupuahawaii.org)>; Amanda Vendiola <[amanda.vendiola@kupuahawaii.org](mailto:amanda.vendiola@kupuahawaii.org)>; Lesley J. Milner <[Lesley.Milner@mauicounty.us](mailto:Lesley.Milner@mauicounty.us)>; Kasie M. Takayama <[Kasie.Apotakayama@mauicounty.us](mailto:Kasie.Apotakayama@mauicounty.us)>  
**Subject:** RE: Availability to Present to Maui Climate Action, Resilience, Environment Committee?

Aloha Kawika,

I'm one of the legislative analyst who will be staffing the committee meeting. Will you or Amanda be able to email John's presentation prior to the meeting so it can be uploaded to the committee? If so, please email it to: [care.committee@mauicounty.us](mailto:care.committee@mauicounty.us). I've attached a copy of the agenda that has additional information, including the BlueJeans link information to the meeting.

Mahalo,  
Wilton

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**From:** Axel I. Beers <[Axel.Beers@mauicounty.us](mailto:Axel.Beers@mauicounty.us)>  
**Sent:** Monday, November 21, 2022 4:08 PM  
**To:** Kawika Riley <[kawika.riley@kupuahawaii.org](mailto:kawika.riley@kupuahawaii.org)>; Kupu Info <[info@kupuahawaii.org](mailto:info@kupuahawaii.org)>  
**Cc:** Kelly King <[Kelly.King@mauicounty.us](mailto:Kelly.King@mauicounty.us)>; Ellen B. McKinley <[Ellen.Mckinley@mauicounty.us](mailto:Ellen.Mckinley@mauicounty.us)>; John Leong <[john.leong@kupuahawaii.org](mailto:john.leong@kupuahawaii.org)>; Amanda Vendiola <[amanda.vendiola@kupuahawaii.org](mailto:amanda.vendiola@kupuahawaii.org)>; Wilton A. Leauanae <[Wilton.Leauanae@mauicounty.us](mailto:Wilton.Leauanae@mauicounty.us)>  
**Subject:** Re: Availability to Present to Maui Climate Action, Resilience, Environment Committee?

Will do! Thanks for making the time for this presentation. The next bit of information should come this Wednesday when the agenda and meeting schedule are prepared. We are polling for quorum as there may be a trial some CMs will need to attend.

Please note that 11am is an estimate, as we can't be certain how long the other agenda items may take or the volume of testimony. If there is a number you are available at for texts or calls, I can reach out if the item looks like it is coming up early or late.

Thanks again, and I look forward to learning more about your work,  
Axel



Axel Beers, Executive Assistant  
**Office of Councilmember Kelly T. King**  
South Maui Residency  
Office: 808.270.8018  
200 South High Street, 8<sup>th</sup> Floor  
Wailuku, HI 96793  
<http://mauicounty.us/>

Now is the time to provide input to update the South Maui Community Plan! <https://southmaui.wearemaui.org/get-involved/>



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**From:** Kawika Riley <[kawika.riley@kupuhawaii.org](mailto:kawika.riley@kupuhawaii.org)>  
**Sent:** Monday, November 21, 2022 3:57 PM  
**To:** Axel I. Beers <[Axel.Beers@mauicounty.us](mailto:Axel.Beers@mauicounty.us)>; Kupu Info <[info@kupuhawaii.org](mailto:info@kupuhawaii.org)>  
**Cc:** Kelly King <[Kelly.King@mauicounty.us](mailto:Kelly.King@mauicounty.us)>; Ellen B. McKinley <[Ellen.Mckinley@mauicounty.us](mailto:Ellen.Mckinley@mauicounty.us)>; John Leong <[john.leong@kupuhawaii.org](mailto:john.leong@kupuhawaii.org)>; Amanda Vendiola <[amanda.vendiola@kupuhawaii.org](mailto:amanda.vendiola@kupuhawaii.org)>  
**Subject:** Re: Availability to Present to Maui Climate Action, Resilience, Environment Committee?

Aloha e Axel,

Thanks for talking with me earlier this afternoon, and for the email below.

I am pleased to confirm that John is available and would be honored to present before the CARE Committee on November 30. He will be on O'ahu, so he will be logging in via video. Per your instructions, he'll block off 11 am to 12 noon for the conversation, and will focus on Kupu's programs aimed at building a green workforce, diversifying our economy, and caring for our natural and cultural resources.

I've copied John's EA Amanda, who manages his calendar. When sending log-in instructions or any other instructions, can you please include me and Amanda?

Mahalo!  
Kawika

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**From:** Axel I. Beers <[Axel.Beers@mauicounty.us](mailto:Axel.Beers@mauicounty.us)>  
**Sent:** Monday, November 21, 2022 2:17 PM  
**To:** Kawika Riley <[kawika.riley@kupuhawaii.org](mailto:kawika.riley@kupuhawaii.org)>; Kupu Info <[info@kupuhawaii.org](mailto:info@kupuhawaii.org)>  
**Cc:** Kelly King <[Kelly.King@mauicounty.us](mailto:Kelly.King@mauicounty.us)>; Ellen B. McKinley <[Ellen.Mckinley@mauicounty.us](mailto:Ellen.Mckinley@mauicounty.us)>  
**Subject:** Availability to Present to Maui Climate Action, Resilience, Environment Committee?

Aloha, Mr. Riley,

I work for Maui Councilmember Kelly King, the Chair our County Council's Climate Action, Resilience, and Environment (CARE) Committee. After hearing about your programs through our Council Chair Alice Lee, CM King is interested in a presentation on Kupu at her Nov. 30 Committee meeting.

The meeting will run from 9am-12pm, and CM King would hear from Kupu as the final agenda item. Because of other items on the agenda, CM King would like to keep your presentation to 15 minutes maximum if possible. If you would like more time for a presentation, we can consider holding the presentation at the final CARE Committee date this council term on December 14, when we expect more flexibility (though the meeting agenda for that date is uncertain).



Would you be available to present on November 30 for 15 minutes about Kupu? Or would the December 14<sup>th</sup> date with a longer potential presentation time be preferred?

I left a voicemail on the Kupu main line, but please feel free to respond via email or phone. We will need to know your availability soon in order to post it to our agenda by this Wednesday.

Thank you,  
Axel  
808-264-0776



Axel Beers, Executive Assistant  
**Office of Councilmember Kelly T. King**  
South Maui Residency  
Office: 808.270.8018  
200 South High Street, 8<sup>th</sup> Floor  
Wailuku, HI 96793  
<http://mauicounty.us/>  
*Now is the time to provide input to update the South Maui Community Plan! <https://southmaui.wearemaui.org/get-involved/>*

**we are**  
**SOUTH MAUI**