REPORT SUMMARY

We believe residents are able to contribute to solving the complex issues of our island. To support community transformation through engaged citizenry, we facilitate cross-sector collaboration, serve as an information and resource conduit, and support action teams with data collection and reporting. Together with industry experts and community champions, we identify and measure what matters to residents, develop strategies and solutions that are actionable and relevant, and invest in holistic wealth and resilience for a vibrant Hawai‘i Island. All Vibrant Hawai‘i initiatives are designed and executed by multi-sector teams comprised of individuals who generously contribute their volunteer time and expertise. Like single drops of water, each contribution is added to a vast ocean of abundance, bringing us closer to our destination of a thriving and vibrant Hawai‘i. Our report is dedicated to the Hawai‘i Island ‘ohana and to our global family on distant shores who believe in our vision, and understand that we each hold one piece that is a part of something bigger.

2022 Engagement and In-Kind Contribution by Sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>Value of In-Kind Contribution</th>
<th>Total Volunteers</th>
<th>Total Volunteer Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMUNITY</td>
<td>$82,278.19</td>
<td>1,607</td>
<td>2,563</td>
</tr>
<tr>
<td>EDUCATION</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUSINESSES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NON-PROFIT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PHILANTHROPY</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OUR KULEANA

01. Convene Conversations

We build trust by facilitating productive conversations that lead to shared insight, greater understanding, and actionable solutions.

02. Build Awareness, Will, and Action

We empower individuals with access to information, resources, and networks to create positive, collaborative, and purpose driven impact in their community.
We value the expertise of our residents and support the strategies and initiatives of hyper-local, Hawai'i Island leadership.

We commit to data justice and share community insight and truth with system change agents to create policy that advances equity and agency.

2022 FINANCIAL SUMMARY
- $1,245,894 | Grants
- $89,708 | Restricted Giving
- $49,273 | Unrestricted Giving

$61,511.39 Administrative Expenses

2022 CORNERSTONE FINANCIAL PARTNERS
Anne and Gary Borman, Aspen Institute, Clear Impact, Council Member Aaron Chung, Council Member Heather Kimball, Council Member Maile David, Council Member Sue Lee Loy, Council Member Tim Richards, County of Hawai’i - Research and Development, Dorrance Family Foundation, Dr. Rachel Solemsaas, Hawai’i Community Foundation, Hawai’i Community Lending, Hawai’i Energy, K Taniguchi LTD, Kirk-Landry Charitable Fund, Kūki‘o Community Fund, No Kid Hungry, Victoria Perrone

2022 BOARD OF DIRECTORS
Chair: Mahina Paishon-Duarte
Vice Chair: Jennifer Zelko Schlueuter
Secretary: Kehau Costa, Keiko Mercado
Treasurer: Alicia Spencer
Executive Director: Janice Ikeda


2022 STREAM CHAIRS
Economy: Ashley Kierkiewicz and Farrah Marie Gomes
Education: Tamia McKeague and Farrah Marie Gomes
Health and Wellbeing: Stacy Domingo and Misty Pacheco
Housing Coalition: Darryl Oliveira and Merrick Nishimoto
Vibrant Hawai‘i serves the role of convener to facilitate cross-sector collaboration. We track our impact as a convener through demographic data and measure participant engagement by district, generation, and Native Hawaiian identity. Our goal is to ensure the forums and action teams we support are diverse, inclusive, and advance equity. In 2022, we saw a **13.9% growth in Native Hawaiian** engagement, and **10.4% growth in youth** and young adult engagement.

### Engagement by District

<table>
<thead>
<tr>
<th>District</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>N. Hawai‘i</td>
<td>17.90%</td>
<td>23% NH</td>
</tr>
<tr>
<td>Kona</td>
<td>9.34%</td>
<td>6.53%</td>
</tr>
<tr>
<td>Puna</td>
<td>16.46%</td>
<td>14.4%</td>
</tr>
<tr>
<td>Ka‘ū</td>
<td>4.83%</td>
<td>77%</td>
</tr>
<tr>
<td>Hilo</td>
<td>33.12%</td>
<td>36.4%</td>
</tr>
<tr>
<td>Hāmākua</td>
<td>6.53%</td>
<td>31.5%</td>
</tr>
</tbody>
</table>

**Islandwide:** 8.88%

**Not from Hawai‘i Island:** 2.94%

### Engagement by Generation

- **Gen Z** (1997-2012)
  - 2021: 14.4%
  - 2022: 36.90% NH

- **Gen X** (1965-1980)
  - 2021: 31.5%
  - 2022: 36.4%

- **Millennial** (1981-1996)
  - 2021: 31.5%
  - 2022: 77%

- **Boomer** (1946-1964)
  - 2021: 17.5%
  - 2022: 63.10%

### Our Strategy to Engage Gen Z (Youth Born 1997–2012)

‘OAKA: ‘Ōpio Alliance for Kuleana Advancement — is a youth designed and led coalition that advances equitable opportunities for Gen Z on Hawai‘i Island to build capacity and activate their agency as change makers. ‘OAKA invites youth to participate, invests in youth’s ability to contribute, and increases youth’s opportunity to lead. ‘OAKA kicked off in August 2022 with a series of Youth Summits held in Puna, Ka‘ū, Kona, Waimea, and Hilo. Facilitated by Vibrant Hawai‘i Ambassadors, the Summits provided youth a forum to deepen their sense of belonging and awaken to kuleana by identifying their unique contribution to community needs. [Read the full report at vibranthawaii.org/oaka.](https://vibranthawaii.org/oaka)’

“It was a privilege to help cultivate powerful connections between people and place. I am in awe of the willingness of our youth to be a part of something much greater than themselves and hopeful for the future of our Hawai‘i Island community.” **Amylia-Rae Gandolf, Vibrant Hawai‘i Ambassador**

“What the youth shared can be the foundation of change for generations to come.” **Cole Fuertes, Vibrant Hawai‘i Community Engagement Ambassador (2022)**
CONVENING COMMUNITIES TO STRENGTHEN OUR RESILIENCE

Climate change, income gaps, and inequitable access to information and resources leave many residents vulnerable. We focus on building the strength of a network in tandem with increasing capacity of over 40 community Hubs. Our goal is for communities to be self-determining and implement hyper-local solutions that support residents before, during, and after disruptions to their essential needs and quality of life. Learn more at vibranthawaii.org/hubs

“It is important to convene conversations and give everyone a chance to speak: teenagers, young adults, and kāpuna. It is important for people to know their voice matters and this encourages them to become involved.” Kathy Matsuda, Kohala Resilience Hub

“It is vital to our island community that we all take responsibility to engage with each other at every level to enhance our daily lives and prepare us better for natural and man-related disasters. Our communities along with local government have always pulled together during disasters but we can always do more and through engagement and coordination this can be achieved. This is the value of Resilience Hubs.” Talmadge Magno, Administrator, Hawai’i County Civil Defense Agency

MEASURING PARTICIPANT GROWTH

Hikaloi is the practice of self-evaluation to support personal growth and improvement towards excellence.

Vibrant Hawai‘i regularly facilitates hikaloi at the conclusion of Core Team projects and action cycles to assess participant growth across 3 domains: trust and relationships, leadership, and growth mindset.

Vibrant Hawai‘i Core Teams are an incubator for leadership development and living aloha. It is an opportunity for emerging and developing leaders to work alongside seasoned, strategic leaders to address urgent needs, implement scaled solutions, grow in their capacity as system change agents and innovators, and build their social capital.

Measuring Trust and Relationships
As a result of my participation in this project.....

- I built new relationships with the community: 97.58%
- I deepened existing relationships with the community: 93.55%
- I grew in my sense of belonging and connection to my community: 97.58%

Based on 124 responses.
During Makahiki, Hubs honored beloved citizens whose life models aloha, builds strong ʻohana and a thriving community.

**2022 Kupa Aloha Awardees**

Annie Momi Subiono, Carlos Bellotto, Janice and Pio Andres, Josef Schneifer, Kanaka Haʻaheo, Kawaihāe Canoe Club, Lorna Saito, McLean Eames, Minerva Tabucbuc, Nelly Angelo, Rhonda Bell, Russel Paio, Sodexo UH Hilo, St. James Parish, Taliesin McEnaney, Tara Waller, and Wayne Kawachi.

**RESILIENCE HUBS CELEBRATE MAKAHIKI**

Makahiki is a season that reminds us to pause and recognize the important role we each play in creating abundant, resilient, and thriving communities.

From November 2022 through January 2023, the network of Resilience Hubs hosted events in Puna, Kaʻū, North Hawaiʻi, Laupāhoehoe and Hilo to increase community awareness and access to resources that build preparedness and resilience to both social vulnerabilities and natural disasters. In addition to reaching over 1,000 community members, these events provided Hubs with hands-on experience in planning and executing a community event in collaboration with local government, businesses, and social service providers.

“Makahiki events were an opportunity to build collective action and strengthen pilina between communities, people, and ʻāina.”

Kalehua Kukahiko Community Engagement Coordinator (2022)

**Mahalo to the communities and organizations who supported the Makahiki events and Resilience Fairs:**


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“Makahiki events were an opportunity to build collective action and strengthen pilina between communities, people, and ʻāina.”

Kalehua Kukahiko Community Engagement Coordinator (2022)
We are nearing 1,000 residents certified in Mental Health First Aid since beginning this project with Vibrant Hawai‘i in 2020 - increasing our community's ability to have open conversations about mental health, reducing stigma, and building confidence in community members to support others.

Stacy Domingo, Fire Captain, Fire Communications Control Center

HEALTH AND WELLBEING STREAM: PRIORITIZING MENTAL HEALTH

In 2022 the Health and Wellbeing Stream brought together industry professionals to design a multi-strategy approach to promote mental healthiness. In the month of May, the Core Team facilitated partnerships with local gun retailers in districts across Hawai‘i to distribute free gun locks donated by the Department of Veteran's Affairs. The team repeated its efforts for Suicide Prevention Month in September, adding live and virtual workshops to support safety planning, nature and art therapy, encouraging residents to commit to walk for hope, healing, and connection, and designing messages of hope and public awareness of the 988 suicide hotline through pop up art. Throughout the year, the Stream continued to host free Mental Health First Aid Certification to residents - an effort that began in 2020 with CARES funding.

“There are a 1,000 residents certified in Mental Health First Aid since beginning this project with Vibrant Hawai‘i in 2020 - increasing our community's ability to have open conversations about mental health, reducing stigma, and building confidence in community members to support others.” Stacy Domingo, Fire Captain, Fire Communications Control Center

VIBRANT HAWAI‘I AMBASSADORS

The Vibrant Hawai‘i Ambassador is a 6-12 month internship opportunity designed for opportunity youth and graduates taking a “gap year” who care deeply about Hawai‘i Island and want to build skills and develop practices that will support career goals in public service, social services, and organizational leadership.

In addition to facilitating Youth Summits and supporting Streams and Resilience Hubs, Ambassadors have become certified in Mental Health First Aid, CERT, trained as Hands Only CPR and AED Instructors and Healthy Outcomes from Positive Experiences (HOPE) facilitators, and are active members of the Hawai‘i Island Fentanyl Task Force and West Hawai‘i Keiki Coalition.

Throughout, Ambassadors engage in real world, work based learning, and develop high value skills in project design and management, and meeting facilitation.

“Through this internship I have acquired a diverse array of skills including GIS mapping and emergency disaster training, which will certainly bolster both my career and the community. The collaborations and connections I have established with professionals have jumpstarted my goals to tackle drug abuse, promote food sovereignty and strengthen community resilience. Benjamin Rudo, Vibrant Hawai‘i Ambassador

Measuring Leadership Development
As a result of my participation in this project.....

I learned something new about my community. 96.77%
I intend to invite new partners to my table. 94.35%
I tried something new and am more open to trying new approaches. 83.87%
I believe I have the ability to make my community a better place. 100%

Based on 124 responses.
All Vibrant Hawai’i initiatives are envisioned and executed by our community, for our community drawing upon population level data and community insight to develop emergent strategies that reflect native intelligence. Core Teams utilize a 90-day action framework to guide multi-sector contributors through a process of conducting environmental scans, consulting subject matter experts, and implementing Asset Based Community Development design principles (What can we do on our own? What can we do in partnership? What is currently beyond our ability to do?). As teams take action, Vibrant Hawai’i provides resources, technical assistance, and evaluation tools to support learning, iteration, and celebration.

**ECONOMIC DEVELOPMENT STRATEGY: MICRO-INVESTMENTS**

Throughout 2021, the Economy Stream engaged over 300 community members to amplify community awareness of the Comprehensive Economic Development Strategy. Following a series of panel discussions highlighting sectors and industry experts, multi-sector Core Teams convened to identify strengths, opportunities, aspirations, and restraints of each priority sector and to further identify objectives, strategies, and tactics that residents can take on their own, in partnership, and through legislative advocacy to elevate critical action to a more diversified and resilient economic portfolio for Hawai’i Island.

In 2022, the Economy Stream awarded micro-investments to innovative entrepreneurs in the areas of Creative & Performing Arts, Education, Health and Wellbeing, Regenerative & Community-Driven Tourism, Resilient & Sustainable Food Systems, and Software, Technology & Creative Media. In total, the investment of $2,500 was awarded to 44 community groups and entrepreneurs island-wide to pilot ideas or scale up concepts identified in the Vibrant Hawai’i Economic Development Strategy (EDS). Awardees developed a community of practice - sharing their triumphs and challenges and supporting one another with practical tools, resources, and advice. A full list of awardees can be found at www.vibranthawaii.org/economy.

![Investment Breakdown]

"Vibrant Hawai’i has lifted a number of organizations with programmatic capacity: funding, resources, and training - and now those organizations that can uplift their communities." *Iapa Maunakea, Men of Pe’a*

"Vibrant Hawai’i does a fantastic job bringing people together to discuss critical issues in our community, and consistently ensures that a diversity of viewpoints are included and heard so that our community can make meaningful progress toward shared goals." *Maria Leonardi, Startup Hawai’i*
DIGITAL LITERACY DEMONSTRATION PROJECT

Informed by the Hawai‘i Digital Literacy and Readiness Study published in September 2021, and with support from the Kirk-Landry Charitable Fund, Vibrant Hawai‘i contracted community-based Digital Literacy Instructors to provide residents a refurbished laptop, basic digital literacy training, and support to enroll in the FCC Affordable Connectivity Program. Within a 90-day period, our instructors reached 300 residents, who reported on skills gained, confidence gained, and insight to guide future digital equity initiatives. The Digital Literacy Project exemplifies the potential of applying the principles of Asset Based Community Development and demonstrates what can happen for the community when solutions are implemented by the community. The Digital Literacy project report is available for download at vibranthawaii.org/education.

Key Findings
- Prior to our Digital Literacy workshops, over half of our participants (58%), did not own or have regular access to a computer.
- A majority of our participants prefer to learn in a familiar environment. For instance, from the comfort of their own home, a friend's house, or a family member’s house. This category scored the most with 38% of our participants agreeing to this learning environment. Community centers had the second highest amount of preference with 14%, and education institutions scored similarly with 13%.

N = 123, All survey responses were anonymous.

“I am so thankful to have had this opportunity to learn a little more about computers! This is fantastic! I have plans of going back to school, getting more education, starting a nonprofit & giving back to the community.” Workshop Participant

“The beauty of this program is that it brought knowledge and experiences to people locally in their communities, delivered by community members. As a result, more people on our island can now access useful, and sometimes essential services and information.”
Caroline Landry, Kirk-Landry Charitable Fund, Vibrant Hawai‘i Board Member

“I got consistent feedback to have follow up classes. Involving others in the learning was powerful - each one teach one.”
McLean Eames, Digital Literacy Instructor
SHIFTING DEFICIT NARRATIVES, SYSTEMS, AND POLICY

The biggest challenge we aim to transform is the internal and external deficit narrative that fuels belief, behavior, and experience. The deficit narrative that the system has of our community is manifested through inequity and experienced by our community as a loss of hope. Likewise, the deficit narrative our community has about themselves is manifested through a loss of agency, and experienced by the system as apathy.

Vibrant Hawai’i’s mission is to shift deficit narratives, systems, and policy that perpetuate poverty and inequity. We do this by convening forums that build community awareness, will, and action from the foundation of our shared values and by implementing strategies that are developed and resourced by the community and reflect native intelligence.

In 2022, our community’s approach to system change was shared with change makers across the nation through publications from the Aspen Institute and the Federal Reserve Bank of San Francisco.

“Vibrant Hawai’i has demonstrated an unwavering commitment to equity by bringing the voices of the community to several Aspen CSG publications. Their insight helps to guide our work towards a future where communities and Native nations across the rural United States are healthy places where people can live with dignity and thrive.” Bonita Robertson-Hardy, Co-Executive Director, Aspen Institute Community Strategies Group

SOCIAL SERVICE NAVIGATORS

The Vibrant Hawai’i Social Service Navigators were individuals with deep social ties in rural areas across Hawai’i Island. From October 2021 through September 2022, Navigators provided individualized assistance to over 1,600 community members - connecting households to the Emergency Rent and Utilities Assistance program, Emergency Broadband Benefit, Child Tax Credit, SNAP, Financial Empowerment Centers, and the Hawai’i Energy Appliance Trade Up Program. Their outcomes have proven to local government the value of collaboration with community at the lead.

Beyond the outcomes of individuals reached by the Social Service Navigators, this pilot program demonstrated the effectiveness of community-led, trust-based outreach. In addition, the Social Service Navigator program empowered community members with training and resources to deliver critical services to family, friends, and neighbors in many of the most rural and vulnerable communities of Hawai’i Island. 100% of Navigators conveyed that as a result of this program, they grew or deepened their skills in technology, facilitation, community organizing, project management, and communication. 100% of Navigators reported that they built and deepened relationships with their community, learned something new about their community, grew in their sense of belonging in their community, was made more aware of a bias or assumption they had about themself or their community, and believe that they have the ability to make their community a better place. Navigators reported learning that, “When projects, initiatives, and programs are build on pilina and trust, beautiful things can grow” and, “How deep it is that one person can make a difference.”


“The outcomes achieved by the team of Social Service Navigators demonstrated the value of engaging community members as key partners in delivering programs and ensuring equitable access to resources. As a result, embedding the role of community-based Navigators in other assistance programs.”
Sharon Hirota, Division Manager, County of Hawai’i Office of Housing and Community Development

“The community navigators were on the front lines of ensuing more than $30 million in COVID emergency rent and utility assistance got out to over 5,000 of our island residents. We mahalo the navigators for their hard work and literally knocking on doors to share with families about resources that help them stay housed and keep the lights on.”
Jeff Gilbreath, Executive Director, Hawai’i Community Lending

Measuring Growth Mindset

As a result of my participation in this project......

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am more aware of biases/assumptions about myself and my community.</td>
<td>88.71%</td>
</tr>
<tr>
<td>I believe people in my community can make things better for us all.</td>
<td>97.58%</td>
</tr>
</tbody>
</table>

Based on 124 responses.
ANNUAL SURVEY: VIBRANT HAWAI’I INDICATORS

Each year in the season of Makahiki, Vibrant Hawai’i engages in participatory action research: iterative reflection and use of data that closely aligns with the practices of hikaloī, nalu, and kilo. These practices have sustained communities, established resilience, and endowed abundance in Hawai’i for centuries. Used together, these reflections cultivate an ability to ‘auamo kuleana - engage in citizenship and relationship with the system/context to lead and contribute toward a different outcome. Our vision of a vibrant Hawai’i requires all involved to share their experience of the problem and contribute their knowledge and expertise to change it for the better. This iterative cycle of reflection-action-reflection provides participants a holistic understanding of the situation in order to contribute individual and collective action toward desired outcomes. You can learn more about our methodology at www.vibranthawaii.org/methodology.

In the summer of 2019, Vibrant Hawai’i held a series of 5 regional forums in Hilo, Kona, Waimea, Puna, and Ka‘ū to understand where residents positioned their desired futurity. At each forum, participants drew their vision of a vibrant Hawai’i and share the stories behind their drawing.

Each idea was written on a half sheet of paper and forum participants grouped similar ideas together, named the group of ideas as an indicator, and scored its current state on a 4-point scale: (1= Terrible; 2= Bad; 3= Good; 4= Vibrant).

Annually, we invite residents to reflect on the Indicators of a vibrant Hawai’i, and share their perception and experience of its current state. Annual indicator scores are disaggregated by district, generation, and Native Hawaiian demographics to inform strategies for the following year.

Although we are still early in our journey toward a vibrant Hawai’i, the cumulation of our hikaloī, after action reviews, focus groups, and annual survey provides compelling evidence that we are heading in the right direction.

Indeed, we each hold one piece that is a part of something bigger.

As we come together across sectors, districts, and generations and invest in building relationships, trust, skills, confidence, and courage to take action together, we will realize our vision of a thriving and vibrant Hawai’i Island.

ANNUAL AVERAGE OF INDICATOR SCORES
Vibrant Hawai‘i is a community building organization that was formed in 2018 to advance equity and agency for all Hawai‘i Island residents. Our goal is to create conditions to awaken and exercise kuleana, dismantle silos, and raise our collective will to take action together.

Vibrant Hawai‘i serves the role of convener, facilitator, and intermediary. We provide process, structure, and resources to initiatives that are envisioned and executed by our community and for our community.

Hawai‘i Island residents from all districts and sectors work collaboratively to address complex and dynamic issues with emergent strategies that reflect native intelligence. The actions of our islandwide network coalesce through Streams: Economy, Education, Health and Wellbeing, Hawai‘i Island Housing Coalition, Resilience Hubs, and ‘OAKA.

To join us, visit www.vibranthawaii.org/get-involved