



“Loving Friends”



FILL THE HEART Campaign

Taro is the staple of the Native Hawaiian diet and at the core of the Hawaiian culture. It is one of the single most well-known, important, and reliable plants in all of Polynesia. Taro, called “kalo” in Hawaiian, is central to the Native Hawaiian creation story—the taro nourishes and sustains life. This is why we chose the taro leaf to represent Nā Hoaloha—we also strive to sustain the life and well-being of our neighbors.

As we all live longer and healthier lives, more of us are finding ourselves in the position of caring for aging parents, family members, and neighbors. The challenges of aging can quickly become overwhelming as doctor, pharmacy, and grocery store visits add up. **Though supporting seniors through this time can be challenging, by providing care and support, we can help them to maintain their independence and quality of life while learning from their wisdom and experience.**

Nā Hoaloha, a grassroots, volunteer-based nonprofit, assists both older adults and their caretakers by facilitating **person-centered services for program participants to support continued independence within residence.**

As our Maui County community’s population of older adults increases at an unprecedented rate, Nā Hoaloha is excited to launch our Fill the Heart campaign! This effort will ensure that we can continue our high-quality programs, which are at no cost to our seniors, and will expand our capacity to recruit and train caring volunteers.

Our Mission

Nā Hoaloha provides compassionate care to seniors and those with disabilities to help them to remain independent and to enhance their quality of life.

Our Vision

Nā Hoaloha is a community driven volunteer organization providing services by volunteer in service to others. Our person-centered structure allows us the flexibility to create innovative programs and services to meet the challenges for Maui County’s older adults and preparing for the future needs of our community.



Our Programs

Our **400 volunteers** provide tailored assistance such as home visits and transportation to **1,200 participants throughout Maui County**. Each pair is mindfully matched to ensure compatibility that leads to true friendship and an expanded support network for both the volunteer and kupuna. By caring for our elders, we not only improve their lives, but also make our community a better place for everyone.

- **Friendly Visitor Program:** provides support through socialization, conversation, friendship and companionship.
- **Telephone Reassurance Program:** provide an opportunity for social engagement for homebound participants through regularly scheduled telephone calls providing medication reminders and wellness checks.
- **Stay-On-Your-Feet Falls Prevention Program:** deploys volunteers to raise awareness and offer assistance so seniors can identify environmental factors that could contribute to a fall.
- **Shop/Drop and Grocery Pickup:** This home delivery program is a new service with enhanced home shopping and delivery of essential items.
- **Escorted Transportation Service:** provides round-trip transportation for seniors and persons living with disabilities.
- **Kupuna Yard Cleanup:** This falls prevention program helps homebound seniors with monthly landscaping and lawn maintenance with teams of local teenage intergenerational volunteers.
- **REST In-Home Respite:** gives the family caregiver the opportunity to continue participant-centered care while taking advantage of critically needed time away.

Our Impact (FY 21/22)

🕒 6,093 Volunteer Hours

🚗 51,992 Miles Driven

🤝 395 Volunteers

👥 1,143 Active Participants



Nā Hoaloha is a proud member of the National Volunteer Caregiving Network.

Since 1984, Volunteer Caregiving has been serving the nation by matching seniors with trusted volunteers. This demonstrated model of success serves vulnerable populations and is a nimble model that adapts easily to community needs.

As a result of more than 350,000 volunteers nationwide, we've been successful in serving our collective mission to support vulnerable seniors, retain independence within their own residence to age in place with dignity and improved quality of life.

Need in Maui County

The need for these senior support services is clear and growing. As of 2020, every fourth person in Hawaii is 60 years of age or older. **Maui also tops the nation in growth of seniors over 85 years of age** with this demographic group growing locally at more than seven times the national average.

By providing non-medical services, Nā Hoaloha fills a gap for these low-income seniors who need services that are not covered under Medicare or Medicaid and are not typically delivered through the long-term care delivery system offered by State and local agencies. **The services provided by Nā Hoaloha save Maui County around a million dollars per year!**

Nā Hoaloha is focused on providing services for those in this population who have the highest need. **Approximately 83% of our participants live near or below the poverty line.** We expect the need to continue to grow as seniors living on a fixed income will be negatively affected by rising inflation rates. As the kupuna population on Maui aggressively grows, Nā Hoaloha must position ourselves to respond to the need.

Nā Hoaloha must increase our staff and volunteer capacity to respond to this growing need. **Last year alone, we provided services for five new kupuna for each new volunteer that we trained. Volunteers are the heart of our organization!**



"I am a primary caregiver. Na Hoaloha has helped me by helping my parents. You have lightened my load and have given me emotional support. I truly appreciate the services."
- CK, Lahaina



2022 Satisfaction Survey

- **94%** of respondents said supportive services helped them maintain their independence and improved their physical health
- **97%** of kupuna recipients reported being satisfied with the services received
- **95%** of volunteer caregivers report feeling more connected to the community & part of a solution.



Help us Fill the Heart!

Nā Hoaloha must increase our staff and volunteer capacity to respond to this growing need. **Last year alone, we provided services for five new kupuna for each new volunteer that we trained.** Volunteers are the heart of our organization! To continue to serve the older adults in our community to the best of our ability, we must continue to support and train volunteers in a way that facilitates meaningful connections. The funds raised through this campaign are essential to building a lasting volunteer structure that has the tools to grow in tandem with the needs of Maui's kupuna.







Additionally, this campaign is vital to the sustainability of Nā Hoaloha. Our current funding model relies heavily on inconsistent government funds and foundation grants. With community support, **Nā Hoaloha will have continued financial support that keeps our programs free and delivered to all who need them.**

Ongoing generosity from community members like you will position Nā Hoaloha to respond to the ever-growing needs of the kupuna in our community, keeping them safe, free from isolation, and out of long-term institutional care. We are so grateful for your investment in our mission and continued support of our neighbors in need!

Nā Hoaloha Ohana

Members of the Nā Hoaloha Ohana commit to an unrestricted three-year pledge of \$1,000 or more annually to support the ongoing programs and services provided by Nā Hoaloha.

Giving Levels

	Aloha kindness	\$10,000+ per year
	Makana precious gift	\$5,000 - \$9,999 per year
	Malama to care for	\$2,500 - \$4,999 per year
	Kokua to help	\$1,000 - \$2,499 per year
	Ohana family	In celebration of our 30th anniversary, \$30/month for 30 months
	One-time gifts of all sizes are needed and appreciated!	

Benefits of the Nā Hoaloha Ohana - All donors of \$1000 or more per year will:

1. Be recognized on a donor recognition wall.
2. Be recognized on the Nā Hoaloha web site.
3. Receive a special mahalo gift.
4. Be invited to an annual Appreciation Event.

Ali'i Anuenue Circle (*anuenue in Hawaiian is rainbow, a favorable omen*)

All donors, who commit to a donation of \$5000 or more, between now and December 15,2023, will be considered part of the Ali'i Anuenue Circle.

Business/Corporate Support

Business partnerships with Nā Hoaloha offer meaningful opportunities for local businesses, as well as national brands, to gain recognition for generous gestures. In addition to the benefits noted above, Business/Corporate sponsors at a \$5,000 annual sponsorship level will receive:

1. Prominent placement on our web site
2. Ongoing recognition in our newsletters
3. Plaque to display in their business
4. Opportunities for employee involvement in volunteer services