



KE ALA O KA LĀ

**ANNUAL REPORT**

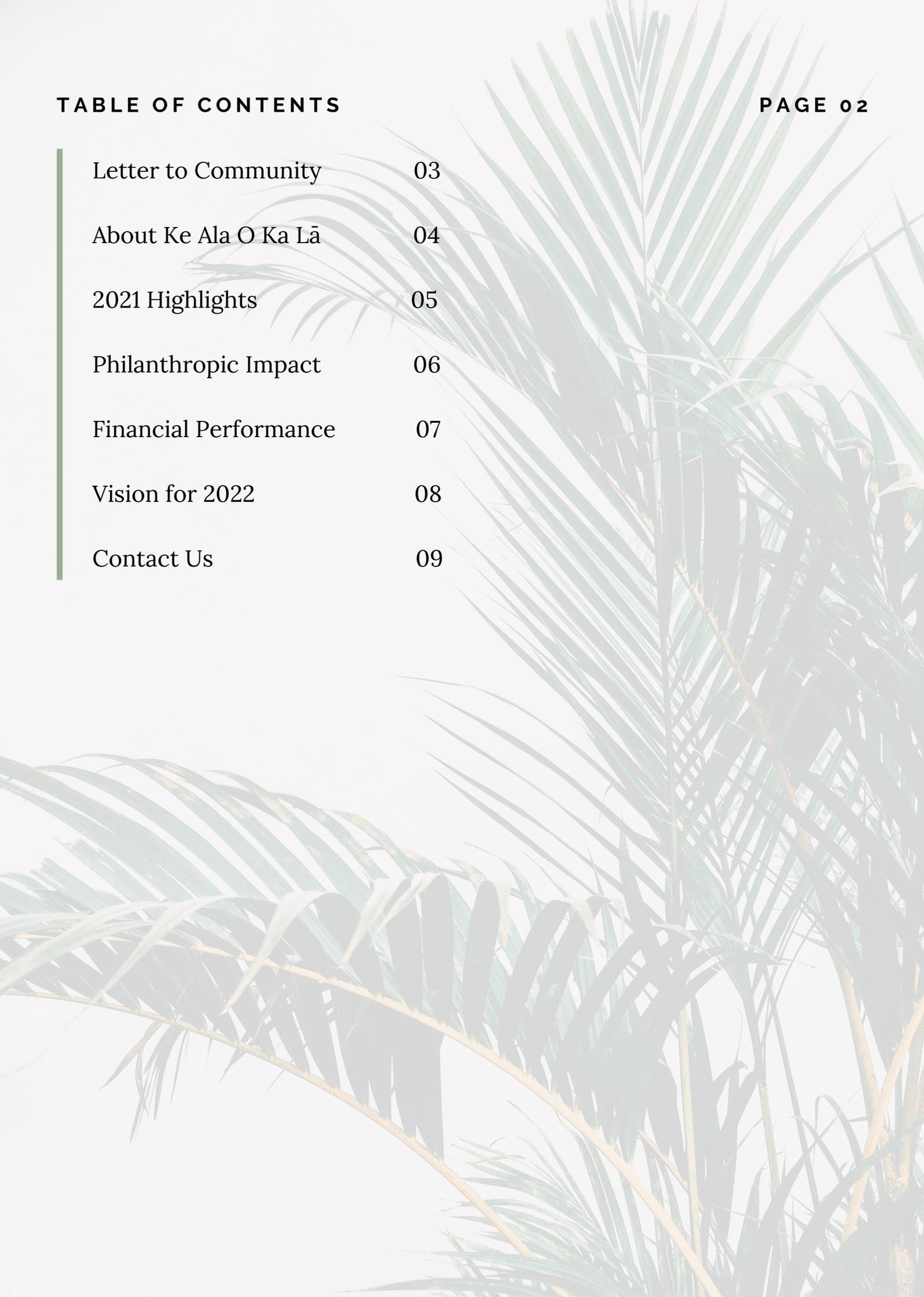
2021



**PREPARED BY**  
MARGARET KAHOILUA



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# BETTER TOGETHER



"Together we are stronger, our unified voice becomes louder, and the collective impact of our action grows at an exponential rate."

Aloha 'oukou,

Ke Ala O Ka Lā is excited to share our first year in review with you, the wonderfully resilient residents of Hawai'i Island. Although the past couple years have presented formidable challenges across the globe, our treasured Moku O Keawe has allowed these trying times to reveal the fortitude of our lāhui.

Together we are stronger, our unified voice becomes louder, and the collective impact of our action grows at an exponential rate. Our small team is steadily increasing momentum, while ensuring we remain firmly rooted in our core values demonstrating authentic ALOHA: Akahai, Lōkahi, 'Olu'olu, Ha'aha'a, and Ahonui.

It is an honor to embark on this journey with the caring individuals and organizations comprising our island community. As we unite to move forward let's continue to remove identified barriers, bridge the gaps, and co-create opportunities to benefit future generations. Mahalo 2021 for the silver lining!

Sincerely,

A handwritten signature in black ink that reads "Margaret Kahoilua". The signature is fluid and cursive.

Margaret Kahoilua, Business Owner



## THE BUSINESS

Ke Ala O Ka Lā is a purpose-driven business: We preserve and enhance the quality of life for individuals, promote the sustainability of our land, and increase resilience within our island communities through demonstrating solutions in land use and resource best practice.

The main goal of Ke Ala O Ka Lā is to provide a more circular economic solution for Hawai'i by connecting small-scale farmers, non-profits, conservationists, and agricultural visionaries with opportunities to implement food security and adaptive capacity building projects.

Ke Ala O Ka Lā commits to policies and practices that improve the integrity of the environment while assisting to diversify our island economy. We proudly support other like-minded companies and individuals engaging in similar endeavors.

Our practices are founded through principles of 'āina aloha to move Hawai'i toward economic diversification. We value seven main forms of capital: cultural, experiential, financial, intellectual, natural, material, and social.

Ke Ala O Ka Lā believes fair and equitable distributions of these seven forms of capital is key to a just and healthy Hawai'i. We consider the value of each in balance as we share our services: community philanthropy, consultation services, land licensing, and regenerative land management programs.

# OUR FIRST YEAR

Experiential learning at the Kaloko-Mauka property where we focus on protecting our watersheds & removing invasive ginger to promote healthy endemic growth

Developed collaborative māmaki initiative with Root & Rise Therapeutic Horticultural and Wannabee Pono



MARCH

APRIL

JULY

OCTOBER

DECEMBER

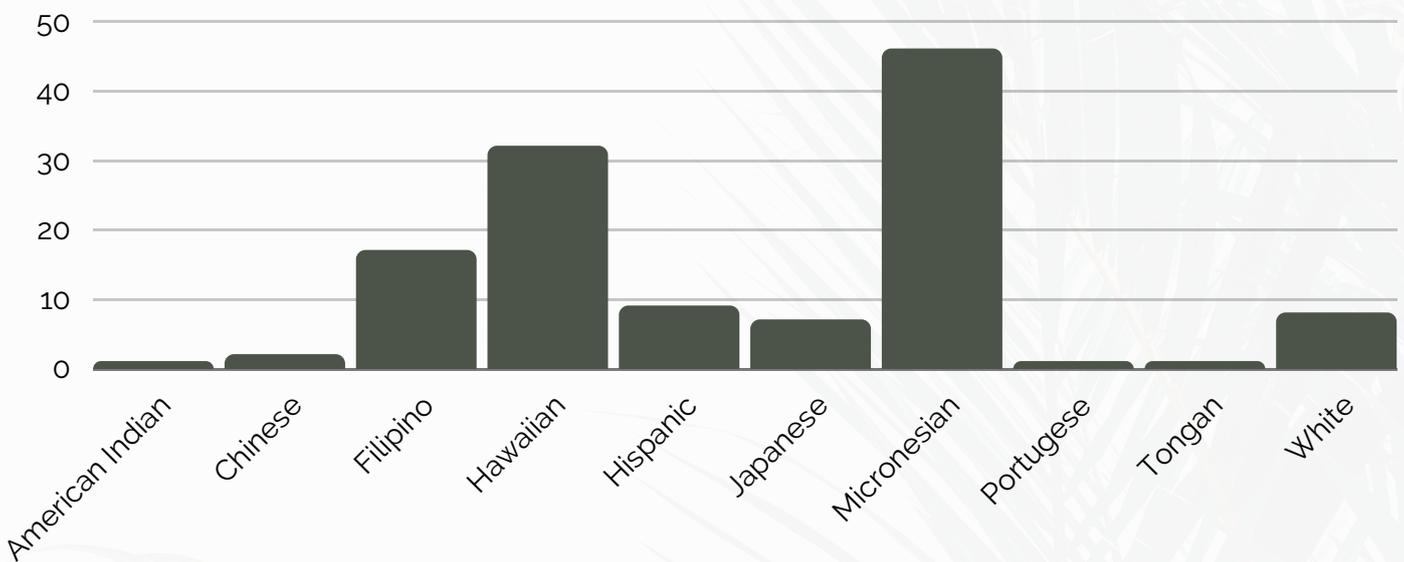
Facilitated Community Imu event at Basque's Ho'okena property where we convey the importance of respectful tourism, share culture, and celebrate outstanding youth making a difference within their communities

Broke ground on Pana'ewa DHHL agricultural lot where we practice regenerative farming principles

Spearheaded island-wide distribution of new free clothing provided by Sunday's Child Foundation to families and organizations serving Hawai'i's vulnerable children

# CONTRIBUTION TO COMMUNITY WELLBEING

Figure 1: Sample population of ethnic groups served through Hawai'i Island free clothing distribution.



Community Philanthropy is highly valued within the Ke Ala O Ka Lā business model. While we cosponsored various charitable endeavors during our first year, equitably distributing free new clothing to vulnerable families is a noteworthy year end highlight.

We are grateful to the individuals and organizations who supported efforts to ensure our diverse island communities recieved clothing for keiki this year. Special mahalo to the Basque Family Trust & Sunday's Child Foundation for providing this wonderful resource for the children.

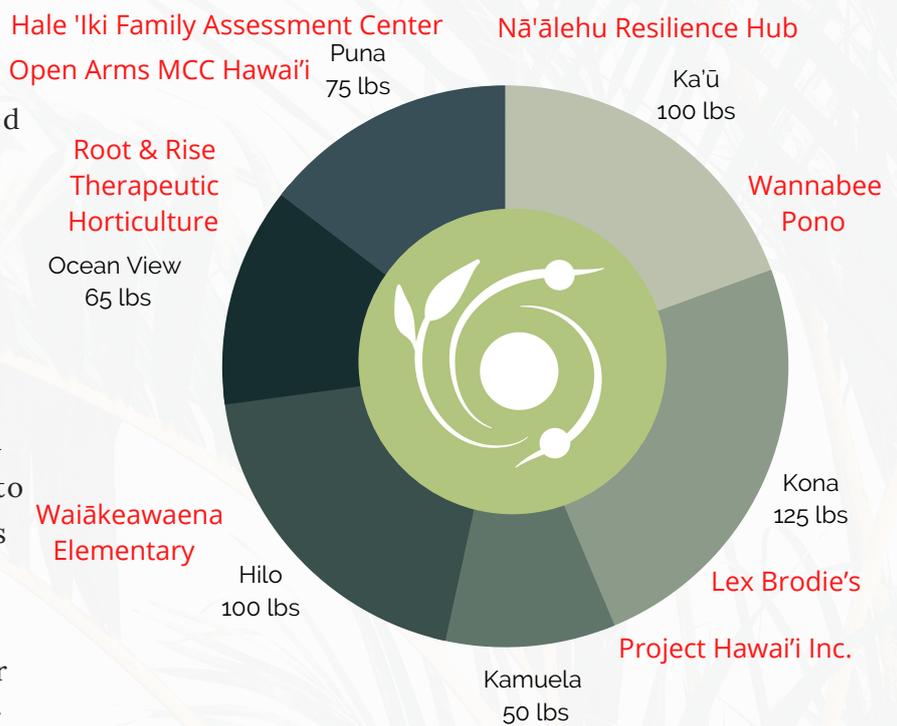


Figure 2: Weight of bulk clothing to community organizations in December 2021

# REVENUE STREAMS & ASSETS

Figure 3: 2021 revenue streams and percentage of total income earned

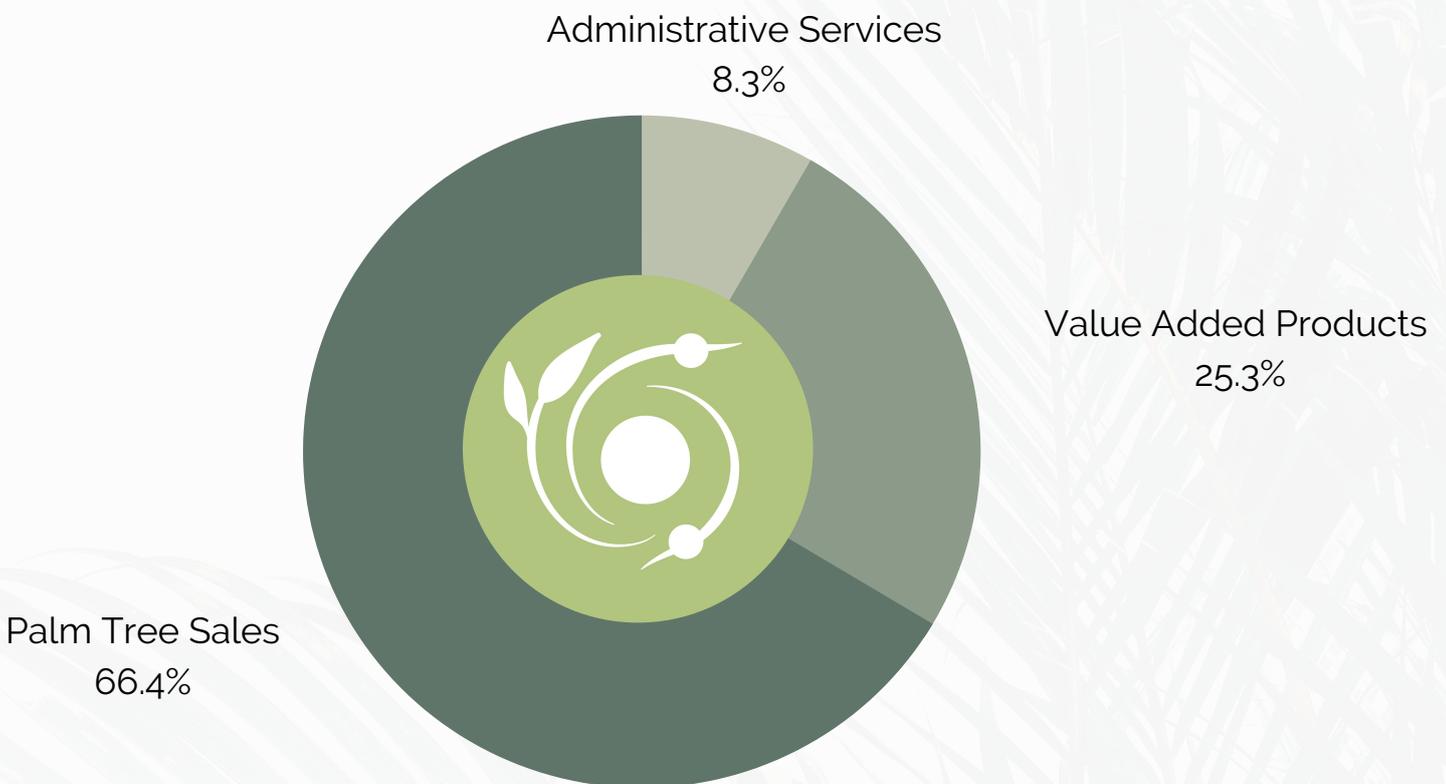
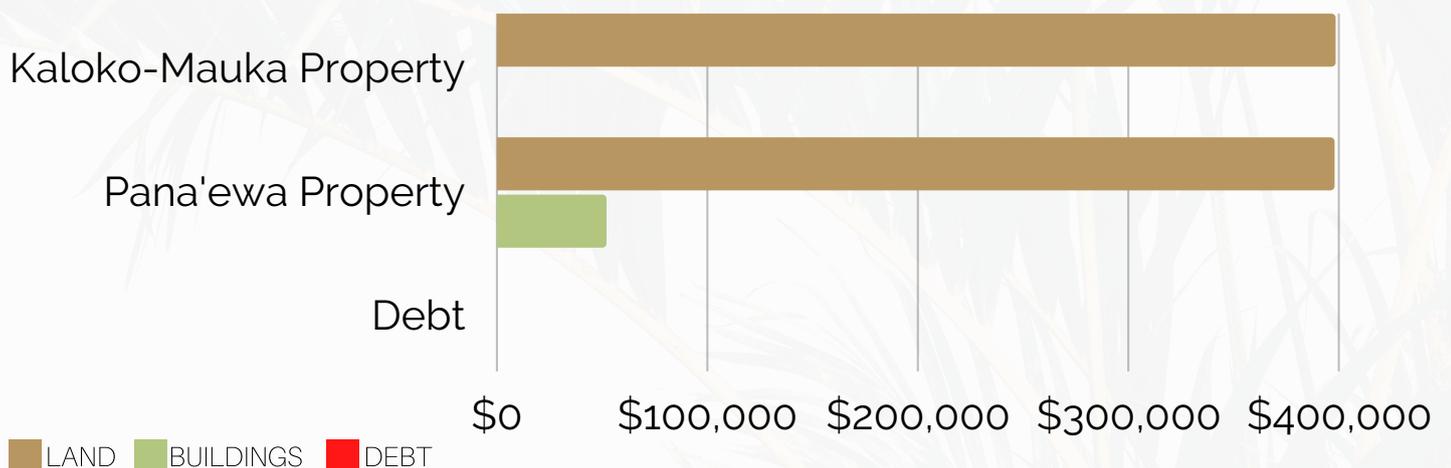


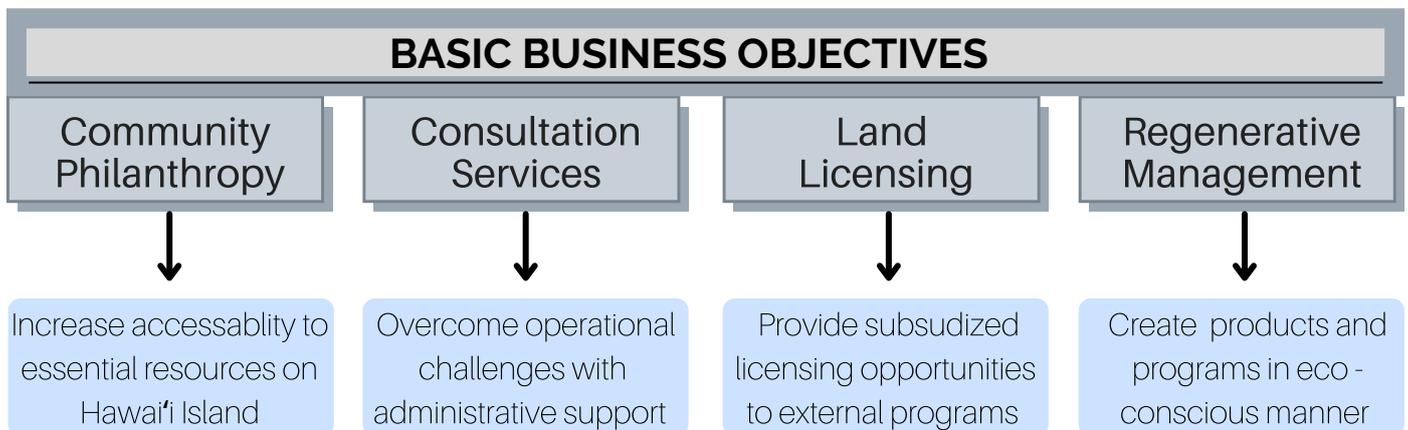
Figure 4: Hawai'i County assessed value of current assets managed vs. debt



# THE PATH FORWARD

"We plant seeds of change for future generations. Let's grow together!"

Ke Ala O Ka Lā is dedicated to providing value and exceptional service for our stakeholders. As we say farewell to 2021, we look forward to the new year, eagerly anticipating the growth and positive action on the horizon. Throughout 2022, we will continue to establish our customer base and build alliances between public & private sector organizations as we further develop our four primary branches of service.



"Action without vision is only passing time, vision without action is merely day dreaming, but vision with action can change the world."

Nelson Mandela

WE'D LOVE TO HEAR  
FROM YOU!

## CONTACT US

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