



CELEBRATING

2007 - 2017

MAUI NUI

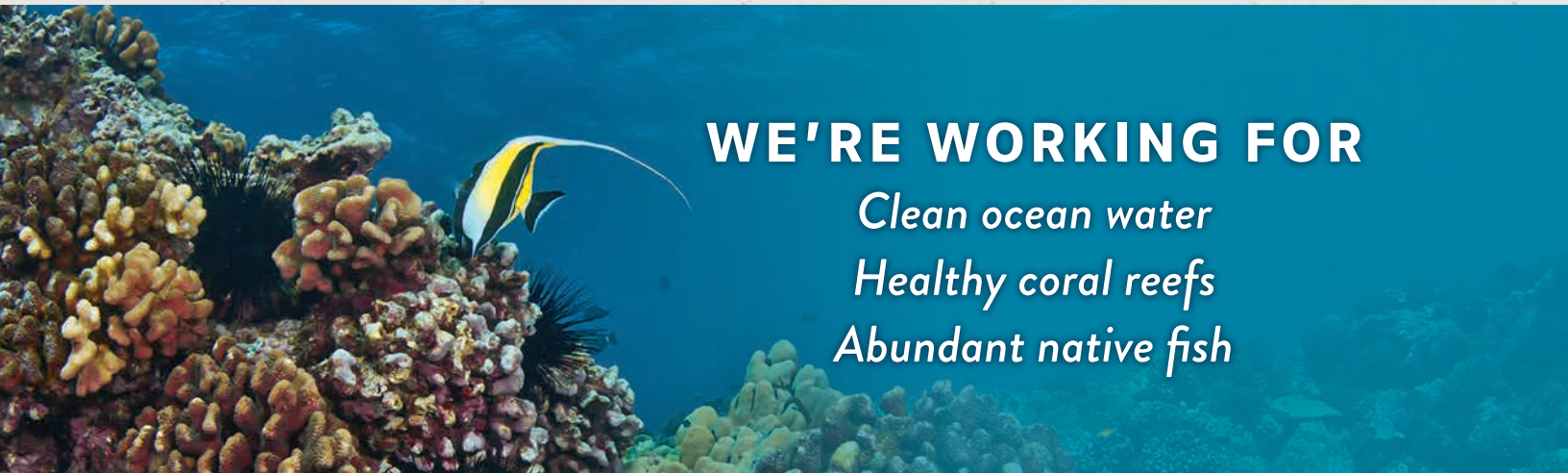


MARINE RESOURCE COUNCIL

2017

ANNUAL REPORT





## WE'RE WORKING FOR

*Clean ocean water  
Healthy coral reefs  
Abundant native fish*

CELEBRATING  YEARS

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Maui Nui Marine Resource Council's 2017 Board of Directors (from left to right): **Michelle Griffoul**, **Mike Fogarty** (Treasurer), **Robin Newbold** (Chair) and **Larry Stevens** (Secretary). Absent from the photo: **Lucienne de Naie**.

## CELEBRATING 10 YEARS OF WORKING WITH OUR LOCAL COMMUNITY

The Board of Directors of Maui Nui Marine Resource Council is pleased to present you with a special 10<sup>th</sup> Anniversary edition of our Annual Report.

Our story began with a small nucleus of Maui residents who were committed to reversing the decline of our local coral reefs.

Guidance, inspiration and leadership came from community activist and kupuna Uncle **Ed Lindsey** and marine biologist **Robin Newbold**. They envisioned creating a network — a “web” of outstanding people from a wide variety of backgrounds and professions who shared a vision of healthy coral reefs, clean ocean water and an abundance of native fish for the islands of Maui County. Maui Nui Marine Resource Council was founded on this idea in late 2007.

During the past ten years, many people and entities have joined this web; each new addition bringing unique talents, knowledge and experiences; each making the web stronger, more resilient and more effective in pursuing our vision.

This web of individuals working toward a common goal is the power behind Maui Nui Marine Resource Council's ability to create innovative science-based solutions to the most challenging problems facing our reefs and ocean waters. It is also the source of our hope, at a time when the long-term survival of our reefs hangs in the balance.

Rather than devote time to celebratory fanfare for our 10<sup>th</sup> anniversary, we doubled down in 2017 on our efforts to protect Maui Nui's cherished reefs and ocean waters. New programs were added. Existing programs were expanded. Please read on to learn about the many important accomplishments of 2017.

We thank each of you who are part of our network, our web. We arrived at this 10<sup>th</sup> anniversary because of you. Thank you for making so much progress possible, in the past and into the future.

*Mahalo to you for your support.*



## WORKING FOR CLEAN OCEAN WATER

Clean ocean water is essential for healthy coral reefs and valued for ocean recreation. To help restore clean ocean water to Maui County, Maui Nui Marine Resource Council (MNMRC) is proud to co-manage the Hui O Ka Wai Ola ocean water quality monitoring program, which saw significant expansion in 2017.

At 36 locations stretching along the coast of South and West Maui, trained volunteers arrive every two to three weeks, wading into knee-deep water to retrieve samples of ocean water for testing. Their efforts yield valuable data on sediment, nutrients (such as phosphorous and nitrogen), dissolved solids, temperature, pH, and more.

This innovative volunteer-based program is known as Hui O Ka Wai Ola (Association of Living Waters). 2017 marked the second year of the community-supported program and a significant increase in its scope and size.

The program is co-managed by MNMRC, working in partnership with **The Nature Conservancy, West Maui Ridge to Reef Initiative**, and the **State of Hawai'i Department of Health (DOH)**.

The goal of this ocean water quality testing program is to locate where land-based sources of nearshore water pollution are occurring and to work with the County to address the problems. Ultimately, the program's vision is to benefit Maui County's coral reef ecosystems, and to provide cleaner, safer nearshore ocean water for enjoyment by residents and visitors.

"The Hui" began in June 2016; by the month's end volunteers were testing at 15 sites along West Maui. By mid 2017, volunteers were regularly testing ocean water quality at 24 shoreline locations under the Hui's DOH-approved Quality Assurance Project Plan with support from the **County of Maui Mayor's Office of Economic Development (OED)** and **North Beach West Maui Benefit Fund**.



2017 also brought a significant expansion to South Maui. From Mā'alaea to 'Āhihi Kīna'u, 12 new water quality testing sites were added in fall 2017.

Funding from **National Fish and Wildlife Foundation (NFWF)** to the Hui enabled us to outfit a laboratory at the **Hawaiian Islands Humpback Whale National Marine Sanctuary**, provide training for volunteers, and start testing and analysis at 12 sites in South Maui.

MNMRC's **Amy Hodges** also wrote and received an award for the project from the **County of Maui's Office of Economic Development**. With this funding, and support of our donors and sponsors, we hired **Sofia de la Sota** as the water quality program's South Maui Team Leader and Regional Coordinator, a part-time position.

MNMRC contracted with **Dana Reed**, West Maui Regional Coordinator, to oversee the expansion to South Maui. Sofia and Dana worked together to order all the equipment, set up the testing lab, choose the sites, train the volunteers and provide guidance during the first year. Working with West Maui Team Leaders **Cathy Maxwell** and **George Burnette**, they recruited and trained more than a dozen new volunteers during an intensive hands-on two-day training program.

As a result of this combined effort, the Hui team members tested a total of 36 sites every two to three weeks through the end of 2017. 384 samples were gathered and tested in West Maui, and 44 in South Maui in 2017. The program had 30 active volunteers and 4 team leaders who receive stipends for their work.

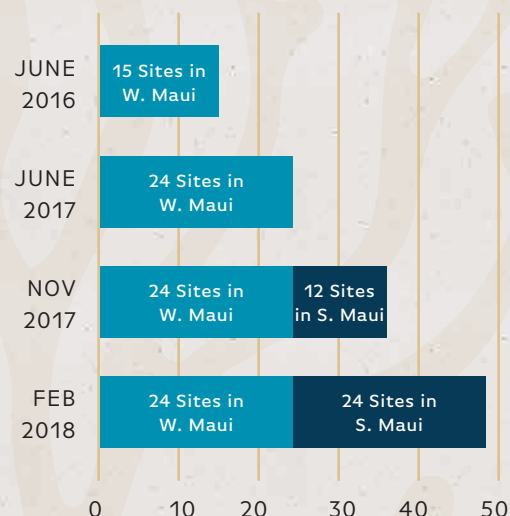
By the end of the year, 18 months of data collected from the field under the program's strict **Quality Assurance Project Plan (QAPP)** was provided to the **Department of Health**, uploaded to the **U.S. Environmental Protection Agency's** database and made available to the public on the Hui's website.

The ambitious expansion plans continued through the end of 2017, when the team prepared to add 12 more South Maui sites to the program in early 2018.

Data gathered by Hui O Ka Wai Ola volunteers and staff will allow us to identify areas of impaired water quality and seek solutions leading to clean water and healthier coral reefs. State and County officials have welcomed the availability of sufficient data to identify sources of land-based sources of pollution and are working with us to find solutions.

To learn more, visit [www.mauireefs.org](http://www.mauireefs.org).

## GROWTH IN NUMBER OF HUI O KA WAI Ola WATER QUALITY TESTING SITES



## MAHALO TO THOSE WHO HELPED MAKE THIS PROGRAM POSSIBLE

### PARTNERS

The Nature Conservancy  
West Maui Ridge to Reef Initiative  
Maui Nui Marine Resource Council  
State of Hawai'i  
Department of Health

### SPONSORS

County of Maui Mayor's Office  
of Economic Development  
Hawaiian Islands Humpback Whale  
National Marine Sanctuary  
Lahainaluna High School  
Napili Bay and Beach Foundation  
Natural Resources Conservation  
Service (USDA)  
National Fish and Wildlife Foundation  
North Beach West Maui Benefit Fund  
Individual Donors, Supporters  
and Volunteers

# RESTORING HEALTHY CORAL REEFS

In January 2017, MNMRC convened the 14<sup>th</sup> meeting of the Maui Coral Reef Recovery Team (MCRT), a group of Hawai'i's most widely recognized coral reef scientists, resource managers, fishers, cultural advisors, and community members. An idea made reality by MNMRC in 2010, the MCRT works to identify and support local, community-based solutions to help save Maui's threatened coral reefs.

The statistics are sobering. During the past 20 years, 25% of Maui's surveyed coral reefs have died. 50% are declining in health. The worldwide coral bleaching events of 2015 and 2016 that impacted Hawai'i's reefs had some of their greatest local impacts along the coasts of south and west Maui, resulting in tragic coral deaths.

It was against this backdrop that the MCRT held its 14<sup>th</sup> meeting on January 13, 2017 on Maui. Brought together by MNMRC, the team members participated in reporting, analysis and discussion on progress made toward implementing the Maui Coral Reef Recovery Plan, a 101-page science-based, recovery-driven plan published by the group in 2012 that outlines specific goals and steps to protect and restore Maui's coral reefs.

MCRT members also discussed how to best participate in the **Sustainable Hawai'i Initiative**, specifically the part of the Initiative that sets a "30 x 30" goal of effectively managing 30% of Hawai'i's nearshore waters by 2030. The Sustainable Hawai'i Initiative was announced by Hawai'i **Governor Ige** at the 2016 International Union for Conservation of Nature World Conservation Congress held in Honolulu. Two of MCRT's members serve on the Governor's "30 x 30" advisory board.

The members of the MCRT resolved to offer additional guidance and expertise to develop and implement the portion of the "30 x 30" initiative pertaining to the islands of Maui Nui (Maui, Moloka'i, Lāna'i, and Kaho'olawe). An official letter of support from the MCRT was drafted and sent to the **State of Hawai'i Department of Land and Natural Resources (DLNR)**.

A second meeting of the MCRT was held on March 10, 2017. At this meeting the group drafted definitions pertaining to the "30 x 30" initiative and created a proposed set of geographic boundaries for "30 x 30" in Maui Nui, and documented their inclusion criteria for these areas. These materials were submitted to Suzanne Case, DLNR Chair.

A subcommittee of the MCRT met on May 8, 2017 to review existing Marine Protected Areas (MPAs) in Maui Nui and assess them against the inclusion criteria created by the MCRT in March.

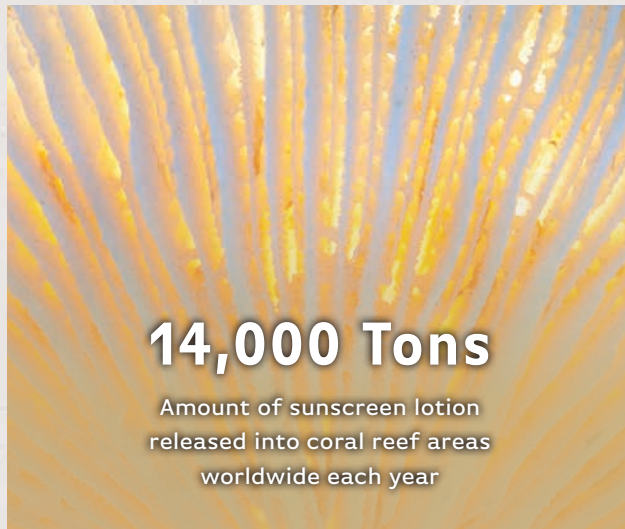
"Maui's reefs are at a crossroads, and our actions in the next few years will determine the fate of these important ecosystems," said **Dr. Bob Richmond**, Chair of the Maui Coral Reef Recovery Team and Director of **University of Hawai'i Mānoa's Kewalo Marine Laboratory**. "The MCRT is actively working to implement added protections for these reefs by supporting the '30 x 30' initiative."



When I first moved to Maui about 4 years ago, I was very much looking forward to SCUBA diving. My first dive here, at Mākena Landing, was very exciting because I hadn't been diving in about 25 years. The dive was enjoyable, but I was alarmed at the poor health of the reef and also the scarcity of fish. That experience eventually led me to become interested in the Maui Nui Marine Resource Council. The primary reason that I volunteer, donate and also work for the council is to be a part of the effort to save our reefs.

**GEORGE BURNETTE**, VOLUNTEER AND HUI O KA WAI OLA TEAM LEADER





## PREVENTING SUNSCREEN POLLUTION

After reviewing reports by **Dr. Craig Downs**, Executive Director of the **Haereticus Environmental Laboratory** in Clifford, Virginia, on the impacts of oxybenzone and octinoxate on coral reefs, MNMRC members got involved in efforts to educate the public about this issue.

Oxybenzone and octinoxate are found in many popular sunscreen products. Safer alternatives made without these ingredients exist.

Our MNMRC team created displays about harmful sunscreen ingredients (and alternatives) for local events, including the Aloha Classic and West Maui Ridge 2 Reef Rendezvous. Our team also reached out via social media and on our website to increase awareness among visitors and residents about this issue.

MNMRC Board Member **Michelle Griffoul** worked with others in the local community to source affordable alternative sunscreen products in bulk and present these options to snorkel and dive operators on Maui. As a result, more of these operators are providing their guests with sunscreens that are free of oxybenzone and octinoxate.

MNMRC staff and volunteers testified at Maui County Council hearings on a proposed ban on the sale of sunscreen products containing oxybenzone and octinoxate.

MNMRC is asking the public to act now: please check your sunscreen and avoid products with oxybenzone, octinoxate, and their close relatives — and reduce your need for sunscreen by covering up with a hat, rash guard, or other clothing.



As Programs Manager at Maui Nui Marine Resource Council, I'm inspired by the results that are achieved when people work together to protect our coral reefs, native fish, and ocean water quality. That's what I love most about my role at MNMRC: getting to know and work with Maui County residents, visitors, nonprofits, businesses, and local government to bring about positive change.

**AMY HODGES**, PROGRAM MANAGER



*Michelle Griffoul, MNMRC Board Member, testifying at a Maui County Council Meeting about sunscreen ingredients that harm coral reefs.*



# RESTORING NATIVE FISH

During 2017, MNMRC was proud to continue our support of Maui Nui's six Community Managed Makai Areas (CMMAs), a community-centered way of protecting marine resources based on traditional Hawaiian management practices.

Prior to Western contact the people of Hawai'i developed intricate systems for managing their marine resources to ensure there would be sustainable yields of fish and limu (seaweed) to nourish their communities. However, during the last two centuries many of these systems were gradually replaced by "Western" top-down approaches to marine resource management. In the last century alone, an 80% reduction in coastal fish catch has been documented in the main Hawaiian Islands.

Introduction of **Community Managed Makai Areas (CMMAs)** was motivated by crisis, as residents of Maui Nui recognized that their coastal fisheries were being overexploited to the point where they could not

meet the future needs of our people. Prompted by a meeting with visitors from Fiji in 2010, and supported by personnel from **The Nature Conservancy** and **John Parks** from **Marine Management Solutions**, MNMRC reintroduced this "bottoms-up" approach to Maui Nui — an approach based on traditional Hawaiian values. A decade later we are proud to continue our support.

CMMAs bring together fishers, recreational ocean users, conservationists, scientists, and other community members to create and implement effective solutions to threats to Maui's coral reefs, coastal fisheries, and nearshore waters. While CMMAs work in concert with local and state government, their approach is

6

CMMAs in Maui Nui with community actions plans that conduct biological monitoring, address critical threats, and promote pono fishing practices

5

Community sites that are seeking state rule-making

18

Square miles collectively cared for by CMMAs in Maui Nui

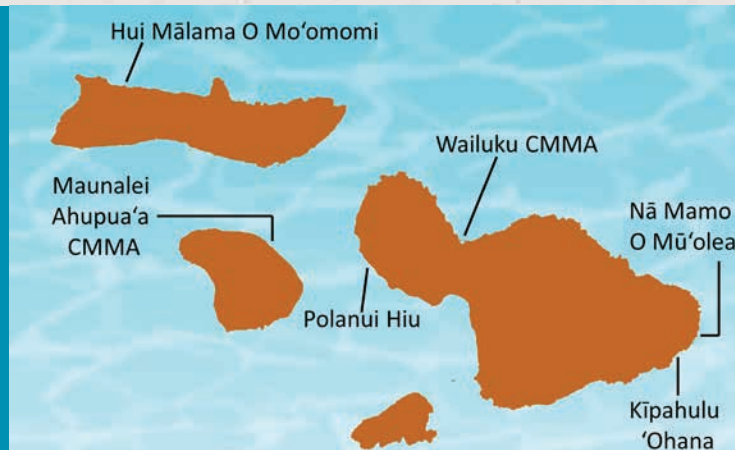
5,000

People who were reached by CMAA programs in Maui Nui



## MAUI NUI'S COMMUNITY MANAGED MAKAI AREAS:

Polanui Hiu (Lahaina)  
Wailuku Ahupua'a (Kahului/Wailuku)  
Maunalei Ahupua'a (Lāna'i)  
Kīpahulu 'Ohana (East Maui)  
Nā Mamo O Mū'olea (Hāna)  
Hui Mālama O Mo'omomi (Moloka'i)



"community-up" rather than "government-down" in addressing threats to their marine resources. This approach can inspire more people to participate and build a stronger marine protection ethic for the entire community.

During 2017, MNMRC supported Maui's network of six Community Managed Makai Areas and their umbrella organization, the **Maui Nui Makai Network**, by attending their meetings, providing training, supporting outreach efforts, and providing financial help for specific projects.

CMMA meetings are often held onsite, at the beaches, reefs, or shorelines of the areas they are protecting. Flip charts, problem trees, fish surveys, 'opihi counts, creel surveys, guest speakers, water quality testing, and other techniques assist in establishing goals and action plans to reverse the decline and speed recovery of the community's marine area. Topics at 2017 meetings

included finding ways to direct paddle-boarders from shore to deeper water without impacting the reefs at Polanui and Olowalu, reducing runoff from land, promoting sustainable fishing practices, conducting fish ID and presence surveys, educating snorkelers and divers about caring for the reefs, and conducting educational programs for local children. MNMRC has supported many of these efforts with both finances and personnel participation.

"CMMAs build on the past, and are the promise of a brighter future for the nearshore marine environment in Maui Nui," says Robin Newbold. "With 1.2 million people statewide living within 2 miles of the ocean, it's essential that we inspire Hawai'i's residents and visitors to treat our coastlines and nearshore areas as if they were their own backyards, and as a place not only for themselves but for future generations."



*MNMRC staff participate in meetings of the Maui Nui Makai Network and provide support to this network of community and partner groups protecting marine ecosystems throughout Maui Nui.*

# LOOKING TOWARD THE FUTURE

During our 10<sup>th</sup> anniversary year, MNMRC built on a solid foundation of working from ridge-to-reef to protect Maui County's coral reef ecosystems and nearshore ocean areas, with a focus on collaboration with individuals, community groups, nonprofits, businesses, and local government officials and agencies. Over the years, we have witnessed the effectiveness and positive impacts of this holistic, community-based approach to marine conservation and will be following this blueprint for success in the future.

During 2017, our team began planning a pilot project to improve water quality in Maui's **Mā'alaea Harbor**. The water quality in this harbor is greatly compromised by storm water and sediment runoff, as well as other pollution originating from land. This nearshore ocean pollution adversely impacts areas adjacent to the harbor that are important recreational swimming and surfing areas, while also undermining the health of coral reefs and sea turtle feeding areas just outside the harbor.

Our approach will be two-pronged. To reduce sediment and other land-based pollution flowing into the harbor, we're working with local government, island businesses, and community organizations to develop a plan and initiate mitigation steps.

We are also evaluating the feasibility of using caged oysters to improve ocean water quality in the harbor. As filter feeders, oysters remove sediment, bacteria, heavy metals, PCBs, oil, micro-plastics, and nutrients from the water column. Oysters also digest the type of bacteria that cause skin-borne illnesses such as staph and MRSA. This oyster pilot project is modeled after several successful projects on the East Coast where oysters were used to improve water quality, including the highly effective **NY/NJ Baykeeper Project**. As a **Waterkeeper Affiliate**, we are working with the Hawai'i chapter of **Waterkeeper Alliance** (led by their Executive Director **Rhiannon "Rae" Chandler-Īao**) on this Maui-based pilot study. If successful we would like to expand the effort to other areas of Maui Nui.

The growth of our water quality testing program and the extensive data it has produced about West Maui have already helped us identify areas of greatest concern. In some areas the cause is obvious as large amounts of pollutants and sediment are regularly entering the ocean. In other areas we need to look further for the non-point source cause and extent of this pollution. Our goal is to take our water quality-testing program to the next level

in which our data will be used to establish solutions to land-based runoff and pollution.

To increase public awareness of MNMRC and engage more of the community in efforts to protect coral reefs, MNMRC hired **Anne Rillero** in October, 2017 to serve as our Communication, Outreach and Development Manager. Anne brings more than 20 years of experience in public relations, marketing, fundraising, and development in the nonprofit sector on Maui. Since arriving, she led a successful end-of-year fundraising campaign, increased attendance at our monthly meetings, and has rewritten and managed the redesign of our new website, **[www.mauireefs.org](http://www.mauireefs.org)**.

Last but not least, MNMRC's Board of Directors established a new Executive Director position, to work in partnership with our current staff, under the guidance of our MNMRC Board. Our goal is to fill this new position by October of 2018.

2017 also brought the return of the **Hōkūle'a** to Hawai'i after its historic **Mālama Honua Worldwide Voyage**. We celebrated Hōkūle'a's arrival on Maui by participating in a ceremony with her crew to designate Olowalu as a **Hope Spot** by **Mission Blue**, a nonprofit led by world-renowned oceanographer, **Dr. Sylvia Earle**. MNMRC is proud to have joined **Dr. Mark Deakos**, Director of the **Hawai'i Association for Marine Education and Research**, along with **Olowalu CMMA**, **Mālama Olowalu** and **The Nature Conservancy of Hawai'i** in petitioning for this designation. Our goal is to build community awareness about Olowalu's unique and precious coral reefs, and bring more attention to the impacts of climate change, sea level rise, land use, recreational activities, and overfishing on that important and extensive reef. Our MNMRC team was proud to present our accomplishments made as part of our **Promise to Pae 'Āina**, a commitment to make our island home a better place during Hōkūle'a's journey.



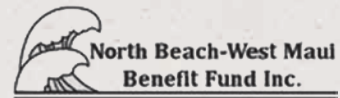
# THE POWER OF PARTNERSHIPS

We're the first to admit that our vision is big: healthy coral reefs, clean ocean water and a restoration of abundant native fish for all the islands of Maui County. Early on, our founders recognized that to realize such important goals, we would need to harness the power of partnerships and networks.

Since 2007, Maui Nui Marine Resource Council has brought together a broad base of the community to

create innovative and lasting solutions to the most challenging problems facing our nearshore ocean environment. We take pride in the many working partnerships we've established over the past ten years. By working together we multiply the impact of our funding and our staff's time, and increase our effectiveness in establishing real solutions to pressing problems.

## WE ARE PROUD TO RECOGNIZE THESE 2017 PARTNERS, CORPORATE SPONSORS AND PROGRAM SUPPORTERS:



## HUI O KA WAI OLA WATER QUALITY TESTING PROGRAM SPONSORS





Photo Credit: Ed Robinson

## 2017 PARTNERS, CORPORATE SPONSORS AND PROGRAM SUPPORTERS CONTINUED:

### OYSTER RESTORATION PILOT PROJECT PARTNERS & SUPPORTERS



### IN KIND DONORS

Ed Robinson Photography  
Flatbread Co.  
Lahainaluna High School  
Maui Brewing Co.

Maui Ocean Center  
NOAA Hawaiian Islands Humpback  
Whale National Marine Sanctuary  
Pacific Whale Foundation

Pride of Maui  
Sail Trilogy  
Skyline Eco-Adventures  
The FlyingHawaiian.com

### MAUI CORAL REEF RECOVERY TEAM

#### 2017 Members

Thorne Abbott  
Ka'au Abraham  
Eric Brown  
Tova Callender  
Rhiannon Chandler-'Iao  
Eric Conklin  
Mark Deakos  
Mike Field  
Emily Fielding (alternate)  
Alan Friedlander  
John Gorman  
Elia Herman  
Amy Hodges  
Ekolu Lindsey

Manuel Mejia  
Robin Newbold  
John Parks  
Dana Reed  
Bob Richmond  
Russell Sparks  
Brad Tarr  
Darla White  
Wendy Wiltse

#### Previous Members and Supporters of MCRT

Lauren Blickley  
Jay Carpio  
Mia Charleston  
Tegan Hammond  
Mary Jorgensen (alternate)  
Robin Knox

Dan Polhemus  
Tony Povilitis  
John Summers  
Rina Sampson  
Celia Smith  
Brian Tissot

#### Additional Site Contacts

Lisa Agdeppa  
Joe Barone  
Lucienne de Naie  
Kale Kaalekahi  
Tiare Lawrence  
Matthew Nall  
Mia Nykoluk  
Francois Seneca  
Alana Yurkanin



# MAHALO TO OUR SUPPORTERS

MNMRC's mission is to bring human actions into balance with ecological principles so that the health and abundance of Maui's nearshore waters can be restored and sustained for future generations. We are deeply grateful to those who share in our mission and vision, and who have stepped up to support us with their generous donations

## VISIONARIES | \$2,000+

Dan Craig  
Sulara James  
James and Cathy Maxwell  
Barbara Savitt  
Jim and Linda Sheppard  
Charitable Fund

## GUARDIANS | \$1,000+

Cynthia Belowski  
Everett Dowling\*  
Brad & Sherry Eichhorst  
Michael Fogarty  
Michelle Griffoul  
Barbara Kaneshige  
Robin Newbold  
Ray and Chris Phillips  
Larry and Anne Stevens

## PROTECTORS | \$500+

George Burnette  
Carol A. Clawson  
Brett Gobar  
Marilyn and Thomas Hill  
Nathan Kellogg  
Steven J. Kucharski

## CARETAKERS | \$200+

David Newbold  
Sue Perley\*

## FRIENDS | \$100+

Thorne Abbott  
Mitch Brown  
Robert & Anne Burch  
Lucienne de Naie  
Ty Freiberg

Wendy Harvey  
Pavel Iwonov  
Scott and Marielis Jepson\*  
Debra Lumpkins  
Kelli Lundgren  
Janice Marsters  
Anne Rillero  
Brian Roskam\*  
Marie and Terry Schroeder  
Brad Tarr  
Rob Weltman\*

## BELIEVERS (ADDITIONAL VALUED DONORS)

Lauren Elyse Blickley  
Antonia Debevec\*  
Susan Douglas\*  
Mark Drehsen\*  
Michael Duberstein\*  
Bruce Forrester  
Konnice Fox  
Heather George  
Andrea Haigh  
Nanette Harter  
Christine Hartmann  
Sarah Hauser  
Joanne King  
Melonie Caldas Krause  
Dan Logtenberg  
Susie Luyet  
David Morts\*  
Jenni McKie  
Janet Mercer  
Kathryn Morgan  
Cardene Otsuka  
Amy Parker

Carol Riccio  
Louise Rockett  
Jay Schiesser  
Boobie Shack  
Lila Sherman\*  
F. M. R. Smith Jr.  
Peggy L. Swan  
Susan Varsames  
Lisa Welter

\*Donated to support Kihei Community Association Water Quality Study

## HUI O KA WAI OLA VOLUNTEERS

Flo Bahr  
Bruce Banker  
Rich Bayly  
Mitch Brown  
Bill Chase  
Jeep Dunning  
Bruce Forrester  
Ty Freiberg  
Sheryl Fries  
Scott Graves  
Nate Greene  
Michelle Griffoul  
Kit Harris  
Harry Hecht  
CiCi Hehemann  
Donna Howard  
Lyn Hutchings  
Brenda Jarmakani  
Judy Jarvie  
Lory Lowder  
Jim Maxwell

Richard Noponen  
Layne Otomo  
Steve Paselk  
Audrey Quinn  
Lindsay Ranieri  
Bill Rathfon  
Renee Riley  
Marie Schroeder  
Terry Schroeder  
Maile Sharpe  
Scott Splean  
Ananda Stone  
Kathy Thunholm  
Tina Wildberger  
Alfred Wolf

## HUI O KA WAI OLA TEAM LEADERS

George Burnette  
Cathy Maxell

## HUI O KA WAI REGIONAL COORDINATORS

Sofia de la Sota  
Dana Reed

## SPECIAL THANKS TO

Akaku TV  
Hawai'i Public Radio —  
The Conversation  
Lahaina News  
MauiNow.com  
Maui Time Weekly  
The Maui News  
Louise Rockett

## MAHALO TO OUR EARLY 2018 DONORS

Mahalo to our generous donors who stepped up in early 2018 to give MNMRC a healthy start to the New Year:

Benevity Fund — Vertex Foundation, Gary Bernard, Linda Berry, Evelyn Billington, Shel & Mary Braidma, George Burnette, Sue Canfield, EACH Foundation, Smith Family Fund via Vanguard Charitable, Hannah Finley, Flatbread Co., Maui Classic Charters, Maui Ocean Center, Michael Fogarty, Michelle Griffoul, Harry Hecht, Kara Johanssen, Susan L. Perley, Debra Lumpkins, Maui Brewing Company, Maui Classic Charters, George McElravy, Napili Bay & Beach Foundation, Judi Nicholson, Layne Otomo, Richard Pechner, Pride of Maui, Kristin Redenbaugh, Barbara Savitt, Stephanie Schommer, Brandon Shelton, John & Eileen Siminger, Elizabeth & Richard Stahl, and Dr. W. J. Smith Family.

# 2017 FINANCIAL SUMMARY

During 2017, Maui Nui Marine Resource Council again demonstrated our ability to provide the greatest impact for coral reefs and our nearshore ocean environment with every dollar that we raised. In fact, almost 83% of our expenses in 2017 were spent on Program Services. According to CharityWatch, a charity is highly efficient when 75% of expenditures are devoted to Program Services. We are proud to have exceeded this standard, which would qualify us for a CharityWatch rating of "Excellent."

Copies of our audited 2017 financial statements are available upon request from MNMRC, Inc., P.O. Box 331204, Kahului, HI 96733 or email [info@mauireefs.org](mailto:info@mauireefs.org).

SUPPORT	2017	2016
Donor Contributions	132,221	122,435
Grant Income	109,595	84,535
Private Foundation	99,960	15,000
In-Kind Support (Rent)	15,222	
Other Support	1,515	32
<b>Total</b>	<b>358,513</b>	<b>222,002</b>

EXPENSES		
Program Services	186,939	137,160
Management + General	28,500	30,563
Fundraising + Development	11,015	9,750
<b>Total</b>	<b>226,454</b>	<b>177,473</b>

ASSETS AND LIABILITIES		
<b>Change in Net Assets</b>	<b>132,059</b>	<b>44,529</b>
<b>Net Assets, Beginning of Year</b>	<b>179,526</b>	<b>134,997</b>
<b>Net Assets, End of Year</b>	<b>311,585</b>	<b>179,526</b>

## IN-KIND AND VOLUNTEER VALUE 2017

<b>Volunteer Value</b>	<b>193,285</b>
<b>In-Kind Value</b>	<b>21,960</b>
<b>Total Value</b>	<b>215,245</b>

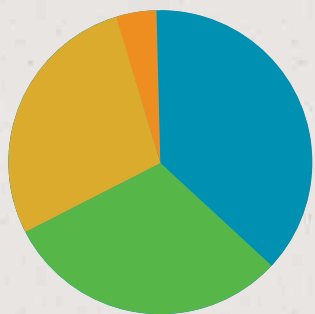
## THREE LARGEST PROGRAM SERVICES

<b>Water Quality Monitoring</b>	<b>89,203</b>
<b>Outreach and Education</b>	<b>43,363</b>
<b>Coral Reef Recovery Plan</b>	<b>42,196</b>



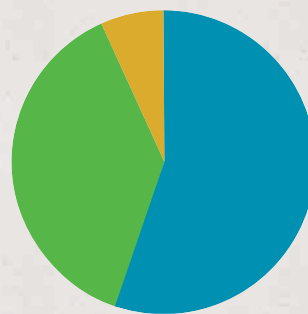


### 2017 CONTRIBUTIONS



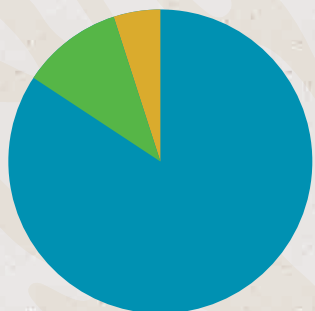
Donor Contributions	37%
Grant Income	31%
Private Foundation	28%
In-kind Support (Rent)	4%

### 2016 CONTRIBUTIONS



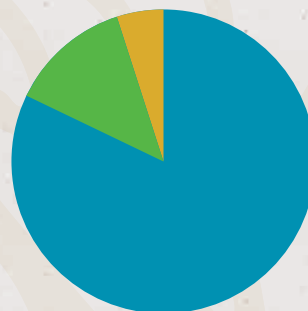
Donor Contributions	55%
Grant Income	38%
Private Foundation	7%

### 2017 EXPENSES



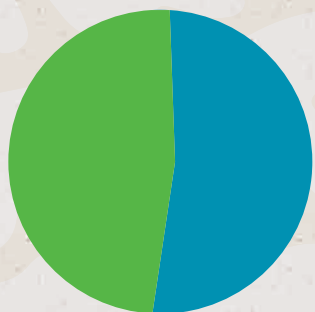
Program Services	83%
Management + General	12%
Fundraising + Development	5%

### 2016 EXPENSES



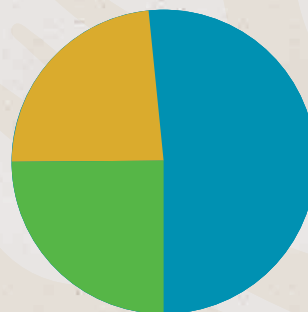
Program Services	76%
Management + General	17%
Fundraising + Development	5%

### ACTUAL DOLLARS VS. IN-KIND VOLUNTEER



Grant + Contribution Expenses	51%
Volunteer + In-Kind Value	49%

### THREE LARGEST PROGRAMS



Water Quality Monitoring	51%
Outreach + Education	25%
Coral Reef Recovery Plan	24%



## MAUI NUI MARINE RESOURCE COUNCIL

P.O. BOX 331204 • KAHULUI, HI 96733

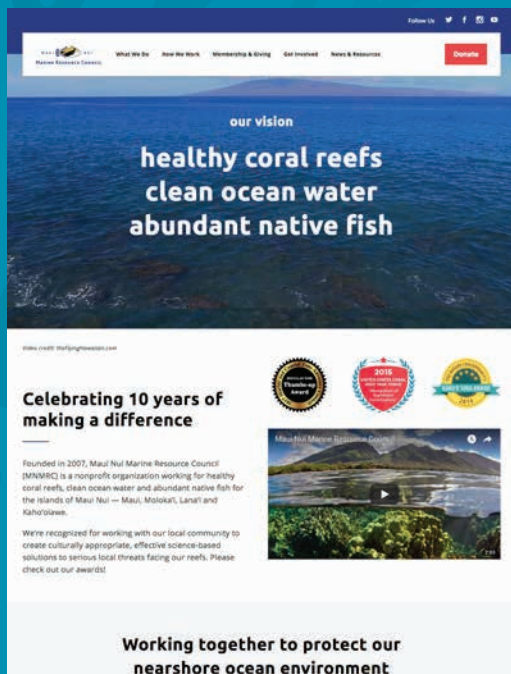
# GET INVOLVED

## MEMBERSHIPS

Our new Membership program, launched in late 2017, offers individuals the opportunity to join our organization and demonstrate a commitment to the health of our nearshore ocean environment. Memberships begin at \$25 and include a complimentary subscription to our e-newsletter, Reef in Brief.

## NEW WEBSITE

Check out MNMRC's new website at [www.mauireefs.org](http://www.mauireefs.org).



## MONTHLY MEETINGS

We introduced a new format for our Monthly Meeting. Each meeting now includes a presentation by a guest speaker, carefully chosen by our staff to share fascinating and vital information about coral reef conservation, water quality or native fish. Our meetings are held on the first Wednesday of each month, from 5:00 pm to 7:00 pm, at Pacific Whale Foundation's classrooms at the ocean level of the Mā'alaea Harbor Shops. Our meetings are open to the public. Please join us!

## CORPORATE SPONSORSHIPS

Healthy coral reefs and clean ocean water have significant value to businesses in our community. Through MNMRC's Corporate Sponsorships, companies and organizations support work to protect these valuable natural assets and receive recognition for their donation.

Companies and individuals are invited to adopt a Water Quality Testing site, to cover a year's costs of ocean water quality testing at one of 48 locations along Maui's south and west shores.

## VOLUNTEER

Make a difference and meet others who share your interest in protecting Maui's coral reefs. Share your time and talents in a way that's impactful (and fun) as a volunteer for Maui Nui Marine Resource Council and the Hui O Ka Wai Ola ocean water quality testing program.

## SOCIAL MEDIA

Stay connected with MNMRC to get the latest news about coral reefs, the marine environment and important upcoming events.

@MauiReefs /MNMRC  
 @MauiReefs

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P.O. Box 331204 • Kahului, HI 96733

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