



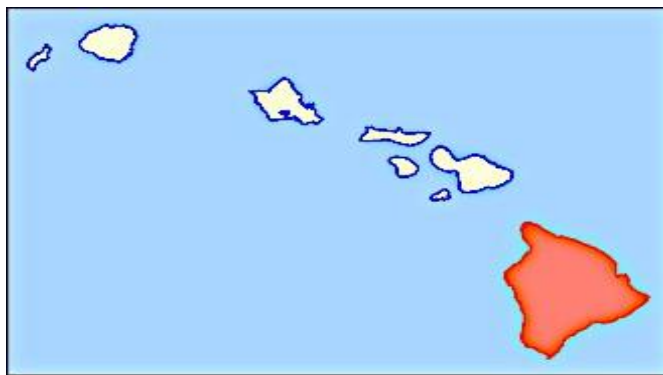
# MALAMA KA'U FOUNDATION

*A Native Hawaiian Organization*

Pahala, Hawai'i • Established December 20, 2021

## Overview

Malama Ka'u Foundation is a **501(c)3 nonprofit** Native Hawaiian Organization (NHO) established to serve the people of Ka'u — a remote district on the southeastern corner of Hawai'i's Big Island. One hundred percent of the Foundation's net profits, generated through its SBA 8(a) subsidiaries flow directly back to the Ka'u community. This structure, established by Congress in 1988, ensures the Foundation's mission cannot be overridden by shareholder pressure or short-term financial returns.



## Ka'u Demographic

Ka'u is a rural, deeply rooted Native Hawaiian community on Hawai'i Island. While latest census data records roughly 8,679 residents, these figures significantly undercount the Native Hawaiian population — a legacy of 1900-era US colonialism and sugar plantation-era recordkeeping that deliberately classified mixed-heritage workers under other ethnic categories, to erase Native Hawaiian identity from official tallies. Ka'u's true Native Hawaiian presence runs far deeper than modern statistics reflect. Additionally, Ka'u boasts a US military veteran population of 10.5%, more than 1.5 times the national average and among the highest of any district in the State.

## Community Context

Ka'u has absorbed decades of economic hardship following the collapse of its primary economic backbone – the sugar cane industry - in the late 1990s. The human cost is stark:

- Today, ~90% of Ka'u High School students are classified as totally economically disadvantaged
- Native Hawaiian population carry the highest rates of poverty and unemployment of any major ethnic group in Hawai'i

- Generations of skilled workers were left without an economic transition plan when the industry departed

These conditions are the downstream result of Western institutions that measured success in dollars alone — and excluded the Ka‘u’ people from the calculation.



## Heritage & Identity

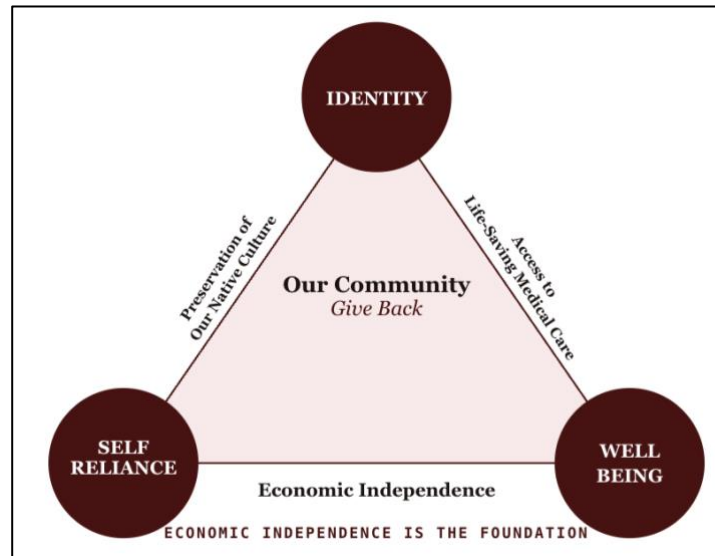
Ka‘u was historically known as home to the highest concentration of Native Hawaiian warriors in the islands — a culture defined by discipline, fierce protection of land, and a principled refusal to surrender Ka‘u’s identity to outside forces. That same ethos carried into the plantation era, where Ka‘u families built a century-long legacy of skilled, community-rooted labor.



In 2024, that warrior spirit was on full display: hundreds of residents mobilized against a proposed \$200 million development at Punālu‘u Black Sand Beach, raising concerns over the destruction of ancient Native Hawaiian burial grounds, and cultural artifacts. The community organized rallies and caravans, and legal intervention remains ongoing.

## Our NHO Giveback — Three Lines of Effort

The NHO 8(a) program was not created for \$100M sole-source contracts. It was created as a corrective — a response to over a century of federal policy that stripped us of our economic livelihood, our language, and our identity. The 8(a) program is how we take our self-sufficiency back.



### The Foundation: Economic Independence

Every dollar earned by our NHO-owned 8(a) subsidiaries flows directly to Mālama Kaʻū Foundation — and directly to the people of Kaʻū. No outrageous NHO board salaries. No mainland holding company taking a cut. No pass-through fees to third-party nonprofits diluting our profits before a single Native Hawaiian family sees them. Our profits stay in Hawaiʻi, whole and accountable.

#### 1. Identity

We invest our profits into revitalizing our Native Hawaiian identity so that the next generation knows exactly where they came from. Culture here is living and daily, not preserved behind glass. A people who know who they are cannot be dispossessed a second time.

#### 2. Resiliency

Resilience is measured in life-and-death terms: ensuring our kūpuna have the same access to life-saving care — like dialysis — as their mainland counterparts, so no elder is exiled from the land just to stay alive.

#### 3. Self-Reliance

We create jobs in Hawaiʻi so our keiki can live, work, and play on the same land as their ancestors — building on Kaʻū's legacy of skilled labor across the trades, healthcare, and emerging fields like cybersecurity and AI. Not dependence. No departure. The ability to build a life at home.

That is the promise. That is our commitment.

## Our Pledge

- Malama Ka‘u Foundation will mentor the next generation of Native Hawaiian-led organizations — sharing knowledge, opening doors, and ensuring a lack of resources is never the reason a good mission cannot launch.
- Every dollar generated through our 8(a) businesses serves a mission larger than profit.
- To the people of Ka‘u: This foundation exists because of you, for you, and will always be accountable to you

**“Ka‘u has resisted outside exploitation for centuries. What is new is the sophistication and scale of the external forces it now faces. That is precisely why Malama Ka‘u Foundation exists.” – Mel Yokoyama, NHO Chairman**

