

When We Shine Summary

Mission: To supplement elementary and middle school coursework with arts and multimedia learning opportunities.

Category: Arts & History

Contact: Melinda Carroll, Executive Director

Address: P.O. Box 865, Kula, HI 96790

Grant History: 2023: \$10,000
TOTAL GRANTS TO DATE: \$10,000

2024 Request:	\$15,000 for general operating support
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Notes:

- Public schools do not provide arts education as standard curriculum. Schools must obtain independently from nonprofits and the State Foundation on Culture.
- Currently working with elementary and middle school students to create songs and music albums which they then broadcast using multi-media platforms and stop motion videography.
- Songs are available on various streaming platforms.
- Trains public school teachers to develop age-appropriate curriculum and earn continuing education credits.

2024: Songwriting and singing album streamed to ~2000 listeners.

- Elementary school choirs performing in community.
- Emphasis on streaming music and stories to expand audience.
- 28 teachers received arts professional development training.
- Arts and storytelling being used to help students, teachers, and public to heal after wildfires.





**Laurence W. DORCY Hawaiian Foundation
When We Shine Foundation \$15,000 Grant Request**

Aloha: Who We Are and How We Work

When We Shine Foundation (WWSF) is a 501(c)(3) (EIN- 83-2228326), a nonprofit based on the island of Maui, Hawai'i, founded in November 2017 at 13160 Kula Highway, Kula, HI 96790. Contact us at 808-330-4320 or email: glow@whenweshine.org. (see attached IRS Letter of Determination.) To learn more about our recent projects and programs, go to our website: WhenWeShine.org.

Our Mission: To provide meaningful opportunities for young people to connect to environmental stewardship & leadership through arts education.

We work directly with students and teachers in order to meet our goals and to create a lasting impact on environmental conservation and support indigenous values and language through place-based arts education projects. We engage teachers and their students in experiential programming that fosters connection to one another and the natural world while cultivating creativity, challenging intellect, and sparking positive change for individuals and our community.

WWSF's Staff consists of:

- Founder/Executive Director, Melinda Carroll
- Creative Program Director, Rae Takemoto
- Visual and Media Arts Director, Shelley Toon Lindberg

Our Board of Directors:

- President of the Board of Directors, Susana Browne
- Vice-President, David Kauahikaua
- Secretary/Treasurer, Rene' Ruch

TEAM SHINE FULL BIOS. Collectively our Directors and President have over 100 years' experience providing professional development for teachers and mentoring for arts integration in the classroom. The Creative Program Director, & Visual and Media Arts Director are regularly contracted to work closely with the director to design & implement our programs.

What We Do and Why - The Need

When We Shine is a small dedicated group of teaching artists and educators who provide much needed supplemental arts programs here on Maui for public school students and teachers, through multi-media arts projects and professional development training. [Hawai'i has one of the highest yearly teacher turn-overs in the nation](#) and since the August 8, 2023 fires, the added trauma of mental and emotional recovery and re-stabilization of the thousands of displaced people in our small community, has made our commitment to our work that much deeper and urgent. It's not just about art, it's about healing and rebuilding our community, creating a hopeful resilient future for our students through the arts. We provide access and opportunities that would not happen otherwise, to creatively tell our stories and share them with each other, in ways that is both therapeutic and lifting and healing to both the story-tellers and the listeners.

In Hawai'i the arts, both visual and performing, are provided by schools' individual budgets and are not mandated subjects. Only schools that either raise money or take funds out of their overall budgets provide any kind of

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sustained arts education. It falls to a few non-profit organizations and the State Foundation on Culture and the Arts's eight-session program "Artists in the Schools" to provide students with arts learning. Because of our experienced Board and Programs Directors, we work in compliance with all DOE science, math and ELA (English Language Arts) requirements, integrated within each of our projects.

When We Shine brings added value to our Maui public schools by providing multi-media arts integration projects and services for elementary and middle-school students and teachers, plus professional development for teachers. We write our own grants that cover the costs of the programs. Since 2018, When We Shine's programs have directly impacted thousands of Maui's public school students and dozens of teachers.

There are currently 33 public schools, serving 19,595 students in [Maui County, HI](#). Our focus is on the elementary (K-5) and intermediate or middle schools (6-8) and [our current teacher population of approximately 1,274](#).

2023 saw the release of our latest [songwriting and singing music album project, Nā Leo O ka Honua, Endangered Species boosted our success on streaming channels](#). Voices of the Earth, the Artists, on Spotify, showed 1,905 listeners in 2023. Each song on this album, was co-written and sung by the students of Pomaika'i Elementary, and tells the stories of the endangered native plants, animals and insects that keep our environment in balance. Because of the success of this album, we have started a keiki performance choir at Pomaika'i Elementary School on January 11th, 2024, made up of twenty-eight, 3rd, 4th & 5th grade students who will be taking these songs out into the community. Our first performance, in partnership with [Maui Whale Trust](#) is at the Ritz Carlton Hotel on February 15th, the opening day for students, where our Pomaika'i Choir will sing and teach the songs to 140 Lahaina 4th grade students, along with their teachers. One of the songs they wrote that they will teach is [Aloha E Koholā, Hawaiian Humpback Whale](#).

Besides the singing and music performances by our keiki choir, [our music projects have a growing impact in our community through Spotify](#), Apple Music, Amazon and all the other streaming music platforms – through digital media, we are easily able to share these project results and the students' stories with a wider population. The same is true for our [YouTube music video channel](#), which has the ability to keep our student's voices and project messages spreading throughout the world, long after our work is completed. The numbers keep climbing. Right now 'Āao Middle School's song, Living Hawaiian Style, currently has 17,294 plays – last year at this time there were only 4,219!

In 2023, When We Shine was able to provide a [4-Day Professional Development in Arts Integration \(June 15-18, 2023\) for 28 teachers - 2023 Arts & 'Āina Explorations](#). Along with the bi-monthly follow-up and curriculum support they needed to develop and continue their work in their classrooms here on Maui, we intend to provide even more professional and community support for more teachers in 2024. Due to the fires both upcountry Kula and in Lahaina, we have expanded our program this year to include teachers from the west side of Maui who were most affected by the devastation. There is so much work for our island to do both for students and for teachers here, we are doubling down in our social/emotional, arts integration services. We have a plan and we need funding to put it into action. We have applied to Atherton Family Foundation and to The Makana Aloha Foundation for this 2024 program specifically.

Our continued goals for our 2024 Arts and 'Āina Explorations are:

- Develop a group of inspired teacher leaders who can support one another with innovative curriculum and instructional strategies and resources.
- Provide an opportunity for teachers to reflect on their own teaching careers.



- Develop a culturally-based science and arts curriculum that will provide critical skills in problem solving, collaboration, and creativity in our students.

This hands-on immersion workshop will directly impact **30 Maui public school teachers**, Kindergarten- grade 5. Those teachers have the potential to reach **750 students** (30 teachers x 25 students each). With support from each other and teaching artists, the teachers will be able to incorporate this learning every year they teach, thus reaching hundreds more students every year. (More program budget and details provided upon request.)

As in 2023, participants in 2024 will have the opportunity to earn Department of Education continuing education credits by creating a unit of study, teaching it in the fall, and collecting data and student samples which are presented in a Learning Results Portfolio. (We expect 85% of the teachers to complete a portfolio as this contributes to credits to increase their pay level.) Our staff will guide teachers in creating their portfolios, and we will be able to use them as a way to evaluate the success of the institute.

How We Can Succeed!

When We Shine Foundation is requesting \$15,000 from the Laurence H. Dorcy Hawaiian Foundation for the crucial infrastructure, the daily operating funds needed to support our arts integration projects for schools and professional development for teachers here on Maui. Most of our funding comes from grants and because our creative music projects and visual stories are highly visible, and most foundations focus on programs, it is easier to get them individually funded. Finding the financial support for the yearly operating expenses that enable us to do these projects, has proven to be more difficult. Our board members and supporters volunteer their own time and often provide funds from their own wallets to help cover the extra costs of printing, accounting, grant writing, supplies and materials, etc. We appreciate your unique and very valuable support!

\$15,000.00 of income specifically toward our yearly expenses would make a huge difference in allowing WWSF to fast forward toward our goals! There is a true need on Maui for our services and with your help, we are eager to provide them for our children and teachers!

Thank you for your generous support, you have already made a wonderful difference in When We Shine's ability to better serve our community. We are grateful for the opportunity to connect with you again and for your consideration of financial support in 2024! We look forward to answering any questions you may have.

Thank you for your kind consideration!

Gratefully,

Melinda Carroll, Founder, Executive Director
WhenWeShine.org
Music and The Arts Create a World of Possibilities
808-330-4320
Glow@WhenWeShine.org

Atherton \$10,000
M. Callahan \$15,000
Makana Aloha Fdn \$10,000
Arts in Edu of the ~\$10,000
Gorge (Oregon)
Girl Guided Scouts ~\$6000
(London, England)

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01/30/24
Cash Basis

WHEN WE SHINE FOUNDATION
Profit & Loss
January through December 2023

	Jan - Dec 23
Ordinary Income/Expense	
Income	
Direct Public Support	
Individ, Business Contributions	15,000.00
Total Direct Public Support	15,000.00
Donations	9,466.83
Earned Income	
Arts & Aina Explorations	4,900.00
Total Earned Income	4,900.00
Grants	35,000.00
Music Sales and Licensing	88.92
Total Income	64,455.75
Expense	
Accounting Fees	833.33
Advertising	94.97
Artist Mentor Fee	
Cruise, John	500.00
Helm, Raiatea	500.00
Total Artist Mentor Fee	1,000.00
Automobile Expenses	25.40
Bank Service Charges	80.16
Contract Services	
Facilities and Equipment	
Rent, Parking, Utilities	5,254.00
Total Facilities and Equipment	5,254.00
Marketing	41.30
Music Production	
Audio Hawaii LLC,(D. Kauahikaua	600.00
Legend Productions, Inc.	120.00
Music Production - Other	892.62
Total Music Production	1,612.62
Project Manager	
Rae Takemoto	3,360.25
Susana Browne	3,739.88
Total Project Manager	7,100.13
Teaching Artists	
Beamer, Moanalani	250.00
Cook, Christine	4,322.00
Melinda Carol Music	3,731.63
Shelley Toon-Lindberg	5,736.62
Total Teaching Artists	14,040.25
Total Contract Services	28,048.30
Directors Compensation	
Melinda Carol	10,000.00
Total Directors Compensation	10,000.00
Dues and Subscription	708.41
G.E.T.	253.86
Licenses and Permits	72.50
Office Supplies	809.41

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01/30/24

Cash Basis

WHEN WE SHINE FOUNDATION

Profit & Loss

January through December 2023

	Jan - Dec 23
Operations	
Postage, Mailing Service	13.43
Printing and Copying	135.20
Supplies	322.41
Telephone, Telecommunications	360.00
Total Operations	831.04
Other Types of Expenses	
Insurance - Liability, D and O	1,208.00
Total Other Types of Expenses	1,208.00
Program Event	3,854.14
Travel and Meetings	
Conference, Convention, Meeting	517.79
Travel and Meetings - Other	500.00
Total Travel and Meetings	1,017.79
Website	577.34
Total Expense	49,414.65
Net Ordinary Income	15,041.10
Net Income	15,041.10

Return of Organization Exempt From Income Tax**2022****Open to Public Inspection**Department of the Treasury
Internal Revenue Service

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form, as it may be made public.

Go to www.irs.gov/Form990EZ for instructions and the latest information.

A For the 2022 calendar year, or tax year beginning		, 2022, and ending		, 20	
B Check if applicable:					
<input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending					
C Name of organization					
WHEN WE SHINE FOUNDATION					
Number and street (or P.O. box if mail is not delivered to street address)				Room/suite	
13160 KULA HIGHWAY					
City or town, state or province, country, and ZIP or foreign postal code					
KULA, HI 96790					
D Employer identification number				83-2225326	
E Telephone number				8083304320	
F Group Exemption Number					
G Accounting Method: <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual Other (specify):					
I Website: WHENWESHINE.ORG					
J Tax-exempt status (check only one) — <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527					
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other:					
L Add lines 5b, 6c, and 7b to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, column (B)) are \$500,000 or more, file Form 990 instead of Form 990-EZ. \$ 50,608.					

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (see the instructions for Part I)
 Check if the organization used Schedule O to respond to any question in this Part I ☒

Revenue	1	Contributions, gifts, grants, and similar amounts received	1	50,608.
	2	Program service revenue including government fees and contracts	2	
	3	Membership dues and assessments	3	
	4	Investment income	4	
	5a	Gross amount from sale of assets other than inventory	5a	
	5b	Less: cost or other basis and sales expenses	5b	
	5c	Gain or (loss) from sale of assets other than inventory (subtract line 5b from line 5a)	5c	
	6	Gaming and fundraising events:		
	a	Gross income from gaming (attach Schedule G if greater than \$15,000)	6a	
Expenses	b	Gross income from fundraising events (not including \$ of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000)	6b	
	c	Less: direct expenses from gaming and fundraising events	6c	
	d	Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)	6d	
	7a	Gross sales of inventory, less returns and allowances	7a	
	b	Less: cost of goods sold	7b	
	c	Gross profit or (loss) from sales of inventory (subtract line 7b from line 7a)	7c	
	8	Other revenue (describe in Schedule O)	8	
	9	Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8	9	50,608.
	Net Assets	10	Grants and similar amounts paid (list in Schedule O)	10
11		Benefits paid to or for members	11	
12		Salaries, other compensation, and employee benefits	12	
13		Professional fees and other payments to independent contractors	13	41,785.
14		Occupancy, rent, utilities, and maintenance	14	
15		Printing, publications, postage, and shipping	15	970.
16		Other expenses (describe in Schedule O) See Line 16 Stmt	16	12,359.
17		Total expenses. Add lines 10 through 16	17	55,114.
18		Excess or (deficit) for the year (subtract line 17 from line 9)	18	-4,506.
Net Assets	19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	6,261.
	20	Other changes in net assets or fund balances (explain in Schedule O)	20	
	21	Net assets or fund balances at end of year. Combine lines 18 through 20	21	1,755.

For Paperwork Reduction Act Notice, see the separate instructions.

Form **990-EZ** (2022)

Part II Balance Sheets (see the instructions for Part II)Check if the organization used Schedule O to respond to any question in this Part II ☒

	(A) Beginning of year	(B) End of year
22 Cash, savings, and investments	4,902.	22 940.
23 Land and buildings		23
24 Other assets (describe in Schedule O)	1,359.	24 815.
25 Total assets	6,261.	25 1,755.
26 Total liabilities (describe in Schedule O)		26
27 Net assets or fund balances (line 27 of column (B) must agree with line 21)	6,261.	27 1,755.

Part III Statement of Program Service Accomplishments (see the instructions for Part III)Check if the organization used Schedule O to respond to any question in this Part III ☒What is the organization's primary exempt purpose? See Part III Stmt

Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

Expenses
(Required for section 501(c)(3) and 501(c)(4) organizations; optional for others.)

28 PILOT PROJECT IN HANA ELEMENTARY SCHOOL (640 STUDENTS) TO DEVELOP CRITICAL THINKING SKILLS OF THE STUDENTS BY INTERVIEWING THE ELDERS AND INTEGRATING THE STUDENTS EXPERIENCE OF THEIR ANSWERS INTO A SONG AND VIDEO. THIS VIDEO CAN BE ACCESSED ON YOUTUBE AT https://youtu.be/ycjgCwHuo4k (Grants \$ 10,000.) If this amount includes foreign grants, check here <input type="checkbox"/>	28a	15,095.
29 PILOT PROJECT IN IAO MIDDLE SCHOOL (1200 STUDENTS) TO DEVELOP CRITICAL THINKING SKILLS OF THE STUDENTS BY INTERVIEWING THE ELDERS AND INTEGRATING THE STUDENTS EXPERIENCE OF THEIR ANSWERS INTO A SONG AND VIDEO. THIS VIDEO CAN BE ACCESSED ON YOUTUBE AT https://youtu.be/EU2LOW560aM (Grants \$ 10,000.) If this amount includes foreign grants, check here <input type="checkbox"/>	29a	11,595.
30 CREATION OF AN ANTHEM FOR MID-VALLEY ELEMENTARY SCHOOL, THE ONLY BI-LINGUAL SCHOOL IN THE STATE OF OREGON, AND CREATION OF A MUSIC VIDEO TO BUILD CONFIDENCE AND SOLIDARITY IN THE MIXED COMMUNITY OF LOCALS MIGRANT WORKERS AND IMMIGRANTS. THE PRODUCTION BENEFITED ROUGLY 700 PERSONS. THE VIDEO CAN BE ACCESSED ON YOUTUBE AT https://youtu.be/YAFBM589ZY (Grants \$ 9,428.) If this amount includes foreign grants, check here <input type="checkbox"/>	30a	9,103.
31 Other program services (describe in Schedule O) <u>Other program services (describe in Schedule O)</u> (Grants \$ 5,500.) If this amount includes foreign grants, check here <input type="checkbox"/>	31a	9,000.
32 Total program service expenses (add lines 28a through 31a)	32	44,793.

Part IV List of Officers, Directors, Trustees, and Key Employees (list each one even if not compensated—see the instructions for Part IV)Check if the organization used Schedule O to respond to any question in this Part IV ☐

(a) Name and title	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC/1099-NEC) (if not paid, enter -0-)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation
MELLINDA CAROLL CEO/DIRECTOR	35.00	0.	0.	0.
DAVID KAUAHI KAUA VICE-PRESIDENT	5.00	1,250.	0.	0.
RENE RUCH TREASURER	1.00	0.	0.	0.
SUSANA BROWNE CHAIR/PRESIDENT/DIRECTOR	2.00	0.	0.	0.
RAE TAKEMOTO SECRETARY/DIRECTOR	4.00	6,175.	0.	0.
SHELLEY TOON-LINDBERG DIRECTOR	2.00	0.	0.	0.
JAYDON ISOBE DIRECTOR	2.00	0.	0.	0.