

## 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

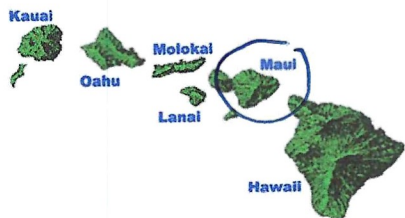
**Address:** P.O. Box 865, Kula, HI 96790

**Grant History:** 2023: \$10,000  
2024: \$10,000  
**TOTAL GRANTS TO DATE: \$20,000**

<b>2025 Request:</b>	<b>\$15,000 for general operating support</b>
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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 help students, teachers, and public heal after wildfires.
- 2025:** Working in 5 different schools.
- Hosting and producing songs and events and workshops.





**Laurence W. DORCY Hawaiian Foundation  
2025 When We Shine Foundation \$15,000 Grant Request**

**Aloha: Who We Are & 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 16, 2017, at 13160 Kula Highway, Kula, HI 96790. Contact us at 808-330-4320 or email: [glow@whenweshine.org](mailto:glow@whenweshine.org). (see attached IRS Letter of Determination.) To learn more about our recent projects and programs, go to our website: [WhenWeShine.org](http://WhenWeShine.org).

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

**WWSF's Staff consists of:**

- Founder/Executive Director. Melinda Caroll
- 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, Rae Takemoto
- Treasurer, Shelley Toon Lindberg

**TEAM SHINE FULL BIOS.**

- Collectively our Executive Director, visual media & programs Directors & President have over 120 years of experience in administration, professional development for teachers & artists, and mentoring for artist educators to provide a wide variety of arts integration programs 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. With the grant monies and donations we receive, we are able to hire local artists and teaching artists to expand our reach, plus provide jobs and educational support for our local community.
- When We Shine is a small core organization, deliberately so. We want to focus our best energies and budget toward much needed supplemental arts programs for public schools here on Maui, jobs for artists, plus professional development for teachers.



### The Need and Clients Served

- There are currently 33 public schools, serving 19,595 students in Maui County, HI. Only schools that either raise money or take funds out of their overall budgets provide any kind of 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 programs.
- Hawai'i has a high yearly teacher turn-over due to high costs of living, a complicated educational system and lack of housing. 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 is still an ongoing challenge. This has made our commitment to our work that much deeper and urgent.
- In 2024 through grants and generous donations, we were able to sponsor programs in 5 different schools here on Maui that engaged over 1000 students, 200 teachers+ and public school administrators, plus provided jobs for 28 local and mainland based artists and teaching artists.
- We help heal and rebuild our community, by nurturing creativity, self-expression, and critical thinking in our keiki. We are helping them tell their own stories, in ways that are both therapeutic, uplifting and healing to both the story-tellers and the listeners. By investing in the arts, we are enriching our public education and also inspiring the next generation of innovators and leaders to create a hopeful resilient future.

### How We Work:

- Our goals are to create a lasting impact on environmental conservation, support indigenous values and language through place-based arts education projects.
- To do this, When We Shine's staff and directors work directly with individual schools. We begin by identifying the needs in each school or classroom, and engaging school administration and teachers to create a custom curriculum that helps them reach their learning goals.
- After scheduling & planning with admin and teachers, we then engage artists and teaching artists to work along-side the teachers in providing hands-on experiential programs that foster connection with the students to one another and the natural world, while cultivating creativity, challenging intellect, and sparking positive change for individuals and our community.



## Impact: Arts in the Schools Bring Joy, Connection & Healing

- Our Arts Integration programs include Hawaiian Cultural Arts, theater & story-telling, visual arts, music arts (choral, songwriting and recording), digital arts (stop-motion video) and spoken and written word arts, plus Forest Therapy Arts.
- The 2024 accomplishments of When We Shine, made this our biggest community impact year to date, and we are ready to keep growing! Please click on links in each bullet point for more details.
  - We sponsored a 30-member school Choir of 3rd, 4th & 5th Graders, Singers of Aloha, who sang for the whales, performed for sunflowers and recorded a new song with John Cruz and Steve Grimes, called Lahaina Town. Their mission was to utilize music as community service and they spread their joy wherever they performed!
  - We completed production on our 3rd Album in 2024 Nā Leo O Ka Honua, that was nominated for Hawai'i's equivalent to the Grammy's, a Hoku Award, for Best Island Music Album of the Year. The 10 songs told the stories of endangered Species of Hawai'i.
  - In the summer of 2024, we hosted Arts & 'Āina, Ho'ala in partnership with the University of Hawai'i, Maui, a 4-Day, full mind & body experience in Professional Development Training for Teachers & Teaching Artists that expanded our horizons!
  - We also sponsored 12 one-day PD trainings at both Kula and Pomaika'i Elementary Schools, featuring 12 different Teaching Artists.
  - In the Fall of 2024, we completed 2 songwriting residencies, one in Kula El with 3, 3rd grade classes (65 students). and the other at Pomaika'i El with 4, 4th Grade classes (87 students). The respective songs, "Aloha 'Āina" and "Floating On Top of the World", will become stop-motion music videos this Spring, under the guidance of our Director of Visual Arts, Shelley Toon Lindberg and her new Mentee, Teaching Artist, Maggie Sutrov.

## Our 2025 Vision - To bring more Joy, Connection & Healing to our schools and teachers:

- Arts & 'Āina June 9-12, 2025, Healing the Land and Ourselves. This will be the 3rd year of our teachers's professional development hands-on immersion workshop for PD credits. It will directly impact 30 Maui public school teachers, K - 5. Those teachers have the potential to reach 750 students (30 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. (Program budget & details provided upon request.) We'll continue to develop groups of inspired teacher leaders who can support one another with innovative curriculum and instructional strategies and resources.



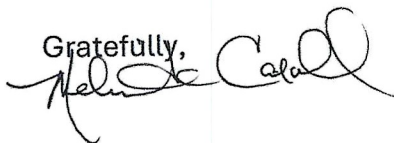
- We are expanding our integrated arts curriculum programs to include Early Childhood Education and are already engaging new Artists and schools. We have identified a deep need for these services and support here on Maui and we intend to help provide a solid base of new and experienced teaching artists.
- Besides mentoring and training more local teaching artists, this year we're adding Forest Therapy Guided integrated arts programs for students, teachers and teaching artists. Mental and emotional support and recovery is a big area of concern after the Lahaina Fires and [the studies supporting Forest Therapy](#) are a natural extension of the Healing Arts & 'Āina programs we already offer. We are in process of developing curriculum for each age group. [Here is a short video that can give you an idea of where this work is leading.](#)

### **This is How We Succeed...!**

We are requesting \$15,000 from the Laurence H. Dorcy Hawaiian Foundation for our crucial infrastructure, the operating funds. We want to devote more of our time and energy to what we do best, which is the crucial programs we provide. Your organization is very unique in your understanding of the importance of this benefit to non-profits, and we are extremely grateful for your past support!

\$15,000 can go a long ways toward our yearly expenses, and would make a huge difference in our time management! We are grateful for the opportunity to connect with you again and for your consideration of financial support in 2025. We look forward to answering any questions you may have.

Thank you again 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

# When We Shine Foundation

## Statement of Activity

January - December 2024

	TOTAL
Revenue	
Arts & Aina Explorations	2,000.00
Donations	33,841.78
Grant Income	
Foundation Grants	65,000.00
<b>Total Grant Income</b>	<b>65,000.00</b>
Music Sales and Licensing	180.88
<b>Total Revenue</b>	<b>\$101,022.66</b>
Expenditures	
Accounting Fees	1,682.65
Automobile Expenses	34.10
Bank Service Charges	71.88
Catering	3,925.65
Directors Compensation	
Melinda Caroll	18,450.00
<b>Total Directors Compensation</b>	<b>18,450.00</b>
Donation	578.34
Dues and Subscription	1,461.23
Education	97.00
Office Supplies	760.73
Operations	
Postage, Mailing Service	9.85
Printing and Copying	243.20
Telephone, Telecommunications	40.00
<b>Total Operations</b>	<b>293.05</b>
Other Types of Expenses	
Insurance - Liability, D and O	1,208.00
<b>Total Other Types of Expenses</b>	<b>1,208.00</b>
Program Event	520.87
Program Expense	
Facilities and Equipment	
Rent, Parking, Utilities	500.00
<b>Total Facilities and Equipment</b>	<b>500.00</b>
Grant Writing	250.00
Legal Fees	32.00
Marketing	29.50
Music Production	2,500.00
Program Supplies	1,707.33

# When We Shine Foundation

## Statement of Activity

January - December 2024

	TOTAL
Project Manager	
Rae Takemoto	8,000.00
Shin, Amanda	1,200.00
Susana Browne	3,800.00
<b>Total Project Manager</b>	<b>13,000.00</b>
Teaching Artists	
Ashing, Roberta	1,440.00
Daumhauer, Kekai	4,250.00
Isobe, Jayden	2,000.00
Kelin, Daniel	3,700.00
Melinda Carroll Music	8,500.00
Nakanishi, Laurel	1,702.80
Silva, Lauren	190.00
<b>Total Teaching Artists</b>	<b>21,782.80</b>
<b>Total Program Expense</b>	<b>39,801.63</b>
Promotion	873.80
Software	80.00
Travel and Meetings	
Conference, Convention, Meeting	86.91
Travel	194.20
<b>Total Travel and Meetings</b>	<b>281.11</b>
Website	2,131.29
<b>Total Expenditures</b>	<b>\$72,251.33</b>
NET OPERATING REVENUE	<b>\$28,771.33</b>
NET REVENUE	<b>\$28,771.33</b>