

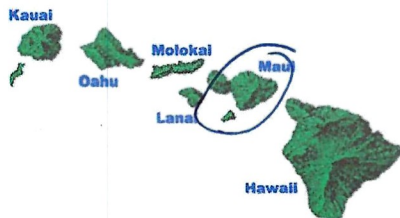
Stand Up Maui Summary

Mission: To maintain accountability in the affordable housing.
Category: Housing & Support Services
Contact: Michael Williams, Treasurer
Address: 20 Pulehunui Road, Kula, HI 96790
Grant History: N/A

2025 Request:	\$24,000 for general operating support
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Notes:

- Scorecard maintains accountability in developing affordable housing projects.
- Maui Affordable Housing Directory on Facebook.
- Provides public information about housing.
- Social media communication shares housing availability information with home-seekers.
- Monitors and promotes affordable housing options.
- Facilitates affordable housing committee meets monthly.
- 2024: \$2,000 in income; \$3,000 in expenses.



TO:

Laurence H. Dorcy Hawaiian Foundation
% Tammy David Cownie, JD, MACL, Administrator, *Dorcy Hawaiian Foundation*

FROM:

Stand Up Maui
% Michael Williams, Treasurer, *Stand Up Maui*

Aloha kākou Board of Directors of the Laurence H. Dorcy Hawaiian Foundation,

We are requesting a grant of **\$24,000** to fund our operating efforts within the **County of Maui** throughout 2025.

In Maui County, new and dormant affordable housing projects are surfacing in the aftermath of the 2023 wildfires.

**STAND UP MAUI's 2025 PROGRAMS
FOR MAUI COUNTY RESIDENTS**

SUM Scorecard

Stand Up Maui's "Scorecard" is a project to maintain accountability in the process of developing housing projects on Maui and support affordable housing projects in reaching the long-term workforce population of Maui. Just as important as it is to hold developers and government leaders accountable for affordable housing, Stand Up Maui's Scorecard gives local residents a fighting chance to access information about affordable housing and empowers them to achieve their housing security needs alongside fellow long-term Maui residents.

In 2022, Stand Up Maui created the Maui Affordable Housing Directory page on Facebook [VIEW PAGE ONLINE AT URL: <https://www.facebook.com/standupmaui4housing>] as a solution to the inflating cost of housing post Covid pandemic.

This Facebook page offers our community the opportunity to receive affordable housing information and come together around this cause on Maui. Stand Up Maui's social media platform is an affordable initiative to distribute information to Maui residents that will allow them to secure the affordable housing they need.

The Maui Affordable Housing Directory page currently has over 1,200 followers and is a channel to deliver housing information to the residential population of Maui.

Posts on our Facebook page that feature information from the “SUM Scorecard,” (such as posts about affordable housing projects offering lottery selection for a limited period of time) typically receive a lot of engagement from Maui residents (200 - 300 Facebook accounts engaged). Hundreds of Maui residents signed up to attend our virtual events about affordable housing in specific regions of Maui in 2022.

A post about affordable housing becoming available in Lahaina was shared by over 250 Facebook (FB) users in June 2024. This is a demonstration to the SUM Board of Directors that there is a significant need for communication about affordable housing projects post wildfire and that the Facebook page communication channel is a viable conduit for delivering affordable housing information to the population. We also post information at standupmaui.org.

Stand Up Maui will continue investing in the Scorecard project to inform Maui residents throughout 2025 due to the significant engagement response from Maui residents seeking affordable housing information. We can work with organizations that have less followers and poor user engagement, such as House Maui, to share their information to the Maui population through the more active Maui Affordable Housing Directory page. In this way we can connect Maui residents to the agencies and resources already available to them and spread awareness to residents that may be uninformed about the economic aid for long-term workforce residents.

In 2025, Stand Up Maui will hire part-time independent contractors to continue cultivating the SUM Scorecard and sharing information with Maui County residents in need of access to housing security. Stand Up Maui’s strategic plan includes hiring a full-time Executive Director in the next three years. Until we have the capacity for a full-time staff, we are applying for small scale grant funding to continue our efforts to monitor and promote affordable housing projects for Maui County.

SUM Affordable Housing Committee

Stand Up Maui facilitates an Affordable Housing Committee meeting on a monthly basis. The meeting is held by Zoom conference and welcomes various organizations and stakeholders working towards affordable housing on Maui. Meetings host speakers and presentations related to affordable housing such as John Stufflebean, the Director of Water Supply, discussing challenges of water supply constraints.

Stand Up Maui will continue facilitating Affordable Housing Committee meetings so that a diversity of affordable housing advocates can network and receive critical information as we address the housing crisis. Maui residents are welcome to attend these meetings and we will provide access to the meeting through our websites.

HOW DORCY FOUNDATION GRANT FUNDING MAKES A DIFFERENCE TO OUR ORGANIZATION AND THE MAUI COUNTY RESIDENTS WE SERVE:

Stand Up Maui will expand its Affordable Housing Project monitoring program (SUM Scorecard) to include established projects with vacant units across Maui island while continuing to monitor affordable housing projects under construction. Stand Up Maui will catalog existing affordable housing units and monitor when vacancies become available over the next year. We will then relay information about affordable housing unit vacancies to the general public online and directly to case managers in touch with the Maui County residents in critical need of housing security.

2025 PROGRAM ACTIVITIES:

- **Monitor** affordable housing availability and post on our websites to improve the Maui resident workforce population's access to rental and ownership units.
- **Encourage** our Facebook following to post rental and ownership units that are affordable to support fellow residents in locating affordable housing.
- **Relay** vacant units directly to case managers of organizations that are serving the Maui residents displaced by the 2023 wildfires, providing more immediate notice to the residents that are in critical need of housing.
- **Repost** information provided by organizations leading efforts for Affordable Housing. Organizations that could benefit from amplification of the information they provide to the public are : House Maui, Family Life Center, Catholic Charities of Hawaii, Maui Housing Hui, Maui Tenant Workers Association and the Maui County Department of Housing.
- **Gather** information about affordable housing solutions and opportunities for Maui County residents at Affordable Housing Committee meetings and share with the greater population of Maui County residents to improve access to housing security.

2025 RESULTS FOR RESIDENTS OF MAUI COUNTY:

- **EXPAND OUTREACH & ONLINE ENGAGEMENT** of our efforts by serving as a consistent resource of affordable housing information online for more than 2,000 Facebook Users through the Maui Affordable Housing Directory page on Facebook. Increase our following and user engagement by sharing critical information about pre-existing unit vacancies and upcoming affordable housing unit lotteries.
- **RESOURCE MOST VULNERABLE** by delivering information to relief organizations and case managers of Maui County residents, as well as online through our websites, and providing amplified notice of vacant affordable housing units within the County of Maui.

- **DOCUMENT AFFORDABLE HOUSING SOLUTIONS** over time and deliver information related to solutions to our following and the Maui County Department of Housing to inform successful relief efforts for long-term residents.

Thank you for your time and consideration of our program efforts in 2025.

If you have any further questions or requests of our Board of Directors, please contact Michael Williams, the treasurer of Stand Up Maui.

ORGANIZATION CONTACT:

Michael Williams, Treasurer
Board of Directors, Stand Up Maui

Mailing address: 20 Pulehunui Road, Kula, Hawaii 96790

Email address: michaelwilliams@pueofarm.com

Phone number: (808) 264-4884

ORGANIZATION LINKS:

PRIMARY WEBSITE : www.standupmaui.org

FACEBOOK WEBSITE PAGE : www.facebook.com/standupmaui4housing

ATTACHMENTS:

- A. IRS Tax Exemption 501(c)(3) determination letter
- B. SUM Board of Directors List
- C. SUM Balance Sheet
- D. SUM Profit & Loss

Information regarding our primary funding sources:

In 2022, the Cooke Foundation funded the SUM Scorecard program. They are a primary funding source of our low-cost initiatives to amplify notice of affordable housing project developments to the Maui County resident population. We are also seeking funding from the Fred Baldwin Memorial Foundation for 2025 program efforts.

3:05 PM
01/24/25
Cash Basis

Stand Up Maui
Balance Sheet
As of December 31, 2024

	<u>Dec 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
BOH Checking - 9290	26,559.19
Total Checking/Savings	<u>26,559.19</u>
Total Current Assets	<u>26,559.19</u>
TOTAL ASSETS	<u><u>26,559.19</u></u>
LIABILITIES & EQUITY	
Equity	
Opening Balance Equity	6,417.38
Unrestricted Net Assets	21,250.64
Net Income	<u>-1,108.83</u>
Total Equity	<u>26,559.19</u>
TOTAL LIABILITIES & EQUITY	<u><u>26,559.19</u></u>

**Stand Up Maui
Profit & Loss
All Transactions**

	<u>Dec 31, 19</u>	<u>Dec 31, 20</u>	<u>Dec 31, 21</u>	<u>Dec 31, 22</u>	<u>Dec 31, 23</u>	<u>Dec 10, 24</u>	<u>TOTAL</u>
Ordinary Income/Expense							
Income							
Direct Public Support							
Gifts in Kind - Goods	1,713.17	0.00	0.00	0.00	0.00	0.00	1,713.17
Individ, Business Contributions	0.00	1,750.00	8,667.05	5,300.00	34,932.47	1,725.21	52,374.73
Total Direct Public Support	1,713.17	1,750.00	8,667.05	5,300.00	34,932.47	1,725.21	54,087.90
Restricted Income							
Martin Luther King Jr. Event	3,063.00	1,166.08	0.00	0.00	0.00	0.00	4,229.08
Total Restricted Income	3,063.00	1,166.08	0.00	0.00	0.00	0.00	4,229.08
Total Income	4,776.17	2,916.08	8,667.05	5,300.00	34,932.47	1,725.21	58,316.98
Expense							
Advertising and Marketing	0.00	0.00	0.00	1,500.00	0.00	0.00	1,500.00
Business Expenses							
Business Registration Fees	7.50	23.50	0.00	0.00	7.00	0.00	38.00
Business Services	1,500.00	0.00	0.00	1,041.66	0.00	0.00	2,541.66
Business Expenses - Other	0.00	0.00	0.00	825.00	0.00	-100.00	725.00
Total Business Expenses	1,507.50	23.50	0.00	1,866.66	7.00	-100.00	3,304.66
Contract Services							
Accounting Fees	0.00	257.81	130.20	315.99	156.24	117.80	978.04
Outside Contract Services	0.00	0.00	400.25	2,000.00	12,432.23	0.00	14,832.48
Total Contract Services	0.00	257.81	530.45	2,315.99	12,588.47	117.80	15,810.52
Facilities and Equipment							
Rent, Parking, Utilities	600.00	0.00	30.00	0.00	100.00	0.00	730.00
Total Facilities and Equipment	600.00	0.00	30.00	0.00	100.00	0.00	730.00
Fundraising Services	0.00	0.00	331.85	1,500.00	0.00	1,200.00	3,031.85
Operations							
Bank Service Charges	7.50	17.50	10.00	17.50	17.50	12.50	82.50
Books, Subscriptions, Reference	0.00	0.00	124.49	0.00	0.00	0.00	124.49
Computer, Software and Website	318.63	618.15	32.41	0.00	156.15	0.00	1,125.34
Office Supplies	0.00	23.48	0.00	0.00	0.00	0.00	23.48
Postage, Mailing Service	70.00	80.00	0.00	0.00	0.00	0.00	150.00
Printing and Copying	0.00	0.00	237.05	0.00	0.00	0.00	237.05
Supplies	0.00	0.00	2,245.93	0.00	0.00	0.00	2,245.93
Total Operations	396.13	739.13	2,649.88	17.50	173.65	12.50	3,988.79
Other Types of Expenses							
Insurance - Liability, D and O	1,189.00	1,214.00	1,250.00	1,292.00	1,325.00	1,364.00	7,634.00
Total Other Types of Expenses	1,189.00	1,214.00	1,250.00	1,292.00	1,325.00	1,364.00	7,634.00
Projects and Events							
MLK Event	0.00	1,080.00	0.00	0.00	0.00	0.00	1,080.00
Total Projects and Events	0.00	1,080.00	0.00	0.00	0.00	0.00	1,080.00
Travel and Meetings							
Airfare	510.10	0.00	0.00	0.00	0.00	0.00	510.10
Conference, Convention, Meeting	135.67	0.00	0.00	0.00	209.84	239.74	585.25
Total Travel and Meetings	645.77	0.00	0.00	0.00	209.84	239.74	1,095.35
Total Expense	4,338.40	3,314.44	4,792.18	8,492.15	14,403.96	2,834.04	38,175.17
Net Ordinary Income	437.77	-398.36	3,874.87	-3,192.15	20,528.51	-1,108.83	20,141.81
Net Income	437.77	-398.36	3,874.87	-3,192.15	20,528.51	-1,108.83	20,141.81