



# 2 scoops

— summer 2021 —



**MAUI FOOD BANK**  
Helping the Hungry

## Sixteen-Year-Old Instrumental in Raising Pandemic-Era Support for Food Bank

Over the past few years, the water sports world has witnessed the birth of a new sport: “wing foiling,” also known as “wing surfing” or “wing boarding.” Wing foiling has attracted a huge number of fans, participants, and enthusiasts in a short time and is now one of the fastest-growing water sports in the world.

One ardent “wing” devotee is sixteen-year-old Maui resident Rio Blue Imperato. Even at her young age, Rio has earned a sponsorship from Naish, a leading manufacturer of wing foils and other water sports equipment.

Rio loves helping people get started with “winging,” and she also loves helping feed people who are experiencing food insecurity.

Rio recently shared with Maui Food Bank, “When the pandemic hit, it became obvious that many of Maui’s residents could no longer afford food because of the economic shutdown. Immediately, I knew I wanted to help, so I began to share information about the increase in food scarcity in our community. In exchange for providing an introduction to the sport and supplying gear, I encouraged them to donate to the Food Bank. It was a win-win, and it’s still working.”

“I never imagined that through the very generous response of many in our island ohana, I was able to raise enough funds to provide close to 5,000 meals for people who don’t know where their next meal is coming from. It’s comforting to see how generous the people on Maui are and how willing they are to help people in need.”



**Mahalo, Rio, from Maui Food Bank for all you are doing to help the hungry!**



**MAUI FOOD BANK**  
Helping the Hungry

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## Maui Food Bank BOARD OF DIRECTORS 2021

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## Our MISSION

Maui Food Bank's mission is to help the hungry in Maui County by collecting and distributing food through community partnerships.

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# from the desk of RICHARD YUST



## Volunteers Step Up to Help Distribute Much-Needed Food

Here at Maui Food Bank, it didn't take long to realize that the words we use to sum up our purpose — “To help the hungry in Maui County by collecting and distributing food through community partnerships” — is really an all-consuming daily mission.

And it's people like you — who believe in our mission and jump aboard by donating funds, food, and time — that inspire us to continually expand, fine-tune, and improve upon our long-running programs. Meanwhile, we continue to address the issue of hunger, creating solutions by implementing effective programs and services.

Maui Food Bank is dedicated to helping create a community without hunger. Few, if any, communities have been more affected by the economic fallout of COVID-19 than Maui County. Unemployment jumped to an all-time high, food insecurity soared to record levels, and even now, the need for food assistance continues to escalate in our island ohana.

Our vital and life-giving role has significantly increased island-wide, as thousands of unemployed people have turned to Maui Food Bank for life's most basic essential need — food.

As the needs increased, we reached out to the community for assistance, and seven local churches stepped up and offered their campuses and volunteers to help distribute food once a week to those who are food insecure.

For the last year, **Kings Cathedral, Hope Chapel, Kihei Baptist, Waipuna Chapel, Calvary Chapel South Maui, Lahaina Baptist, and Citizens Church** have faithfully distributed safe and nutritious food to thousands of people in need of hunger relief.

Mahalo to all the volunteers who have tirelessly made the food distributions happen, and a special thanks to all the churches that opened their facilities so that these drive-through food distributions could take place. We are all in this together, and we are making a difference!

Mahalo for your continued support.

Richard Yust, Executive Director



## Former Miss Hawai'i, TV Meteorologist and Active Maui Food Bank Board Member

Malika Dudley was born and raised in Papa'ikou on the Hamakua coast of the Big Island of Hawai'i. The former Miss Hawai'i is an award-winning, Emmy-nominated journalist and certified meteorologist. She began her career in news at KGMB-9 in 2007 and has worked for Hawaii News Now, Maui Now, Big Island Now, and, most recently, is a weather anchor for KITV-4 Island News.

Malika has always been passionate about helping her community. So Maui Food Bank was thrilled when she accepted the invitation to join the Board of Directors.

Malika is one of those people who naturally embodies integrity and unyielding ethics. She always rises to the occasion by setting her innovative ideas into motion. Driven by her compassion for those less fortunate and her infectious passion for Maui Food Bank's mission, Malika refused to allow the COVID-19 pandemic get in the way of her helping the hungry in Maui County.

As things began to shut down in 2020, Malika came up with creative ideas to raise funds to combat food insecurity. In May 2020, Malika organized her birthday celebration by asking her friends and family to contribute to the Food Bank via Facebook and Instagram. More than one hundred people, including Shane Victorino and an anonymous matching donor, raised \$10,000 and provided over 20,000 meals for those in need.

In December, Malika contacted "Da Maui Sleigh," which goes out into Maui neighborhoods and takes families on sleigh rides. Because "Da Maui Sleigh" wanted to maintain healthy environments during the Holiday Season, they didn't provide any sleigh rides, but neighborhoods could schedule a drive-by. Malika asked if "Da Maui Sleigh" would be willing to come to her area and pick up food that she would ask neighbors to leave by their mailboxes.

On Christmas Eve, Santa and Mrs. Claus arrived in their sleigh, making two trips throughout the neighborhood and picking up 400 pounds of food for Maui Food Bank. Malika was invited to be a reindeer and accompanied the sleigh to help collect the food and deliver it to the Food Bank.

In February 2021, Malika came up with a fun and musical idea to help the Food Bank. She teamed up with Paula Fuga, a well-loved Hawaiian musician. Paula is one of Hawai'i's Top Female Entertainers. She also cares deeply about helping Hawai'i's food insecure and openly shares her personal story of benefitting from food assistance as a keiki. Today, with a global fanbase and thriving music career, her music is dedicated to inspiring positive social change — rooted in perseverance and hope — for those in need.

Malika had already raised more than \$13,000 for the Food Bank by asking people on Maui to make a financial contribution in honor of Paula. She now asked Paula if she would be interested in doing a virtual Valentine's concert on Instagram to raise money for the Food Bank, share her story, and lift people's spirits by sharing mele (song). Paula readily accepted the invitation and responded, "I'm thrilled to be involved in this benefit concert. You know, hunger is a persistent problem, even here on Maui. When I was a kid, I experienced homelessness and hunger myself. That's why I would be so happy to do the concert to raise money for Maui Food Bank."

Malika asked numerous local businesses if they would donate gifts to be made available for many who watched and "liked" the concert on Instagram. The gifts were valued at more than \$2,000 and came from more than a dozen businesses. With the help of an anonymous donor, the concert raised more than \$10,000 for Maui's hungry.

Malika continues to work on behalf of the hungry. She recently said, "It's been amazing to see how generous and giving our community is. When we work together, we can make a huge difference in the lives of those less fortunate. I know people who have never needed food assistance, but because of COVID-19 they've gone to the drive through food distributions in order to feed their families. I feel so lucky to serve on the Board and be able to give back in this small way."

*We send both Malika and Paula a great big Mahalo for all they do to help people in need.*



Malika Dudley



Paula Fuga

# Liza Rivera Sets an Inspiring Example of Serving Others Through Her Amazing Community Spirit

Volunteering for Maui Food Bank is a family affair for Liza and Raymond Rivera and their twin daughters, Anjolina and Olivia. The seventeen-year-old sisters are juniors at King Kekaulike High school.

Liza is a Real Estate agent for Keller Williams Realty, Maui, and at the heart of Keller Williams' culture is a shared commitment to community service. Keller Williams' "Red Day" (Renew, Energize, and Donate) is an initiative dedicated to celebrating the company's year-round commitment to improving local communities.

In May 2020, Liza decided to celebrate Red Day by collecting food for Maui Food Bank. Liza's food drive was a total success — she collected 1,236 pounds of food and over \$3,800 in cash donations! Soon the Rivera Ohana began volunteering their time preparing food bags and boxes at the Food Bank for distribution throughout Maui.

Olivia and Anjolina also helped give out food at the Hale Makana housing food distribution. As a result, Maui District Television interviewed the sisters for their "Student Volunteerism" TV documentary, highlighting the importance of how Olivia and Anjolina deepened their understanding of the role students can play in their community by volunteering at Maui Food Bank.

Anjolina readily shared that she likes to encourage fellow students to get out of their comfort zone and go into the community to help those in need.

Olivia challenges parents to get their children into volunteer programs. She says, "When kids learn to give back when they are young, it becomes second nature to keep volunteering."

Liza Rivera's commitment to community was recently acknowledged when she influenced a Maui Food Bank supporter to make another \$10,000 donation to Maui Food Bank, matching the same amount donated during a critical time last March. The donor shared that "Liza is a special person, and her positivity and welcoming spirit made it an easy decision to support her efforts."

*Positive things happen when people like the Riveras join together and share the Spirit of Aloha. Mahalo Liza, for your commitment to help the hungry in Maui County.*



Olivia, Anjolina, Liza & Maui Foodbank Donor



## Sponsor of the PGA's Maui Tournament of Champions - Sentry Insurance Foundation Donates \$250k to Help the Hungry

World-class PGA Tour golf returned to the island of Maui this year with the 2021 Sentry Tournament of Champions, held January 7 through 10 at Maui's Kapalua Golf Club. In conjunction with their title event, the Sentry Insurance Foundation announced a \$250,000 donation to Maui Food Bank. The Food Bank is Maui County's primary safety net for hunger relief, and currently serves over 30,000 people a month with emergency food distributions.

"Over the past three years, Maui has become our home away from home," explained Pete McPartland, Sentry's Board Chairman, President, and CEO. "We wanted to help in a meaningful

way — a way that would support Maui County families and local businesses."

Maui Food Bank Executive Director Richard Yust responded, "Maui Food Bank couldn't be more grateful for Sentry's donation! It will enable us to continue sustaining our community during these challenging times. This donation will be instrumental in supporting the Food Bank's emergency food box distributions throughout Maui County. A big Mahalo to Pete McPartland and everyone at the Sentry Insurance Foundation!"

To donate time, money, or non-perishable food items to Maui Food Bank, call (808) 243-9500, or visit MauiFoodBank.org.

