Maui Food Bank teamed up with OUTFRONT, Interstate Outdoor, OAAA, and others in the out-of-home industry for the meaningful “The Spirit of Maui Endures” campaign. Produced by OUTFRONT STUDIOS, this heartfelt campaign graced digital billboards across the US for two months following the fires, connecting with millions of people, and spreading awareness far and wide. The campaign, rooted in personal stories and heartfelt connections, conveyed a unifying message of shared experiences in loss, perseverance, and rebuilding, aiming to make a lasting impact that captures the strength and spirit of Maui’s community.
Aloha Friends,

This holiday season, I am filled with gratitude for the unwavering support that our community has demonstrated in the face of adversity.

Before the fires, one in 10 people in Maui County were food insecure, and an alarming one in four children were at risk of going hungry. In the months following the fires, Maui Food Bank and our partner agencies have become beacons of hope for those in need. In August 27,163 people were served, a number that rose to 30,577 in September and more than 40,000 individuals in October.

Equally impressive is the quantity of food distributed — over 4 million pounds since the fires, including 600,000 pounds of fresh produce. For comparison, we typically distribute 3.25 million pounds of food each year.

Thank you for being a part of this incredible journey, and for letting us continue to build a community where the spirit of giving and caring for one another prevails.

Jason Economou
Board Chair

Communities Near and Far Rally to Support Maui Food Bank After Lahaina Wildfires

In the wake of the devastating Lahaina wildfires, the outpouring of support has been nothing short of inspiring. Communities near and far have rallied together, holding numerous fundraisers to aid Maui Food Bank in our mission to provide crucial assistance to those affected not only by the tragedy but also ongoing food insecurity.

Continued on next page
Par Hawaii/Hele Gas
In August 2023, Par Hawaii designated its network of 34 Hele convenience stores on Oahu, Maui, and Hawaii Island as sites for financial contributions to Maui Food Bank. All funds collected would be used to provide food for those impacted in Lahaina. The customers embraced the challenge, and within the first 10 days of the fundraiser, Hele Gas collected more than $45,000. In total, they raised $125,000 for Maui Food Bank.

Jersey Mike’s
Jersey Mike’s, which has three locations on the Valley Isle, donated $1.3 million. The generous contribution was the result of a nationwide campaign conducted by Jersey Mike’s throughout September 2023. Customers from over 2,500 locations across the country were invited to participate by rounding up their orders.

“Jersey Mike’s is proud to support Maui Food Bank in its mission to help those with food insecurity in the Maui community,” said Caroline Jones, Senior Vice President of Jersey Mike’s Franchise Systems, Inc. “We recognize the importance of coming together during challenging times and are committed to supporting the communities we serve.”

Tiki’s Grill & Bar
In the heart of Waikiki, Tiki’s Grill & Bar has woven itself into the fabric of the community over two decades. In celebration of its 21st anniversary, the popular restaurant hosted a benefit party dedicated to supporting the Maui community in the wake of the Kula and Lahaina wildfires. Guests indulged in a culinary feast featuring Molokai Venison Gyoza, Kiawe-Smoked Arancini, Ahi Poke Wonton Sliders, and a decadent 20 Layered Haupia Crepe Cake, among other timeless favorites. Thanks to ticket purchases and generous donations, Tiki’s raised $8,715.73 for Maui Food Bank. Mahalo to Bill, Michael, Kelly, and the rest of the Tiki’s team for helping our Maui ‘ohana!
**Ukiah High School**

In a heartwarming display of empathy, a fashion class at Ukiah High School in Northern California created and donated handmade bags for those affected by the wildfires. The class collected Hawaiian print shirts and transformed them into unique and practical bags intended to carry a message of support and solidarity to the Lahaina community. The project was led by Katrena Dursteler, a teacher who personally experienced the loss of her home during a wildfire in 2017.

**Roosevelt Elementary School**

Sam Fierra, the principal of Roosevelt Elementary School in South Plainfield, New Jersey, along with his family, found themselves in the midst of the devastating fires this summer while staying at the Ka’anapali Beach Club. The fire trapped them in their resort for four days, and when they finally were able to be transported to the airport, they had to witness the devastation in Lahaina, which is forever etched in their memories.

Upon returning to South Plainfield, Principal Fierra and the Roosevelt School community felt compelled to make a difference. The Roosevelt School Student Council organized a heartfelt fundraiser for the victims of the Maui Fires, allowing students to purchase leis for two dollars each. The students raised over $1,100 for Maui Food Bank.
In response to a call for action broadcasted on the radio, Makana Hapakuka, owner of Relax In Paradise Air Conditioning, and his wife, Lani, believed God was calling them to help. They immediately embarked on a mission to assist their local community. Makana and his employee, Annie, headed straight to Costco, where they purchased a pallet loaded with essential items such as baby diapers and wipes, feminine hygiene products, and other necessities. While Makana’s own family was fortunate enough to have been spared the direct impact of the fires, the couple recognized the widespread devastation affecting many of their customers and fellow contractors. It was this realization that fueled their determination to make a difference in the lives of those who had lost everything.

**Zetton Committed to Fighting Hunger in the Community**

Zetton, Inc., which operates nine restaurants on Oahu, including Aloha Table, Heavenly Island Lifestyle, and natuRe waikiki, recently donated more than $40,000 to Maui Food Bank. The funds were raised through their Support Maui Donation Dinner, showcasing their commitment to uplift local communities.

Left to right: natuRe waikiki General Manager, Jason Ferraro; natuRe Waikiki Executive Chef, Nae Ogawa; Maui Food Bank’s Marlene Rice; Heavenly Island Lifestyle General Manager, Akinari Ishibashi; Goofy cafe and dine Executive Chef, Koki Yoshinaga; and Aloha Table Waikiki General Manager, Mariko Higa.
Compassionate Action in the Face of Crisis

In the aftermath of the tragic wildfire on Tuesday, August 8, the community rallied together to provide relief. Christ the King Church, in collaboration with Maui Food Bank, played a pivotal role in the swift and compassionate response to the emergency.

Yolanda Caniaveral received an urgent request from the National Guard to help distribute food supplies to the affected areas. The need for rapid action was underscored by personal concerns as Yolanda shared, “I had family members in Lahaina that we hadn’t heard from. We were also concerned because there had been no contact with Father K from Maria Lanakila Church since the day of the fire, and we wanted to check on him.”

Responding to the call, Yolanda and Maui Food Bank wasted no time in mobilizing aid. Their mission was not only to provide essential supplies but also to assess the situation on the ground. To their surprise, as they arrived at Maria Lanakila’s church, they found it still standing tall amidst the devastation. Although the school had succumbed to the flames, the church and its grounds bore testament to resilience. The flowers were blooming, a symbol of hope amid the ashes.

Yolanda continues her tireless efforts, taking food to West Maui as the community grapples with the aftermath of the fire. She emphasizes the crucial role played by Maui Food Bank, stating, “Without Maui Food Bank, we could not do the work we do to help those in need.” The ongoing support ensures that our community’s needs are met, and the healing process can begin.

ITO EN hosted a Charity Classic Golf Tournament in October. Their guests contributed generously to Maui Food Bank, $17,500, with an additional $10,000 matching donation from ITO EN US Group companies. They raised a grand total of $27,500 to assist those affected by the Lahaina and Kula wildfires. We send a sincere Mahalo to ITO EN and their guests from Hawaii, the US Mainland, Japan, Guam, and customers and business partners for responding generously to the call to support Maui Food Bank and helping to make the Holiday season brighter for those in need.

Mahalo to ITO EN!