

# 2024 Annual Impact Report

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*August 2024 Land Blessing*





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# MAHALO TO OUR DONOR 'OHANA

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*Every milestone in this report is a testament to the generosity of our donor community. We are deeply grateful to all who have joined us on this journey—your support and commitment inspire us every day.*

\*Anonymous Donors (50+)  
A.J. & Carey Sutton, in honor of Leora and Mile  
Al & Diana Albergate  
Alan Gevins & Isabel Sam Vargas  
Alice Bell  
Alice Luck  
Alison Chuang  
Amanda Galbraith  
Amalia Ruck  
Andrea Gootnick  
Andrew W. Kortschak  
Angela Bresnahan  
Anna Gertraud Torggler  
Anne Carter  
Ann Eu  
Annika Hirmke  
Annika Walden  
Antonia Jolles  
Ashley Sanchez Wagner  
Atsushi Kawada  
Avalon Gastropub  
Barbara Butler  
Barbara Cameron  
Beth & Jon Champlin  
Betsy Skinner  
Bill & Lucinda Robertson  
Brian and Britt Cooper  
Brittany Maxson  
Carolyn Lauro  
Catherine B. Scott & Ruth M. Osterhout  
Catherine Bruns  
Chan Zuckerburg Kaua'i Community Fund of the  
Hawai'i Community Foundation  
Cheryl & Bill Jensen  
Christ Memorial Church  
Christine Kobayashi  
Christopher Davis  
Corina & Ruddman Davis  
Craig & Trisha Devereaux  
Cyndi Ewald  
Darian Parrish  
Dave Williams  
David & Sarah Goodale

David Lemon  
David Nichols  
David W. Knickel & Jennifer L. Knickel  
Debbie Oliver  
Debbie Schenker & Skip White  
Deborah Schenker  
Denise Kaufman  
Desert Nichols  
Diana & Al Albergate  
Diana Dole  
Discovery Land Company  
Don & Laura McConnell  
Don D'Elia  
Donna Apilado-Schamachee  
Donna Rice  
Doug & Sharon Britt  
Dr. & Mrs. Richard Goodale  
Dr. Lee Putnam  
Elliott & Bridget Thorpe  
Emily Krause  
Employee Leasing Company  
Erin Kelley  
Erik Hanson  
Erin Kelley  
Evans McGowan  
Evelyn Brodie  
Faith Blalock  
Flavia & Nick Wright  
Frank Hagan  
Gary & Bebe Smith  
Garry & Barbara Cameron  
Gary Seals  
Gina Lobaco  
Grace Groom  
Greg & Alice Greenwood  
Greg Scott  
Gretchen Imdieke, ND  
Hanalei Center  
Hanalei Hawaiian Civic Club  
Hannah Hunt  
Heather Ford  
Hulali  
Hunt Family Foundation

Ian Nelson  
Irene Blechner  
Island Ace Hardware  
Ivory Lloyd  
Jack Harter Helicopters, Inc.  
Jack Lewis  
Jan Kumasaka  
Janet Ramatici  
Jansen Hug 'Ohana  
Jason & Winona Sutton  
Jean Frances Flaherty  
Jeff & Barbara Goodman  
Jen Vanderlaan  
Jenna Bieller  
Jeremy Burns  
Jessica Kau'i Fu  
Jill and Alex Petrov  
Jill & Sean McAlister  
Jim & Debbie Oliver  
Jim & Harvest Edmonds  
Jim & Laura Schwerin  
Jim & Lisle Stigler  
Jim & Mary Luck  
Joan Maas  
Joe Hughes  
Johanna Ventura  
John E. McGowan  
Jonah Sulla Menashe  
Jonathan Kissida  
Jonathan McRoberts  
Jones 'Ohana  
Jony & Heather Ive  
Joseph Hughes  
Joy Brahmst & Lynn Christensen  
Joyce Kehoe Smith  
oyce Mahadevi Farmer  
Joyce Marshall  
Judith Smiertelny  
Julia A. Rossi  
Julie & Koko Kanealii  
Julie Rosanova  
Julie Wallace  
Kanoa Doyle / Michele Cagle

Karen & Conrad Schmidt  
Karen & Richard Goodale  
Karen Hutchens  
Karen Smith  
Kathy Nelson  
Kaua'i Albatross Network  
Kauai Energy Institute  
Kaua'i North Shore Lions Foundation  
Kaye and Mike Hurtt  
Kelly Sutter  
Kelsie Hammitt  
Kerrin Murphy  
Kevin & Alex Newburg  
Kilauea Japanese Association  
Kilauea Paint and Feed  
Kimber Family  
Knickel Family 12<sup>th</sup> to Dreams Foundation  
Kukui IT  
Kyle Georgina Marsh  
Laird Hamilton  
Larry Chatfield  
Lee Roversi  
LEF Foundation  
Leona B.  
Lindsey Hoffman  
Link L. Wilson  
Lisa Mireles  
Living in Process Network  
Lorraine & Thomas Mull  
Lorrie Meyercord  
Luna & Skye Dana  
Manu Nahenahe Trust  
Marianne Remmy  
Marion Paul  
Marni Parsons  
Matt Kaufmann  
Mary Luck  
Mary Paterson  
Mary Roush  
McAlister Family  
Mckenzie Rutkowski  
Mehana Blaich-Vaughan  
Melanie & Scott Parker

Melinda Friedman  
Meryl Eisen  
Michael Olman & Peter Hayashida  
Michele Cagle  
Mike & Erica Oliver  
Mike Kaplan & Rose Contreras  
Mimsy Bouret  
Mokihana Pest Control, Inc.  
Mona Pedersen  
MotherDaughterHawaii  
Nafisseh Soroudi  
Natalie Baker  
Nate Carden & Beth Woods  
Nathan Myers  
Neil Dana  
NewSchools Venture  
Nicholas Pentecost  
Nick & Annie Hart  
Nicole Shores  
North Shore Give (KNSCF)  
'Ohana Rogers  
Orien B Wilkinson Huff  
Pam Murphy  
Pancho Graham  
Patricia Darcey  
Paul Brewer  
Paula & Harvey Cohen  
PayPal Giving Fund (various donors)  
Pete Sidley  
Polly & Doug Phillips  
Pure Kaua'i  
Rachel Anderson  
Rainer Rey  
Raquel Naomi Akeakamai Castro  
Resort Stay  
Rex & Pamela Burrell  
Richard Qualsett  
Rick & Amy Marvin 'Ohana  
Rob & Sandy Baker  
Robert Abell  
Robert Hoare  
Roberta Jones  
Robin Savage-Thompson

Rod Easterly  
Rory Enrigh  
Rose Hayes  
Rosemary Vali  
Roxanne Belmonte  
Sandra Tillotson Foundation  
S.W. Wilcox Trust  
Sarah A. Dinger  
Sarah Herring  
Sarah Konz  
Sarah McIntyre  
Sarah Rossiter  
Scott Cantor  
Sean & Jill McAlister  
Sean Ahearn  
Sharleen Dyre  
Sheree Latif  
Sheryl Kutter  
Steve & Janine Hunt from the Hunt Family  
Foundation  
Steve Burrell  
Steve Doberstein & Elizabeth Letcher  
Steve Milter  
Sue Parry  
Susie Bunt  
SW Wilcox Trust  
The Eckert/Van Way Family  
The Hale Uluwehi Charitable Fund  
The Mazursky Family Foundation  
The Nashes  
The Rotary Club of Hanalei Bay  
The WholeSum3 Lifestyle LTD.  
Thomas Daubert  
Todd & Michele Rundgren  
Tomlinson Foundation  
Turi Widsteen & Keith White  
Vehr Family Foundation  
Victor Zue & Stephanie Seneff  
Victoria Harris  
Waldorf Family Fund  
Walter & Marcia Kortschak



## LETTER FROM THE EXECUTIVE DIRECTOR

# A YEAR OF PROGRESS AND PROMISE

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*The dream of providing North Shore keiki with a public, tuition-free middle and high school is no longer a distant vision—it is unfolding into a reality.*

2024 was a year of remarkable progress. Namahana Education Foundation raised over 60% of the \$10 million needed to construct the middle school portion of our Kīlauea campus and cover pre-operating costs. This success was bolstered by the support of new donors, including Priscilla Chan and Mark Zuckerberg, whose generosity affirmed the profound significance and global scale of our mission. Our "100 Donors for \$100K" campaign in the summer brought our community together to raise over \$50,000 in just six days—a testament to the unwavering passion and commitment of our supporters.

Last year also marked several pivotal milestones that brought us closer to welcoming our first 7th and 8th graders in August 2025. More than 300 community members joined us for a land blessing ceremony, offering lei and celebrating the one-year countdown to the opening of Namahana School. Additionally, we secured a temporary home for our inaugural students at the Kula School site in Waipakē—where we will operate for the first school year while construction moves forward on our permanent campus, just across from the Kīlauea post office.



Alongside G70, our architectural partner out of O'ahu, we updated our Master Site Plan and engaged WABi Systems to manufacture modular structures based on G70's building designs. Based in Australia, WABi offers a revolutionary, durable, highly energy efficient, and economical building system aligned to our Aloha 'Āina values. Our leadership team also grew. We welcomed a Chief Development Officer to strengthen our fundraising efforts, while Namahana School added key roles, including a Director of Learning and Director of Finance and Operations. Dr. Kapua Chandler and her team made incredible strides in developing curriculum, including the creation of the Ola (health) framework—an innovative approach committed to the education and well-being of the whole child.

**Looking ahead, we are focused on raising the remaining \$4 million to fulfill construction needs for the middle school portion of our campus. We will then transition into fundraising for our high school classrooms, as the middle school students we welcome this August will be Namahana School's very first graduating class in 2030.**

The road ahead is filled with promise, and we are committed to continuing this journey with the full support of our community. On behalf of the entire Namahana 'ohana, mahalo nui loa for your belief in our mission and your steadfast commitment to our keiki. It is an honor to share this moment in history with you, as we create a new legacy of opportunity for the lives of our children and generations to come.



A handwritten signature in black ink that reads "Melanie Parker". The signature is fluid and cursive, with a long horizontal stroke at the end.

**Melanie Parker**  
Executive Director  
Namahana Education Foundation



## MISSION, VISION, VALUES

# A VISIONARY EDUCATION

At Namahana School, we envision learning that is grounded in our unique community and culture, launching future leaders with the tools to transform the world they will inherit.

## Our Mission

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Namahana School's mission is to serve the communities of Halele'a and Ko'olau with a rigorous education that cultivates deep relationships with 'āina (natural environment), kanaka (self, family, community), and ao (cultures of the world). Namahana School prepares students for professional and personal fulfillment with skills that empower them to actively contribute to a resilient future on Kaua'i.

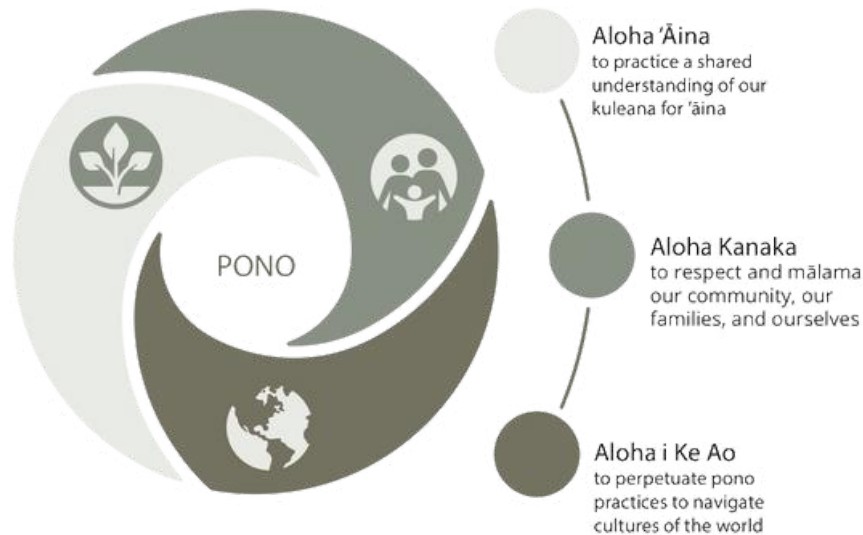
## Our Vision

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Namahana students are active and engaged caretakers of their island home who grow to be leaders seeking solutions to the greatest challenges facing their communities. Namahana School nurtures 'āina-conscious graduates who know who they are, where they come from, and have the professional and personal skills to be kia'i (caretakers) for their home. At Namahana School, we envision learning that is grounded in our unique community and culture, launching future leaders with the tools to transform the world they will inherit.



# Guiding Values



## Namahana School's Touchstone Statement

We grow rooted youth and community that care for 'āina through their interests, curiosities, and gifts.

## ABOUT BIG PICTURE LEARNING

Big Picture Learning (BPL) was founded in 1996 by Dr. Elliot Washor and Dennis Littky in Providence, Rhode Island. With significant support from the Bill & Melinda Gates Foundation, it has grown into a network of 200+ schools, recognized as a global leader in innovative, learner-centered education.

In 2019, our team partnered with BPL to further develop Namahana School's 'āina-based learning design. Namahana upholds BPL's core principles—relevance, relationships, and rigor—offering personalized, interest-driven learning rooted in community. It emphasizes real-world applications, authentic assessments, and an experience centered on people and place.

"BPL is a perfect example of a heavyweight team that has redefined—indeed, revolutionized—schooling," says Harvard Business School Professor, Clayton Christensen. "By bringing students and their interests to the forefront, BPL is a model of student-centered learning, which is key to intrinsically motivating students to provide them with the education they deserve."



”

Our 'ohana is deeply grateful for the dedication and hard work that has gone into establishing Namahana. It is so exciting to witness this vision come to fruition and knowing it will provide a meaningful solution for our North Shore keiki. The integration of community, culture, and 'āina into the educational framework is inspiring and essential. We are thrilled at the prospect of our sons learning, growing, and thriving at Namahana.

*Ivory Lloyd, Wainiha Resident*









## FUNDRAISING SUMMARY

# A MILESTONE YEAR

Thanks to our community's support, NEF raised \$4.4 million in 2024, including cash gifts, grants, and in-kind contributions—a 33% increase from the previous year. Over 160 people made a contribution, reflecting a growing belief in Namahana's mission. We closed the year with \$6 million secured towards our \$10 million goal for the Middle School (Phase I). We are deeply grateful for our growing donor 'ohana's partnership and commitment. Every gift continues to move us closer to a brighter future for generations of North Shore keiki.

2024

**\$4.4M**

Total Raised

Cash Gifts

**\$2.6M**

Grants

**\$1.1M**

In-Kind

**\$800K**

**↑ 33%**

Year-Over-Year  
Increase in Total  
Raised vs. 2023

**162**

Donors Who  
Gave in  
2024 Total

**↑ 80%**

Year-Over-Year  
Increase from Donors  
Who Gave vs. 2023

## Middle School Phase



**60%**

Funds Raised  
Towards \$10M  
Middle School Goal

## All Time: Since Incorporated in 2020

**\$7M+**

Total Funds  
Raised, All Time

**271**

Donors Who Have  
Given, All Time

**403**

Total No. of Gifts  
Given, All Time

| Gift Amount     | Recognition Tier | Gifts Received | Significance       |
|-----------------|------------------|----------------|--------------------|
| \$5M +          | Po'o Wai         | -              | Water Source       |
| \$1M - \$4.9M   | Wailele          | 4              | Waterfall          |
| \$500K - \$999K | Aumana           | 3              | Tributary to River |
| \$250K - \$499K | Kahawai          | 3              | River              |
| \$100K - \$249K | Auwai            | 7              | Feed the lo'i      |
| \$50K - \$99K   | Muliwai          | 4              | Estuary            |

## Historical Giving

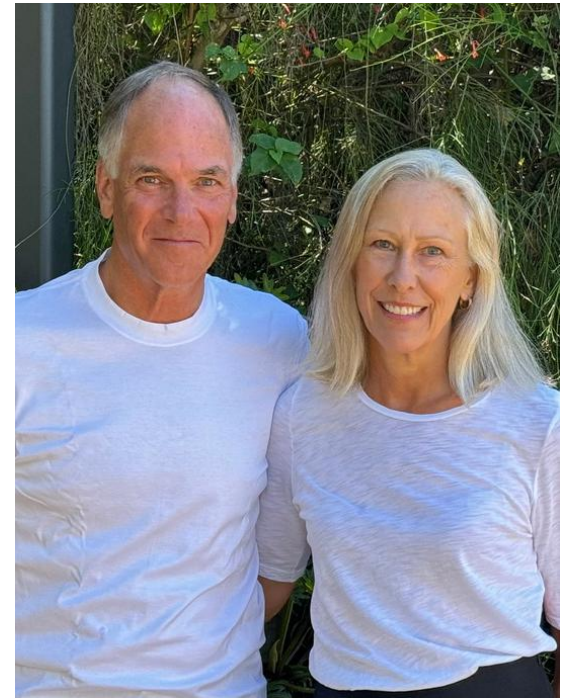
*The word "waiwai," which means wealth in Hawaiian, connotes the abundance that water provides. Our donors, like the water, feed the Namahana School vision and make it a thriving reality.*



”

There are certain types of minds that do well with our industrialized education system. And that's fabulous—we need everybody to be educated in whatever way works. But Namahana is going to support kids in a very different way, embracing each student's learning profile and incorporating their interests in ways that are meaningful to them. And that's something we find really exciting.

*Marcia Kortschak, Donor*





## The Key to Each Individual's Potential:

### Walter and Marcia Kortschak Commit to Unlocking Education's Promise

Walter and Marcia Kortschak generously gifted \$250,000 to Namahana School, which can be renewed annually for four years for a total \$1 million. The Kortschaks are the first 'ohana where all four adult members have made a significant gift to Namahana. This generosity is inspired by their firsthand experience of how vital it is for education to prioritize a broad range of learners and the importance of having a choice in a middle and high school located directly in Kīlauea.

"It's really exciting to us that this will truly be a school for the community of Kaua'i's North Shore, which I think is going to be transformational for many families," says Walter. Continue reading their inspiring journey, as well as why Namahana's emphasis on relevant, real-world problem-solving that improves communities both locally and globally is important [here](#). >>



## COMMUNITY CONVERSATION

# ROOTED LOCALLY, RECOGNIZED STATEWIDE

Namahana's story echoed far and wide in 2024, with more people from around the world connecting with us than ever. Hundreds joined us at in-person events and became increasingly engaged in our online newsletters, posts, and articles. This deep and growing engagement reflects both the local significance and global scale of our mission.

### Events

## 200+

Attendees at the April community meeting

## 300+

Attendees at the August community land blessing

## \$100K+

Collectively raised from various special events

### Match Campaigns

## \$100K

**Vehr Family Foundation** match for 100 donors in June 2024; 115+ community members contributed an additional \$50K in 6 days

## \$250K

**Mike Kaplan and Rose Contreras** match; 12 community members contributed \$250K total, resulting in \$500K raised

## \$400K

In unrestricted pledges secured from the **Vehr Family Foundation**, which will support Namahana through 2028

## Newsletter

↑ **1.3K**

Total newsletter subscribers

**11.50%**

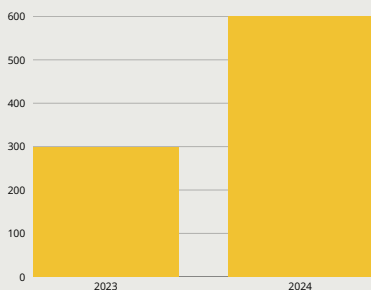
Average 2024 click rate



**66%**

Average 2024 open rate

## Instagram



**101%**

YoY follower growth

↑ **600**

Total followers

**92%**

Follower Engagement

## Earned Media

**2M+**

All time impressions from earned media



*"We are writing the history of our community today. This is a moment that our 'ohana [family] on the North Shore of Kaua'i will always remember as a turning point in the lives of our children and their children."*  
-Kau'i Fu,  
NEF Board Chair



@namahana.school



@namahana-education-foundation



www.namahana.org



Namahana Newsletter



Namahana News





”

I've been working at the forefront of education for more than 30 years, and I can say with total conviction that Namahana is one of the brightest lights in the future of learning. Big Picture Learning (BPL) schools have always placed enormous value on our students cultivating meaningful relationships with their community. But Namahana has taken our vision even further by incorporating culture and place into students' understanding of self and community. All of us in the BPL network are excited to see the positive impacts that Namahana will have on Kaua'i's North Shore, and the world at large.

*Elliot Washor, Co-Founder Big Picture Learning*







## FACILITIES PLAN

# INNOVATIVE, VALUES-BASED DESIGN

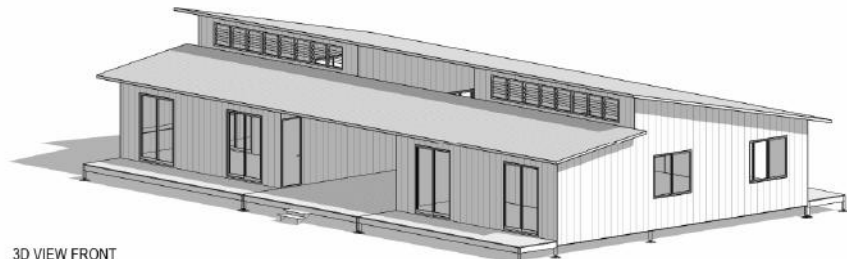
In 2021, school leadership engaged community stakeholders, including students from Kīlauea and Hanalei schools, to collaborate with G70 architects and develop the campus design.

G70 is largest multidisciplinary architecture firm in Hawai'i. Its team has designed over 1 million square feet of K-12 educational facilities around the Pacific Rim, including Hawai'i's first sustainable LEED Platinum school.

Collectively, G70 and the community created a master plan that thoughtfully embraces Namahana's values: *Aloha 'Āina*, *Aloha Kanaka*, and *Aloha i ke Ao*.

In the Spring, we engaged an additional innovative partner: WABi Systems. WABi will be fabricating Namahana's classroom structures. This partnership significantly reduces total construction costs and timelines, all while enhancing climate resiliency and remaining true to our community's vision.

### Indicative Classroom Structure



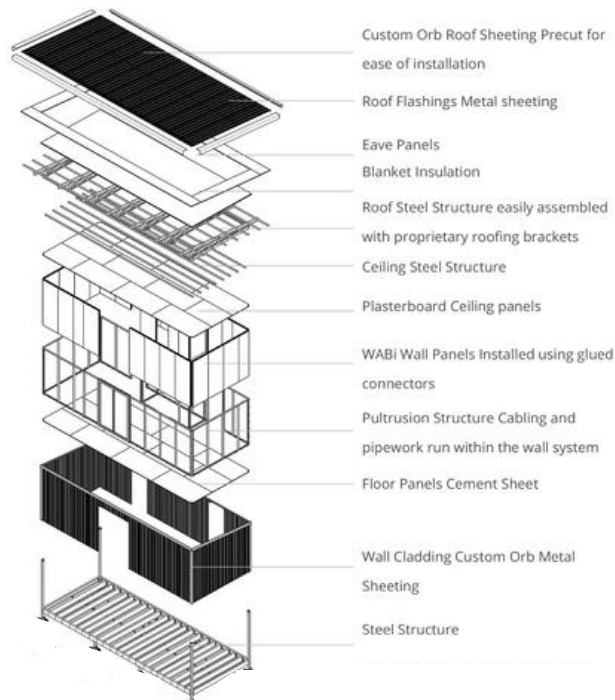
3D VIEW FRONT



# About WABi Systems

WABi is an innovative building system out of Western Australia with international success in facilities, tourism, and affordable housing projects. At its core, the WABi system is designed for versatility, durability, and sustainability. It offers a customizable, flexible building solution that is 3x faster than traditional construction and ideal for remote communities and challenging climate conditions.

## Indicative WABi Components



## A TEMPORARY HOME

Given our tight construction timeline, Namahana School leadership chose to temporarily lease the Kula School campus in Waipakē for its first school year.

Located near the intersection of Kapuna Road and Kūhio Highway, the campus is only a short drive from Namahana's property. In addition to a beautiful setting on 22 acres of agricultural land, its existing facilities and classrooms are perfectly suited to Namahana's projected student count for grades 7 and 8.

"Cultivating a space for higher education on Kaua'i's North Shore has always been a part of Kula's long-term mission," said Leela Lindner. "Our family is proud to support Namahana School by providing a place for it to begin its vibrant future."



”

We had not one person’s vision, but multiple visions—from 8 year-old students to kūpuna and board members. And what’s also unique is the site faces Namahana. The campus acknowledges that this mountain peak is where we geographically orient ourselves toward—it represents where we are from.

*Charles Kaneshiro, G70 International*





*Renderings via G70*



## OUR TEAM

# LEADERSHIP FOR LASTING IMPACT

Established in 2020, Namahana Education Foundation (NEF) is an independent nonprofit organization established to advance Namahana School's mission. For Namahana School, NEF manages the fundraising and construction process for the school campus, as well as generates ongoing community support to cover the operational costs not met by the state's per-student allocation. NEF's leadership includes established community leaders, as well as award-winning professionals in educational fundraising and philanthropic management.

## STAFF



**Melanie Parker**  
Executive Director



**Bridget Thorpe**  
Chief Development  
Officer



**Sarah Wright**  
Chief Administrative  
Officer



**Noelani Madore**  
Administrative  
Assistant

[View Team Biographies](#)



## NEF Board & Advisors



Kau'i Fu, Board Chair



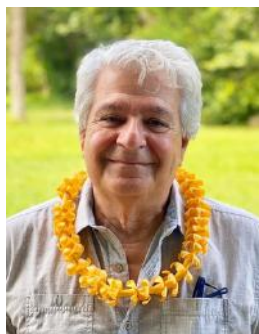
Kathryn Nelson, Board



Corina Davis, Board



Lorrie Meyercord, Board



Saul Caprio, Board



Billy Eckert, Board



Lorraine Mull, Board



Palo Luckett, Board



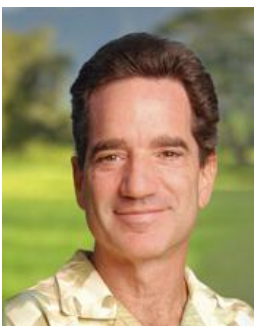
Sajid Siddiqi, Board



Jack Lewis, Advisor



Adam Roversi, Advisor



Harvey Cohen, Advisor

NEF's leadership includes established community leaders, as well as award-winning professionals in educational fundraising and philanthropic management.

The NEF board and advisor team brings expertise in:

- Fundraising
- Finance
- Real Estate
- Legal
- Nonprofit Management
- Impact Investing
- Corporate management
- Marketing & Communications







## FINANCIALS

# STRONG GROWTH AND EFFICIENCY

NEF experienced financial growth in 2024, with year-over-year revenue more than doubling and net assets increasing by over \$4.2 million. This progress reflects the efficiency and strength of our fiscal stewardship. We are continually guided by our collective Board members' experience in global finance from firms such as Wells Fargo, AIG, Prudential, Morgan Stanley, Kaua'i FCU, and more.

|   | CY 2024      | CY 2023     |
|---|--------------|-------------|
| <b>Revenue</b>                          |              |             |
| Without Donor Restriction               | \$2,421,882  | \$819,268   |
| With Donor Restriction                  | \$2,570,721* | \$1,523,197 |
| Investment Income                       | \$75,559     | \$32,966    |
| Total Revenue                           | \$5,068,162  | \$2,375,431 |
| <b>Operating Expenses</b>               |              |             |
| School and Facilities Operating         | \$337,483    | \$219,718   |
| G&A and Capital Campaign                | \$524,654    | \$231,903   |
| <b>Capitalized Expenses</b>             |              |             |
| Development and Construction            | \$2,528,195  | \$2,230,782 |
| <b>Net Assets — Beginning of Period</b> | \$3,284,416  | \$1,360,606 |
| <b>Net Assets — End of Period</b>       | \$7,490,441  | \$3,284,416 |

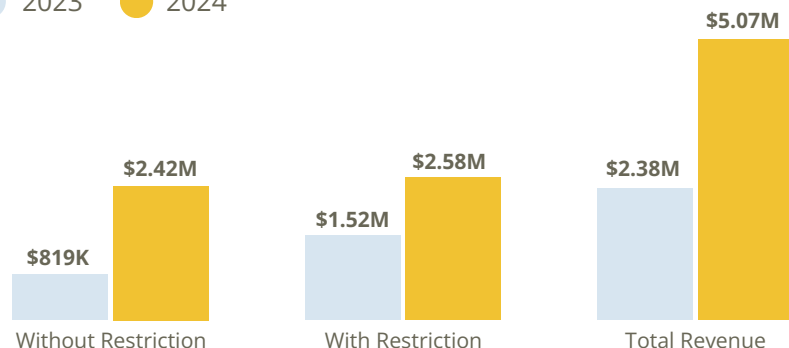
*\*Includes in-kind trailer donation from Priscilla Chan and Mark Zuckerberg*

*Note: NEF's fiscal year runs from July 1 to June 30. The financial information in this report reflects the calendar year 2024 and has not yet been audited, as the fiscal year is still in progress. For the most recent audited financials for fiscal year 2023-2024, [click here](#).*

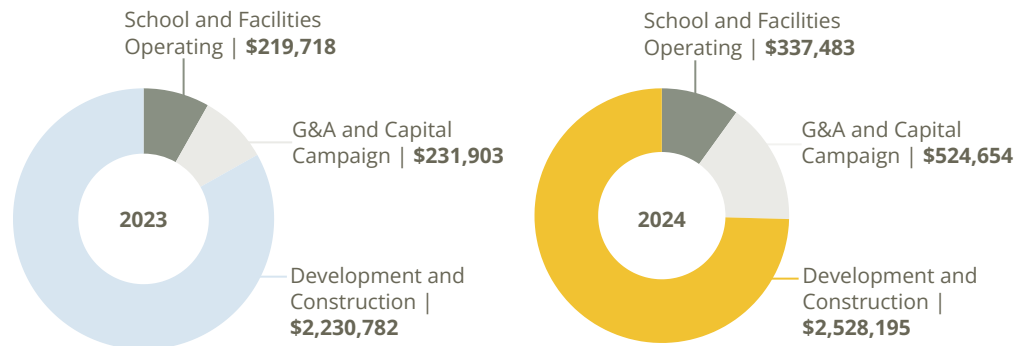


## Revenue

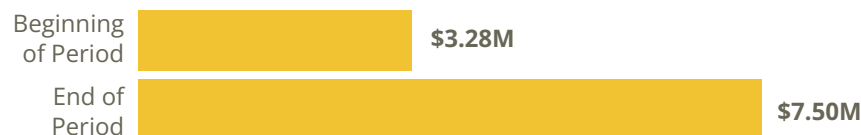
● 2023 ● 2024



## Operating & Capitalized Expenses



## Net Assets



## MIDDLE SCHOOL CAMPAIGN

Thanks to the generosity of our donor 'ohana, we have raised \$6 million of the \$10 million needed to build the middle school portion of Namahana's campus.

Of those middle school campaign funds raised so far:

- 33% has covered pre-opening operating costs for Namahana School, facilities, and NEF, along with a six-month operating reserve
- 28% has gone toward WABi structures and pre-construction
- 38% is allocated for upcoming WABi structures and construction

We're closing the gap, yet \$4 million is still needed for site work, infrastructure, and installing our middle school classrooms.

We invite you to rise to the challenge with us. Together, we're building more than a campus—we're creating an innovative foundation for generations of North Shore keiki to learn, grow, and thrive.





 [www.namahana.org](http://www.namahana.org)

 PO BOX 1353 Kīlauea, HI 96754

Namahana Education Foundation is a nonprofit organization established to advance Namahana School's mission. As tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code, donations are tax-deductible as allowed by law. Tax identification number 85-2393805.

