

Pilina Pūowaina



Community Conversations Updates

Fund Development - June 18, 2025



NO KĀKOU, NA KĀKOU... FOR PAPAĀKŌLEA, BY PAPAĀKŌLEA

Hui,

Aloha mai ohana. KULA is happy to share the **fifth** update on PILINA PUOWAINA, our community development initiative dedicated to creating a Kūpuna Supportive Living Center on the slopes of Pūowaina. The center is envisioned as a kauhale or village for kūpuna to age safely in Papakōlea. This newsletter highlights the takeaways from the Community Conversation held on **June 18 (Fund Development)**.

While we deeply appreciate everyone who has come out to our conversations, we need to hear from as many residents as possible. Your thoughts, concerns, questions and expertise in numerous areas of land development, construction, kūpuna housing, health, human and social services are all vital to the project's success.

We would like to send a special shout out to makua, ages 35-55. Your participation is very important in creating this center. Our kūpuna are very clear of the challenges they face every day. And they are equally concerned for those who will follow them. As they've stated to us, "I probably won't be here when it's done. It's really for my kids and my grandkids." And they're right. We need to hear from Papakōlea makua. Please come and join us at an upcoming conversation. Mahalo nui.

There are 10 families who signed up to host a home conversation. These conversations are aimed to provide family members and neighbors of the host a convenient and comfortable space to talk story. Guests are by invitation of the host only. KULA will provide light refreshments and facilitate the meeting for no more than 2 hours. Home conversations will continue in June and throughout the summer. If you'd like to host a home conversation, please contact Puni at 808-358-6732.

In closing mahalo nui Papakōlea, Kewalo and Kalawahine for your prayers, love and support in moving Pilina Pūowaina forward.

B. Puni Kekauoha
Senior Vice President, Kula no nā Po'e Hawai'i
Project Director - Pilina Pūowaina

Dr. Adrienne Dillard, MSW, LSW, PhD
Chief Executive Officer

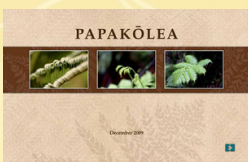
Background

Since the majority of Papakōlea homes are built against the mountains and only have stairway access, the lack of safe housing conditions is a significant concern. The Kūpuna Supportive Living Center is envisioned as a kauhale or village for kūpuna to age safely in the community. Originally identified as a Priority Project in the 2009 Papakōlea Regional Plan and reaffirmed in the 2020 Papakōlea Regional Plan, this project is for our kūpuna, our community, and our future generations.

Papakōlea
2009
Regional Plan



Papakōlea
2020
Regional Plan



'Auamo Kuleana

As we embark on the Pilina Pūowaina journey, we invite you to 'Auamo Kuleana. 'Auamo Kuleana (carrying responsibilities) is a widely used call to action that encourages individuals & communities to shoulder responsibilities & place them in balance. 'Auamo is a pole or stick used to carry burdens (heavy loads) across the shoulder. The phrase prompts a reflection of how to best balance the diverse responsibilities we assume & have been entrusted with.

'A'ohē hana nui ke alu 'ia
No task is too big when done
together by all



Meeting Takeaways

Pilina Pūowaina Project Updates

KULA Signed DHHL Temporary ROE

KULA signed the MOU for the ROE to the Pūowaina parcel. KULA will have access to enter the land starting 7/1/2025. DHHL is still cleaning the area. KULA has agreed to accept the land with the asphalt and fencing as it currently stands on the parcel. Specific land use considerations tied to the ROE include:

- ***Passive Land Use Requires KULA to Submit a Written Request***
 - KULA will need to submit a written request to DHHL stating their plans and intentions for passive land uses that excludes the development of any building or construction to generate income before any development starts.
 - Suggested projects include a nursery of native plants, monthly food trucks, or monthly farmers markets. A community member is working on a business plan tied to these projects.
- ***Addressing Houseless Population Utilizing Pūowaina Lands***
 - Once KULA has access to the land, having a consistent presence may help to mitigate squatting.
 - DHHL has four staff members dedicated to these issues and KULA is aware that they need to address this as the ROE holders.
 - KULA is meeting with Senator Fukunaga and policing staff to discuss challenges occurring on the property tied to the houseless encampments.

Meeting Takeaways

Pilina Pūowaina Project Updates

Project Funding Updates

- The Pilina Pūowaina Grant from the Robert Wood Johnson Foundation (RWJF) granted \$230,000 to KULA.
 - These funds must cover all of the external project team members and organizations.
- KULA recently received a grant from the Office of Hawaiian Affairs (OHA) to provide appropriate funding to HACBED tied to the team's support of the Pilina Pūowaina project.
- Due to federal funding cuts, the RWJF announced that KULA's cohort will be the last granting cohort to receive funding as the Foundation must shift their funding priorities.

Looking Ahead to Secure Development Funding

- KULA has secured funding for the planning parts of this project from RWJF and Papa Ola Lōkahi tied to the surveys.
- KULA also noted that DHHL provides grant funding for work tied to completing due diligence requirements.
- KULA is seeking resources to secure funding for project development.

Meeting Takeaways

KULA's Presentation on Fund Development

Strengthening KULA's Fundraising Strategies

- KULA is aware that their organization's skillsets are in service delivery and grant writing.
- Identifying ways to raise funds within the community is needed to support the Pilina Pūowaina project.
- KULA may also reach out to funders who have supported KULA in the past such as:
 - Stupski Foundation, Hawai'i Community Foundation (HCF), Queens Health Systems Foundation, and Kaiser Foundation.
 - Prospective family foundations
 - Although many of these organizations are rebranding and shifting their focuses due to federal funding requirements.

Forming a Fund Development Committee

- KULA would like to form a Fund Development Committee who can identify funders or communities who might provide resources to the project.
- Multiple committees may be formed to handle different aspects of the project's development to create a structure for managing the project and building a future funding model through an endowment or trust.

Meeting Takeaways

KULA's Presentation on Fund Development

Community Investment is a Prerequisite to Fundraising

- Community involvement and investment is critical before KULA goes to outside funders or sources to request project development funds. Funders would like to see that their community and Board are invested before they agree to provide KULA funding.
 - ***Support from Senator Fukunaga's Office*** - the Senator's office offered support as their office can influence wealthy individuals within the community.

Ensure Funding Prioritizes Papakōlea Community

- KULA is aware that while there are other federal funding sources such as HUD and tax credits, they would like to ensure that funding they pursue will still allow KULA to give preference to Papakōlea's kūpuna.

Potential Costs

- Potential estimates of project costs tied to the Pilina Pūowaina development process. These are rough estimates to help inform KULA's project:
 - Appraisal -- less than \$10,000
 - Due Diligence -- up to \$100
 - Facility Costs -- estimated at \$500 per square foot

Community Shareback Tied to Fund Development

Identifying List of Funders to Support Pilina Pūowaina Project

- May include family foundations or large earners in Hawai'i who do not put out public funding announcements.
- It may also be beneficial for KULA to start within the community network of lessees to identify funding opportunities.
- Suggested organizations to begin looking to
 - Organizations who have supported KULA in the past.
 - KULA and the community were made aware of the need to pursue private and individual donors versus federal funds.

Learning from Other Homesteads

- Suggestions on whether it would be beneficial to visit other homesteads, such as Waimānalo, who have completed kūpuna housing projects.
- KULA met with the Waimānalo homestead and learned the their kūpuna housing does not provide additional services, which contrasts to what is initially being shared for the Pilina Pūowaina project where participants seem to want services for kūpuna to ensure they are being cared for.

Important to Understand Development Costs

- Including the costs for construction and its impact on operational expenses, is helpful to determine how development costs might be controlled.

Creating an Endowment

- KULA wants to begin looking into creating an endowment to ensure they have funds to maintain their development and ensure sustainability of the Pilina Pūowaina project.

Senator Fukunaga's Office Inspired by KULA's Work

- Senator Fukunaga's office commended KULA's work and are aware that the senator can do a lot to influence individuals in the community at-large to support the work being done in Papakōlea.
The office is looking forward to surveys to use as a mechanism to tell the stories and connect KULA with the right resources.

Questions & Answers

Questions shared by community members in attendance and answered by project team members

Q: Will KULA be the developer of the project?

A: (KULA): No, KULA would like to find a developer as this is not within KULA's capacity to do. KULA will support and work alongside the developer.

Q: How will OHA and DHHL support this project?

A: (KULA): KULA is aware of how many people OHA and DHHL support and is aware of their staffing and resource shortages. Both agencies support our work.

Q: Is there a homestead that KULA would like to mimic their work off of?

A: (KULA): Nānākuli and Kapolei are great examples of having resources that come from the developments in their communities. We are not aware of how community benefits from resources.

Q: Is Chad Johnston a resource KULA could utilize?

A: (KULA): Chad worked on the center's kitchen and KULA will contact Chad. KULA recognizes that there are various people in the community, similar to Chad, with skillsets and expertise that can support the Pilina Pūowaina project.

Q: Does KULA have long term plans to expand the development of Pūowaina?

A: (KULA): KULA is unsure as they do not know how much of the land is truly usable. This will be known once the assessment is completed.

Questions & Answers

Questions shared by community members in attendance and answered by project team members

Q: Is the National Cemetery part of KULA's project area?

A: (KULA): No, but the project boundary goes towards the upper side of the National Cemetery.

Q: Has KULA asked for donations or funding from the Weinberg Foundation?

A: (KULA): No, KULA has not requested funding from the Weinberg Foundation. KULA has 2 members who were part of the Weinberg Fellows program. KULA is aware that Weinberg in the past would fund projects up to \$1M with their foundation name posted on the development.

Q: Can KULA establish a Community Land Trust?

A: (KULA): No, as a homestead, KULA cannot do that.

A: (Community member): Suggestion was made to create a Trust versus a Land Trust for non homestead properties.

Q: What would it look like for KULA to start a Trust and lean on existing Trusts such as Lili'uokalani Trust, Kamehameha Schools, Bishop Estate, or Lunalilo Homes?

A: (KULA): KULA is aware that not all of these Trusts have resources or are actively funding organizations due to their organizational stability or needing to shift their priorities due to federal funding changes.

Questions & Answers

Questions shared by community members in attendance and answered by project team members

Q: Is KULA utilizing the Homestead Survey results to write Grants?

A: (KULA): KULA has to be sensitive of the information they add into grants tied to diversity, equity, and inclusion (DEI) however are proposals are stronger because of our survey data.

Q: How are other homesteads pursuing development identifying funding resources?

A: (KULA): Homesteads such as Waiohuli are tapping into resources identified in their DHHL Regional Plans.

Q: Are Hawaiian Homelands represented at Neighborhood Board Meetings 10 and 12?

A: (KULA): Yes, we have 3 members of KULA staff on 12, not sure if there is representation on 10 for Kalawahine.

Q: What is recommended for the community to do?

A: (KULA): KULA is looking to community members who would like to participate in a committee tied to fund development or KULA's various funding streams.

Community Conversations

Project Team

Wednesdays, 6:00-7:30pm
Papakōlea Park
Light Refreshments Served



- April 2 Project Introduction - Open Community
- April 16 History & Culture
- April 30 Aging in Place & Health Services
- May 14 Aging in Place & Research
- May 28 Land Use
- June 4 Pūowaina Conversations Recap
- June 18 Fund Development



DEPARTMENT OF HAWAIIAN HOME LANDS



****This round of Community Conversations is complete.**

A new round of Community Conversations will begin in September.



Announcement for the Homestead Health Survey coming soon!

Acknowledgements

Mahalo Ke Akua for His many blessings. By His love and guidance --we serve. We are humbled and honored that He has joined our lives with yours.



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Evidence for Action (E4A), a national program of the Robert Wood Johnson Foundation (RWJF), funds research that expands the evidence needed to build a Culture of Health. A Culture of Health is broadly defined as one in which good health and well-being flourish across geographic, demographic, and social sectors; public and private decision-making is guided by the goal of fostering equitable communities; and everyone has the opportunity to make choices that lead to healthy lifestyles.

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Pilina Pūowaina

Community Conversations

Next Steps:

- Homestead Health Survey coming soon!
- Home Conversations - ongoing
- Community Conversations will continue in September