

ANNUAL REPORT

2024



**ParaGenius
Foundation**



A LETTER FROM OUR BOARD SECRETARY, SALLY DEAN



Aloha Friends!

We hope you and yours are having a beautiful start to the Summer Season! We had an exciting 2024 and wanted to share highlights of that by way of our annual report. Your contributions-combined with the efforts of amazing volunteers and pivotal funding partnerships-helped us advance our mission last year in such a meaningful way.

- **‘Okō’a Farms Store Expansion in Makawao:** An exciting development this year came when ‘Okō’a Farms announced the intended expansion of their upcountry store, in collaboration with ParaGenius Foundation. We’ve launched a fundraising effort to expedite the delivery of improved offerings. The expansion will include a hot food bar and even more prepared foods, all while improving the customer experience and showcasing diversity of the finest local produce and products.
- **Social Media Exposure:** Last fall, we began utilizing the community networking site Nextdoor to inform our Maui ‘Ohana of the fabulous ‘Okō’a Farms produce available at the Wailea Farmers Market supported by ParaGenius Foundation volunteers. With this outreach, we saw a 400% increase in shoppers!

- **In-Kind/Volunteer Participation:** We are proud to report \$35,000 of in-kind contributions to advance organic food distribution in Maui, plus over 1,176 volunteer hours in 2024. PGF's involvement has been centered around community food distribution activities and family farm administrative support. New volunteers, being led by our Founder, Dr. Carolyn Dean, has been an integral part of the success at the Farmer's Market and the Upcountry Store.
- **On Farm Volunteer Program/Tiny Home:** With support from our founder, a grant from Atherton Foundation, and partnership with 'Oko'a Farms, we are able to offer future volunteers housing in our handcrafted PGF Tiny Home. Our developing on-farm volunteer program will engage local youth, community members, and tourists in hands-on farming experiences, while also providing future opportunities to partner with corporate volunteer groups.

Wishing you a summer of fabulous, radiant health.

Mahalo ke akua to each of you!

Sally Dean

BOARD SECRETARY



MORE ON OUR CORE VALUES



What Drives Us

▶ Advocacy

Family farmers, and the organic produce they cultivate, deserve more cheerleaders. Expanding the community's food vocabulary, sharing the generous bounty of produce available and reminding the 'Ohana of the producers capably providing can all shift the tide away from import-reliance and ultra high processed, fast-food.

▶ Farmer Shared Access

We envision an agricultural community where family farmers have mutual access to high quality equipment, data management software, and proficient grantwriters. With shared access, local producers can elevate their operations while reducing cost, which benefits us all.

▶ Sustainability

Up to 50% of a family farmer's funding is reliant on grants, which is an exceedingly competitive and time-consuming pursuit. By providing a charitable pathway on the ground, alongside family farmers, we strive to create a more economically sustainable reality for farmers to thrive amidst their important service.

▶ Community Access

All members of the community deserve access to enjoying fresh food and participating in on-farm experiences. Reconnecting with our bountiful land and who tills our soil should not be cost-prohibitive.

OUR 2024 TEAM & SUCCESSES

1 FOOD DISTRIBUTION FOR MAUI

12 Volunteers
1,176 Hours
10s of Thousands Served



2 SECURED DEDICATED CHARITY HOUSING

On-Farm For
Key Volunteers & Interns

3 FARMHAND ASSISTANCE PROGRAM

\$153k Raised in Grant Support



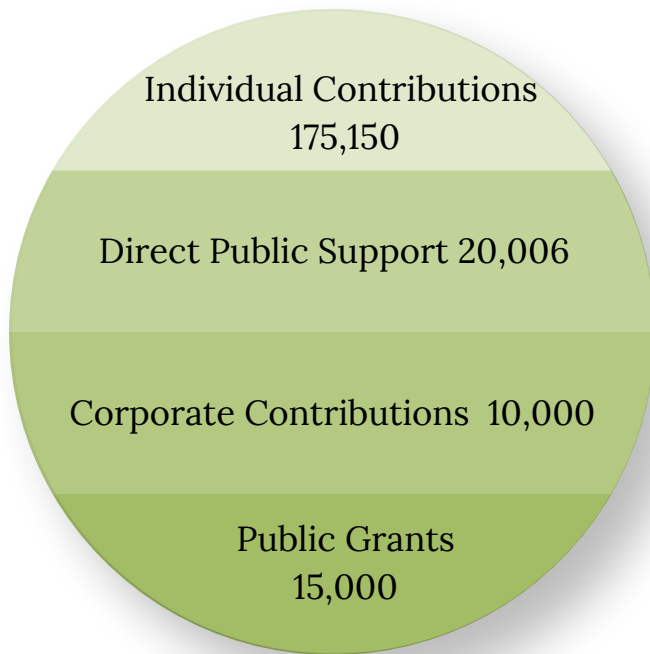
4 STOREFRONT EXPANSION PROJECT

Over \$40,000 Raised to Elevate
Maui Made Food Access

PGF, BY THE NUMBERS



REVENUE



\$ 220,157

EXPENSES



\$ 126,060

