

# ANNUAL REPORT 2025



ParaGenius  
Foundation

# A BLOSSOMING INITIATIVE - LETTER FROM BOARD MEMBER, JULIE SIMON



2025 was a significant year for ParaGenius internally, as we worked to create our youth education initiative among our usual activities. The initiative was born from a pilot we workshopped in late 2024, and with the support of several charities and key donors, we began to carve out time, resources and intention this year, to turn a pilot into a long-lasting, impactful program for our community.

The idea for the program was a pure notion: **“It is time to inspire and share knowledge with our island children!”** It is hard to watch our future generations develop staring at phones and becoming numb to their surroundings. I feel like they are losing the magic of nature and not able to develop their deep intuition.

Being involved with family farmers and food education through PGF, I have witnessed a side of farming and farmers that very few are able to see. Beyond their constant grind, I have witnessed their enthusiasm and youthful innocence. Add to that, I have seen an almost poetic capacity to develop the land through evolving challenges and then share the wisdom of that journey through their food. With their enthusiasm and insights, I know the stage is set to introduce the next generation to this world of agriculture in a reconnecting, meaningful way!

On-farm experiences can show students both the triumphs and the honest realities of farming – how to learn from mistakes and push forward when forces seem against you. The children are astounded by the tangible accomplishments, of growing so many types of food on one piece of land, and they are heartened when they learn to sympathize with the failures and challenges to be a farmer in this unprecedented time in which we live.

True education requires us to look up, step into the field, and connect deeply with the land beneath our feet. I look forward to seeing how our Growing Futures program grows to share the love of gardening and farming with our future.

**Julie Simon**

BOARD MEMBER



# THE POWER OF VOLUNTEERS IN 2025

## FOOD DISTRIBUTION

1,083 HOURS

OUR VOLUNTEERS HELPED US  
REACH MORE MARKET GOERS  
THAN EVER IN 2025.



- Our year-round volunteer program served approximately **19,000 residents** and Maui visitors in 2025.
- Our efforts helped save farmers close to **\$30,000** in labor costs.

## COMMUNITY WORK FORCE

240 HOURS

A SPECIAL PARTNERSHIP WITH  
HAWAII STATE JUDICIARY'S  
SPECIAL SERVICES BRANCH.



- Our charity helped to provide community service opportunities for local residents through farm work.
- These hours translated to an **\$8,000 labor savings** for a family farm.

# MARKET EXPANSION THROUGH NEIGHBORHOOD COMMUNICATION



With 2025 resources centered on development of our Growing Futures initiative, we utilized a direct-to-consumer (and free) marketing strategy.

Thanks to the neighborhood platform Nextdoor, we provided weekly news blasts to remind the community of the Wailea Village Farmers Market where we volunteer. The blasts received thousands of views each week and contributed to a significant uptick in demand.

## 74% GROWTH IN FRESH FOOD ACCESS, FROM 2024 TO 2025

When we actively connect our community to the rhythm of the harvest, **we transform awareness into action.** With knowledge of the bounty before us, food distribution and local food demand soars!

Here were the top 10 exponential sellers of 2025:



# VALUE CHAIN RESILIENCE A RISING TIDE LIFTS ALL BOATS



Through volunteering and driving neighborhood outreach, we help to catalyze an important downstream benefit that can reach a larger producer ecosystem.

This Maui ecosystem is as diverse as the produce, spanning from across medium-sized farm operations to an array of local vendors - including smaller scale family farms and neighborhood orchards.

**‘OKO’A FARMS PROVIDED PRODUCE AND PROVISIONS FROM ANOTHER 200 VENDORS THROUGH THEIR SALES CHANNELS IN 2025**

Our cornerstone partnership with ‘Okok’a Farms helps to reduce overhead and accelerate consumer traffic, and it does so with ‘Okok’a serving as a regional aggregation point for the community.

The infusion of charitable resources into the agricultural arena supports an upward trend, toward stability and resilience for producers of all sizes and scales.

# FARM ADMIN ASSISTANCE INITIATIVE THE CONTINUED IMPACT

## VEGETABLE WASH LINE

In 2024, we leveraged both our founder's pledge and our grant-writer's muscle to directly secure farmers over \$150,000 in grant awards to improve efficiency.

The most notable improvement came with the acquisition of an industrial vegetable wash line.



**1,000lbs+ of Root Vegetables  
Now Harvested And Washed  
In A Single Work Day  
By A Fraction Of The Farm Labor.**

Equipment like this saves the farm crew time, minimizes water waste, and improves food safety.

With increased post-harvest capacity, the team can now reinvest their resources on increasing production in the fields!

# MAHALO TO OUR FUNDING PARTNERS



## OUR FOUNDER'S PLEDGE



## GRANT PARTNERSHIPS

**The Christine Zecca Foundation**

**Blooming Prairie Foundation**

## LOCAL DONORS

**Sulara**

**J Watumull**

**Private Donors Through PayPal Giving Fund**

**And All Of Our Round-Up Donors!**

# PGF, BY THE NUMBERS



