



ONE YEAR OF IMPACT

(AUGUST 2023 — AUGUST 2024)



**SUPPORTING MAUI'S UNHOUSED COMMUNITY
AFTER THE 2023 WILDFIRES**

TABLE OF CONTENTS

- 1 Why We Exist
- 2 Impact Summary
- 3 Introduction: Impact Before the 2023 Lahaina Wildfires
- 4 Responding to the Wildfires: Maui Rescue Mission's Impact Timeline
- 5 Paul's Story: An Unhoused Veteran's Journey of Survival and Hope
- 6 Finding Home: Happy Jack's Reconnection After the Fires
- 7 A Year of Resilience: Expanding Our Reach After the Fires
- 8 How to Partner With Us

WE EXIST TO PROVIDE HOPE!

We provide access to physical, spiritual, and emotional resources for struggling Maui families & individuals by providing an entirely mobile resource center for unhoused communities across Maui.

It's our mission to provide a path to new life for those who are homeless, lost, or have broken relationships with family or faith in Jesus Christ.



A Path to New Life: Physical, Emotional & Spiritual Transformation

As we carve out a "path to new life" with our homeless friends, we begin by building a relationship and establishing trust.

Every person's story is different. The first step on this path is showing those we serve that we are willing to walk alongside them.

The next marker along the path to new life is finding hope.

The journey is often long and winding, and it's impossible for our outreach guests to continue forward if they don't have any hope that the path will lead them where they want to go, or that change is possible.



Our final marker along the path consists of the resources needed to help our homeless friends find physical, emotional and spiritual health and access freedom, independence and a deeper relationship with God.

It's our vision that those struggling with homelessness on Maui would be more equipped with tangible help and a community of hope as they move towards greater health, independence and confidence.

PHYSICAL

We help our homeless guests resolve many problems! Guests receive showers, clothing, and are referred to numerous local, on-site agencies for support. After a shower and putting on clean cloths, our guests immediately feel better inwardly and outwardly. You can see a smile on their faces, and a spring in their step.

EMOTIONAL

Together with our partners, Maui Rescue Mission gives our outreach guests individual attention to their life circumstances. Building a relationship of trust begins the process of healing and transformation.

SPIRITUAL

Helping a guest hold on to hope has the greatest impact. This is achieved when we share God's love and His design of a greater purpose for their life.



IMPACT SUMMARY



Maui Rescue Mission has been a vital part of the Lahaina community, providing essential support to unhoused individuals through outreach programs. Up until the August 8th 2023 wildfires, **our flagship outreach at Lahaina Baptist Church served 92 individuals weekly** with hot showers, laundry services, and vital resources.

At Lahaina United Methodist Church on Front Street, we served 40 individuals weekly with similar services, including medical assistance and personal care. Due to financial constraints, we had to discontinue our outreach on Front Street, but the church and local community continued the effort with a weekly Breakfast and Bible Study until the church was destroyed by the fires in August 2023.

In the wake of the catastrophic fires, Maui Rescue Mission quickly adapted its operations to meet the urgent needs of the displaced community. Within days of the disaster, we set up our mobile resource center at Kahului Baptist Church, providing essential showers, laundry services, and basic necessities.

As the crisis evolved, we expanded our outreach to Lahaina Gateway Plaza and other locations, addressing critical needs and coordinating resource distribution. Despite the devastation, including restricted access to our flagship site and the loss of another, **we maintained continuity in our services and played a crucial role in supporting recovery efforts across the island.**

In response to the unprecedented demand for services, Maui Rescue Mission has significantly expanded its outreach efforts over the past year. Our expanded team now includes a full-time Development Director and a part-time Operations Director, with increased hours for additional key staff. **The launch of a new ADA-compliant mobile resource center**, funded by a World Vision partnership and many generous donors, has doubled our service capacity. In the years ahead, we aim to open at least four new outreach locations and strengthen our team to meet the growing needs of the houseless community on Maui.

At the one-year mark since the August 8th wildfires, we have provided 3,276 individual service touch points across six locations, including 2,451 loads of laundry and 1,251 showers.

INTRODUCTION: MAUI RESCUE MISSION'S IMPACT BEFORE THE 2023 LAHAINA WILDFIRES

(2021 - 2023)

For many years, Maui Rescue Mission has been a steadfast presence in the Lahaina community, providing critical services to the unhoused population. Through our weekly — and sometimes twice weekly — outreach efforts, we have built lasting relationships and offered vital resources to those most in need. This introduction emphasizes that the wildfires in August amplified a long-standing homelessness and affordable housing crisis — one we've been confronting head-on since 2015, providing daily support to those most in need.

In August 2023, wildfires ravaged Maui, with Lahaina and Upcountry being the hardest-hit areas. The fires, which spread rapidly due to dry conditions and high winds, claimed 102 lives and led to widespread destruction, displacing thousands of residents and destroying historic landmarks, homes, and businesses. The loss has been immeasurable, but our commitment to the community remains unwavering as we continue to support recovery efforts and rebuild our outreach programs.

The wildfires tragically destroyed much of the area we served, including the location of one of our flagship outreach programs, and cutting off access to a second outreach location, and displaced all our unsheltered guests who called

Lahaina-town home. By highlighting the crucial work we did before the devastating wildfires displaced nearly 12,000 people, we aim to illuminate the long-standing crisis and provide essential context for our immediate and ongoing response in the aftermath.

Lahaina Baptist Church Outreach

Maui Rescue Mission began serving the Lahaina community in November 2019, thanks to the partnership and support of the Lahaina Baptist Church leadership, who welcomed our mobile resource fair onto their property. In the seven months preceding the August wildfires, Maui Rescue Mission's flagship outreach at Lahaina Baptist Church served an average of 92 unhoused individuals during a single four-hour event each week. On some days, as many as 126 people received assistance during these four-hour mobile resource fairs. This outreach was our largest and most impactful weekly event, gathering our largest number of committed volunteers and reflecting our deep and collaboration-focused commitment to the community.

From January 1, 2023, through August 2, 2023, we provided 166 individuals with access to private, hot showers through our mobile resource center.





Additionally, our team completed 99 loads of laundry and facilitated over 200 direct connections to essential resources, including medical assistance, SNAP/EBT sign-up support, addiction recovery services, and temporary shelter. This consistent and reliable support was a lifeline for many in the Lahaina community.

Lahaina United Methodist Church Outreach

Three years before the devastating August wildfires, in July 2021, Maui Rescue Mission expanded its reach with a second Lahaina outreach event, this time in partnership with Lahaina United Methodist Church. This outreach aimed to serve unhoused individuals on the north side of Front Street, where we provided weekly services to an average of 40 people.

From July 2021 to July 2022, we offered 283 direct connections to resources, including medical and vision assistance, free phones, EBT support, and more. During this period, we also provided 350 showers and cleaned 249 loads of laundry through our mobile resource center, which is equipped with a bathroom and laundry facilities. Clothing was distributed to 322 individuals, and 104 people received medical assistance through on-site pop-up clinics and tele-health visits, thanks to our partnership with Malama I Ke Ola.

However, due to funding, resource, and staffing limitations, we were forced to discontinue our mobile trailer service in July 2022.

Despite these challenges, the outreach continued in a new form—an indoor Breakfast and Bible Study led by the church leadership, congregation members, key Maui Rescue Mission volunteers, and members of the unhoused community. This weekly gathering provided a supportive space where guests could charge their devices and engage in community activities.

Sadly, the August wildfires destroyed the Lahaina United Methodist Church building, bringing an end to this vital outreach effort.



RESPONDING TO THE WILDFIRES: MAUI RESCUE MISSION'S IMPACT TIMELINE

(AUGUST 2023 - NOVEMBER 2023)

Immediate Challenges and Rapid Response

The morning after the fires, all vehicle access to the West Side of Maui was cut off, preventing us from reaching Lahaina Baptist Church for our weekly Wednesday outreach. Although Lahaina Baptist Church itself was not destroyed by the fires, it remained inaccessible due to its location within the restricted impact zone.

Days 1-2: Emergency Setup in Kahului

- In the immediate aftermath, we quickly set up our mobile resource center at Kahului Baptist Church, which was serving as an emergency shelter. Our mobile unit provided the only available shower and laundry services for those seeking refuge there.
- Within the first 48 hours, Maui Rescue Mission provided showers and laundry services to eight fire survivors who arrived in Kahului after fleeing the West Side and were relieved to wash away the smoke and have their clothes cleaned.
- We also offered fresh clothing, donated hygiene items, and facilitated coffee services in partnership with Social Hour Coffee Roasters, who generously donated coffee for our outreach efforts.

- These services reached many individuals beyond the eight who received showers and laundry services, extending vital support to a larger number of fire survivors passing through the church on their way to the airport or seeking temporary respite while they reoriented from their traumatic experience.

Days 3-7: Expanding Support and Filling Gaps

- As the situation unfolded, we partnered with the County of Maui to address critical needs, such as expanding water resource access to hard-to-reach areas on the outskirts of the Lahaina impact zone and Upcountry during the ongoing water shortage.
- We began serving the West Side community at Lahaina Gateway Plaza, which quickly became the largest grassroots distribution hub for immediate services. This large shopping complex, situated just outside the impact zone, allowed us to extend our reach.

Ongoing Efforts: Coordinating Resources and Expanding Services

- With an expanded team of volunteers and new resource connections, we efficiently coordinated and distributed the influx of donated items daily. We matched people in need with essential gear, including street backpacks from CityPAK, Bombas socks, relief beds and hygiene kits from World Vision, donated clothing, and more.
- We expanded our mail services for West Side guests, ensuring they could receive critical checks and SNAP benefits, which became lifelines, especially post-wildfires. Our pre-existing mail assistance enabled guests to access private and government relief aid promptly. Our staff and volunteers worked swiftly to distribute mail across the island, ensuring timely access for displaced guests.



Paul's Story: An Unhoused Veteran's Journey of Survival and Hope

In Lahaina, we've had the privilege of knowing Paul, a homeless veteran, since we began our Lahaina outreaches in 2019. Paul, who has severely compromised mobility, was a familiar face at our events, and we built a strong connection with him over the years.

A viral video circulated showing the devastating wildfire destruction along Front Street, and to our shock, we recognized Paul sitting in a beach chair amidst the smoke and smoldering ash, in a state of shock. Miraculously, Paul survived the catastrophe. Paul's story of survival was both harrowing and awe-inspiring. He recounted lying face down in a parking lot with his friends, struggling to breathe while swatting burning embers off his clothing. In a desperate moment, one of his buddies physically carried him to the water's edge, saving his life.



Just days after the fires, our team found Uncle Paul at Lahaina Gateway and had the honor of helping him get a much-needed shower and a fresh set of clean clothes. We also treated the burns on his hands and connected him to vital next-step resources. Paul's resilience was a testament to the strength of the human spirit, and his story served as a powerful reminder of why our work was so essential.

Finding Home: Happy Jack's Reconnection After the Fires

At Lahaina Gateway Plaza, we encountered another familiar face—Happy Jack, an unsheltered friend we had known for years. He was there waiting on the first day we were allowed past the checkpoint into West Maui. Overcome with emotion, we embraced him as he tearfully shared how close he had come to thinking he would "end up in a body bag."

That day, Happy Jack took a much-needed shower in our hygiene trailer, and we spent hours together, sharing a meal and offering him comfort. In a remarkable turn of events, a relative he had been estranged from for years contacted the Rescue Mission to check on him. She arrived later that day to pick him up, and in a moment of incredible beauty, Happy Jack was reunited with family.

Now, Happy Jack has the support of his family and has taken the courageous step to start detox on the mainland. In the midst of the tragedy and displacement caused by the fires, one of our unsheltered friends found a home for the first time in years.

Truly, we have witnessed stories of beauty rising from the ashes.

In the first three weeks following the fires, our immediate response efforts—implemented alongside our regular weekly outreaches—yielded 34 essential touch points. We provided 28 showers, completed 5 loads of laundry, and addressed many urgent needs of those affected by the disaster.

Despite the demands of these emergency initiatives, we sustained our regular weekly outreaches with steadfast dedication. Our ability to expand our reach while maintaining the continuity of our core services exemplifies our commitment to providing unwavering support to the community in its time of greatest need.

Sustained Support Amidst Rapid Change

During this period, we maintained our commitment to serving the unhoused populations in Kahului and Kihei, even as displaced individuals and families spread across the island. Continuity was crucial so that people knew where to find us amidst the fluctuating availability of temporary services. Our regular guests, volunteers, and church partners played a key role in directing those newly in need to our consistent weekly locations, ensuring that we remained a dependable safety net amidst the rapidly changing circumstances.

In August and September 2023, we provided showers and laundry services to 82 individuals at Kanaha Beach Park in Kahului and 89 individuals in Kihei, both of which are long-standing core outreach locations. These numbers reflect total service instances and may include individuals who received support on multiple occasions.

Launching Three New Outreach Locations

In August 2023, as part of our immediate response to the Maui fires, we initiated an outreach at Cut Mountain, an encampment south of Lahaina town. Although we had planned to start outreach at this location for several months, the urgency of the fires accelerated our efforts. This population, previously without access to water, had initially received dropped-off resources during the first two weeks post-fire. However, as distribution centers consolidated at Lahaina Gateway Complex and north of Lahaina, the Cut Mountain residents remained underserved and cut off from the flow of resources arriving to the West Side. We began providing weekly shower and laundry services at Cut Mountain in August 2023, a commitment we continue to uphold.

With the establishment of Pu'uhonua O Nene as a temporary shelter on September 29, 2023, for Lahaina's previously unhoused residents, we relocated our Lahaina outreach to this new site. We began offering the only laundry services available to the 150 fire-survivor residents at Pu'uhonua O Nene on October 4, 2023, and continue to provide these essential services.

In November, we expanded our outreach to Kaanapali, where Lahaina Strong's demonstration for housing rights had led to the setup of tents by previously unhoused Lahaina residents evicted from temporary hotel stays.

We served this community for eight weeks, providing 31 showers and 30 loads of laundry to 47 individuals. Unfortunately, we were asked to leave the area immediately after a business manager informed us that our outreach was on their private property. We complied and concluded our services that day.

Despite losing access to our flagship location at Lahaina Baptist Church and one outreach site to the fire, we effectively expanded our services by adding three new weekly outreach locations: Kaanapali, Pu'uhonua O Nene, and Cut Mountain. Throughout this period, we continued to maintain our core outreach services in Kihei and Kahului. From November 2023 through January 2024, we successfully operated at these five locations, providing essential services such as showers, laundry, and resource navigation, while sustaining a five-day-a-week outreach schedule.



A YEAR OF RESILIENCE: EXPANDING OUR REACH AFTER THE FIRES

(AUGUST 2023 - AUGUST 2024)

Service Expansion: A Year of Unwavering Support

Since August 8, 2023, Maui Rescue Mission has significantly expanded its service reach in response to the devastating fires. Over the past year, we have provided 3,276 individual service touchpoints across six different locations, serving many individuals multiple times. Our outreach efforts have included offering 2,451 loads of laundry and 1,251 showers. These numbers not only reflect our broad reach but also highlight the essential role we play in meeting the ongoing needs of our community. The frequency with which many rely on our services underscores the critical nature of our consistent and ongoing aid.

Team Expansion: Strengthening Our Capacity

In response to increased demand and the need for expanded operations, we have bolstered our team significantly. We welcomed two new team members: a full-time Development Director and a part-time Operations Director. Additionally, we expanded the hours for both our part-time Outreach Director and our part-time Communications Assistant. These enhancements to our team structure are pivotal in ensuring we continue to provide high-quality support and expand our outreach capabilities effectively.

Equipment Expansion: Enhancing Our Outreach

We are excited to announce the launch of our new ADA-compliant mobile resource center, which began its inaugural outreach on the one-year anniversary of the Maui wildfires. Made possible through the support of generous donors and a substantial grant from World Vision, this new trailer is twice the size of our existing one and will enable us to serve twice as many individuals. Our current five-year-old trailer, which requires significant repairs, will be fixed up by Spring 2025. The addition of a second functional mobile resource center brings us closer to expanding our outreach to new areas of Maui in dire need of our services.

Expanded Vision: Looking Ahead

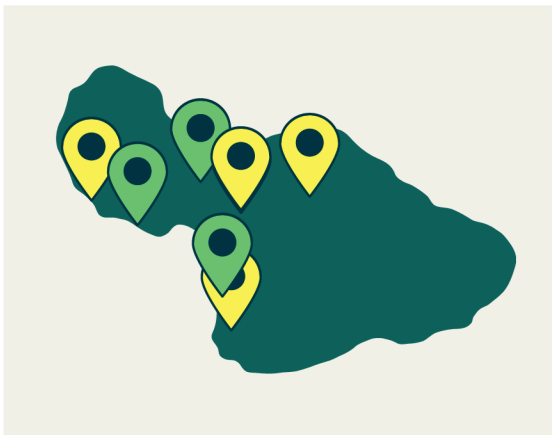
Looking forward, we aim to launch at least four new outreach locations and continue growing our staff team in the coming years. To sustain our current operational levels and address the expanding needs of the houseless community, we require more consistent volunteers and additional staff. We have already identified several new locations where our presence is requested, and we are eager to offer support as soon as resources allow.



JOIN US! 2024 AND BEYOND

As we move forward, we invite individuals, donors, church partners, and business partners to join us in our mission. Your support is crucial in helping us expand our outreach, strengthen our team, and enhance our services. Together, we can continue to provide vital assistance and make a lasting impact on our community.

To learn more about how you can get involved, please visit maurescuemission.org or contact us directly at info@maurescuemission.org. Your partnership is essential in driving our mission forward and ensuring that we can meet the growing needs of those we serve.



Additional outreach locations



More volunteers & team members

Will you partner with us? Your support makes all the difference!

YOUR GENEROSITY

CHANGES LIVES



When you give your time, energy, talent or resources, you increase access to hope and resources for our neighbors struggling with houselessness on Maui.

01

Mail A Check

- Make checks payable to:
Maui Rescue Mission
P.O. Box 330381
Kahului, HI 96733

02

Give online



OR

mauirescuemission.org/donate

03

Become a partner

- Sign up your church group or business to volunteer once or twice a month
- Value consistency? Become a monthly donor!
- Contact scott@mauirescuemission.org for long-term financial partnership opportunities



THANK YOU!

We thank you for your continued support in our efforts to bring holistic transformation to our Maui neighbors struggling with homelessness.

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