



Annual Report

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EMBRACE

PATHWAYS TO HEALING. EMPOWERING FUTURES. ENDING EXPLOITATION.

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Our Mission

Our mission is to create a community where children thrive free from sexual exploitation and have access to the critical resources they need to heal, grow, and build brighter futures.

Our Vision

At Ho'ōla Nā Pua, we envision communities where every child is safe, empowered and free from exploitation, and communities are empowered to recognize, prevent, and end child sex trafficking. Guided by a commitment to hope, healing, and resilience, we strive to create a future where vulnerable youth are protected, survivors thrive, and systemic change ensures a safe and nurturing environment for all. Through advocacy, education, and unwavering compassion, we illuminate the path toward a world where every child's light can shine brightly, unshadowed by exploitation.

Our History

Over a decade ago, Jessica Muñoz, a Nurse Practitioner in the emergency room, began recognizing consistent signs of sexual abuse and exploitation in children across Hawai'i. Determined to address the lack of specialized care for these youth, she founded Ho'ōla Nā Pua in 2009 to provide hope, healing, and advocacy.

In 2021, the organization opened Pearl Haven, Hawai'i's first residential treatment center for survivors, offering a safe space for healing. Today, not only does HNP offer integrated programming that reaches thousands of youth and community members and stakeholders across the state of Hawaii annually, but is considered a national partner and a rising standard in the global effort to stop sex trafficking, permanently.

2024 FOUNDER VISION LETTER



Aloha Ho'ōla Nā Pua Ohana,

As we close out 2024 and welcome 2025, I want to take a moment to reflect on and celebrate our incredible journey this past year, both as individuals and as a collective force for change.

Many of you know I have a tradition of sharing an inspirational and visionary “word of the year.” For 2024, that word was “*Embrace*.”

To *embrace* means to accept or support change willingly and enthusiastically. *Embracing* change allows us to continue learning, stay relevant, and remain valuable in an ever-evolving world. It's through this mindset that *resilience* is born — the ability to adapt, overcome challenges, and thrive in the face of adversity.

This year, we witnessed that spirit of *embrace* with meaningful progress, unwavering dedication, and countless moments that have reinforced our mission to protect and uplift those most vulnerable. Together, we have strengthened our impact, expanded our reach, and deepened our commitment to serving survivors, educating communities, and building a future free from exploitation. Through it all, we have continued to *embrace* change, growth, and new opportunities to create lasting impact.

We celebrated Pearl Haven's third year of operation and proudly watched several of our girls graduate, sharing their stories of healing through music, cultural arts, and a breathtaking mural created alongside artist Jared Emerson. The elegance and beauty of this image symbolize the resilient spirit we see in our girls everyday as they rise above circumstance and their trauma that tries to hold them back. It signifies the transformation when one goes from blossoming, to thriving to flourishing, which is our prayer for each youth. Each of these moments reflected the courage and transformation that comes from *embracing* new seasons and the unwavering support you've provided.

In 2024, Ho'ola Na Pua (HNP) was named one of 18 winners in a prestigious national competition identifying organizations that are innovating their dedication to combatting human trafficking among women and girls. This recognition comes with a \$50,000 award, but more importantly, it affirms the impact of our work and the power of our collective efforts.

This achievement is a testament to the strength of our mission and the unwavering commitment of our supporters—people like you who believe in a future where every girl is free, empowered, and thriving.

Our new Resilient Hope Butterfly Wall stands as a powerful reminder of this journey—a symbol of growth, healing, and freedom. One of our Pearl Haven youth said it best:

“We are like caterpillars... Pearl Haven is our cocoon, where we feel safe enough to begin our transformation.”

As we enter 2025, we remain committed to carrying this spirit of *embrace* forward — *embracing* change, *embracing* growth, and *embracing* the incredible opportunities ahead.

Thank you for your continued dedication and support. Together, we are planting seeds of hope and transformation—one small act at a time. These seeds will take root, grow strong, and blossom into lasting change.

Mahalo Nui Loa,

Jessica Muñoz | MSN, APRN-RX, FNP-BC | Founder





The Issue

The sex trafficking and sexual exploitation of youth and young adults happens **DAILY** across our state.

DID YOU KNOW?

- The national average of the first sexual exploitation is **14 YEARS OLD**.
- The average age of the first sexual exploitation in Hawai'i is **11 YEARS OLD**.
- The average age of the first sexual exploitation on Hawai'i Island is **8 YEARS OLD**.
- **64%** of sex trafficking victims have identified as being full or part Native Hawaiian.

IT'S NOT A MYTH...IT'S A REAL ISSUE.

- **3 OUT OF 4 VICTIMS** knew their trafficker (family, friend, or boyfriend).
- **69%** of sex trafficking victims reported experiencing homelessness.
- **More than 60%** of sex trafficking survivors reported a history of being in foster care.
- **75%** are female, **23%** male, **2%** other.
- **1 out of 3** reported technology had been used as part of their experience.



WHO ARE THESE YOUTH?

Those most vulnerable to sex trafficking and exploitation include youth with:

- ⚠ No Housing, Runaways
- ⚠ Substance Use and Addiction
- ⚠ History of child abuse, neglect and maltreatment
- ⚠ Mental Health Challenges
- ⚠ History of systems involvement such as foster care, juvenile justice, child welfare
- ⚠ Cognitive & Physical Disabilities
- ⚠ LGBTQ Orientation

BOTTOM LINE: Sex trafficking and exploitation impacts ALL demographics.

Credit: Dominique Roe-Sepowitz, MSW, Ph.D., Arizona State University, Office of Sex Trafficking Intervention Research

A PATH TO A BRIGHT FUTURE

HNP's continuum of care framework addresses not only the traumatic impact of those who have been exploited but also focuses on the prevention and resilience of those who are vulnerable. This progressive pathway is individualized to meet specific needs, and includes the following integration to ensure a bright future:

REINTEGRATION

Starfish Mentoring
Program/Care
Coordination



TREATMENT FOR THE VICTIMIZED

Pearl Haven
Residential Treatment
Campus



EMPOWERMENT & SUSTAINABILITY

Advocacy
Transition to
Adulthood
Care Coordination



RESILIENCE IN THOSE VULNERABLE

Hōkū Group Services
Group Programming
with community partners
Starfish Mentoring
Program



COMMUNITY AWARENESS

Student and Community
Education / Prevention &
Awareness

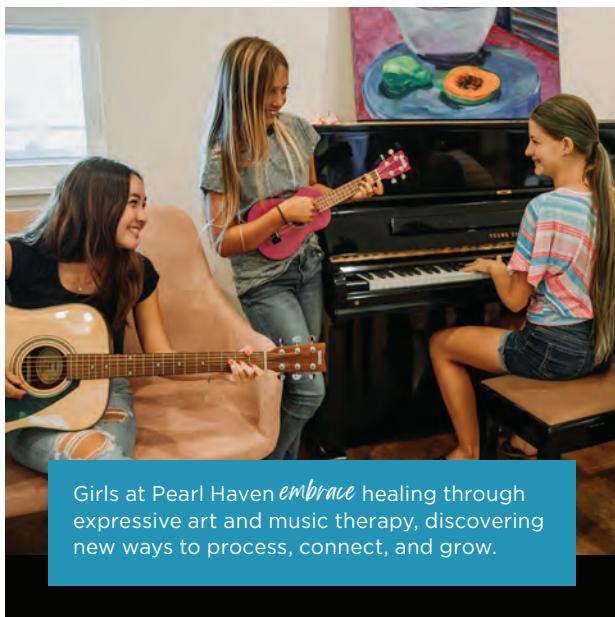


ACTION STEPS

- Build programming frameworks that are trauma informed, trauma integrated, and uniquely designed for those at risk and those who have been exploited
- Understand the vulnerabilities that lead to victimization and develop strategies to reduce those vulnerabilities
- Survivor perspectives incorporated into all programming
- Strategically build programming that is both impactful and sustainable

Since opening its doors in 2021, Pearl Haven has *embraced* every girl with compassion, safety, and the promise of healing. In 2024 alone, 21 girls found refuge here—part of the 65 lives we’ve touched—through more than 5,000 nights of care for youth ages 8 to 17. As a CARF Accredited Special Treatment Facility, we offer trauma-informed care, education, and therapeutic support that help each girl reclaim her future. Below, we share the impact and milestones that defined 2024.

2024 IMPACT





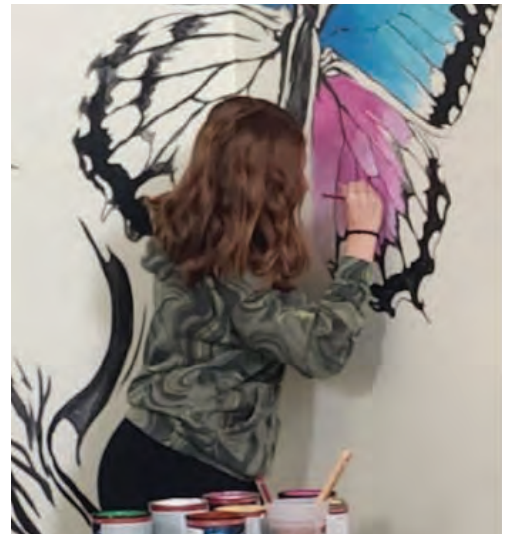
PEARL HAVEN 2024 HIGHLIGHTS

2024 GRADUATION & 3-YEAR CELEBRATION



In April 2024, we proudly celebrated the third year of Pearl Haven's operation, marking another milestone in our mission to serve and support children on their healing journey. This year, we were especially honored to witness several of our girls graduate from the program, expressing their growth and resilience through the transformative power of cultural arts. Through heartfelt songwriting and recording, they poured their emotions into music—sharing stories of pain, healing, and resilience in a way that words alone could never fully capture. The experience was beyond powerful; it was a testament to their strength, courage, and the life-changing impact of Pearl Haven. Powerful doesn't even begin to capture the experience.

MURAL ART WITH JARED EMERSON



Our students painted alongside renowned artist Jared Emerson to create a powerful mural now displayed in our multipurpose room. This artwork reflects the resilience we witness daily—youth rising above trauma and embracing their journey from blossoming to flourishing. Through each brushstroke, they found strength, healing, and hope in shared expression. The elegance and beauty of this image signify the resilient spirit we see in our girls every day as they rise above circumstance and their trauma that tries to hold them back.

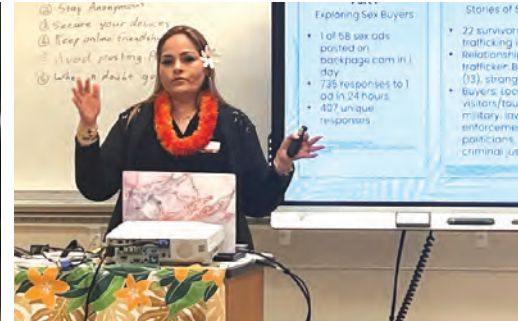
COMMUNITY PROGRAMS & EDUCATION

Ho'ōla Nā Pua provides comprehensive, trauma-informed programs that prevent exploitation, support intervention, and promote healing. By collaborating with foster care, schools, healthcare, law enforcement, and advocates, we ensure wraparound care for survivors. Through community engagement and culturally responsive services, we *embrace* our responsibility to break the cycle and create lasting change.



HOKU GROUP SERVICES & COCONUT WIRELESS

- **1,044 youth served**
- **368 Hōkū Groups**



Hōkū Groups offer weekly trauma-informed sessions for vulnerable youth, using art, movement, and discussion to build confidence, safety, and communication. Through its Coconut Wireless program, 217 youth learn about exploitation, healthy choices, and protective skills in a safe, supportive space.



STARFISH MENTORING

- **1,813 mentorship hours**
- **63 youth mentored**



The Starfish Mentoring Program pairs high-risk youth, ages 11-24, with trusted mentors to provide guidance and support. Through weekly meetings and activities like hiking or career exploration, mentors build trust and empower youth on their healing journey.



PREVENTION EDUCATION

- **3,540 students, educators and community members** empowered through education and awareness to recognize and report exploitation.
- **40 webinars hosted**, reaching hundreds across Hawai'i and beyond.



In 2024, Ho'ōla Nā Pua used education as a key tool for prevention, reaching thousands across Hawai'i through tailored trainings and presentations. We equipped healthcare professionals, law enforcement, tourism staff, and schools to recognize and respond to child sex trafficking. Focusing on trauma-informed care, we provided practical tools for safe, effective intervention, empowering individuals to protect Hawai'i's keiki and create a more informed, supportive community.

COMMUNITY ENGAGEMENT & ADVOCACY

Advocacy is fundamental in our overall approach to lasting systemic change. HNP collaborates with local community stakeholders along with our national and international partners to ensure we remain relevant with current trends and best practices, collaborate on promising practices, and continue to build subject matter expertise. We bring forth innovative ideas and expertise to best support the evolving anti-trafficking movement while ensuring the survivor voice and choice is central to guiding effective change. In 2024, we elevated the mission of our work and expanded our reach through local and national community events.



Quotes FROM HNP + PEARL HAVEN YOUTH

"I came to this place with a disruptive attitude and mindset. I started to grow in this program I continue to have this attitude but I learned better that instead of being negative, positivity had more of an impact on myself. I've learned to channel the destructive attitude and behavior towards the tenacity I have now."

"I think I've been doing good, since being at Pearl Haven. When life is hard, it's easy to push through here."

"When I first got here, I started off shy, once I got to know the program, staff and peers I realized that I shouldn't have to worry about opening up and being myself and my love for K-POP without judgement"

"I'm doing very good now. I just graduated Youth Challenge and I'm moving on to go into the military. I just wanted to say thank you for all the stuff you taught me inside there and keeping it positive with me all the time. I will always remember your guys's lessons. Thank you for everything."

"It's going good at Pearl Haven, when I first got here, I didn't think I was going to like it, but then the staff and youth showed me that its really nice here, it's been helping my progress."

"Due to the continued support from my advocate I have learned self love in many ways I have also learned that I have a voice that does not need to be tamed or silenced ... the continued support has brought a lot of life back into my and my children life seeking a brighter future with the help of HNP."

AWARDS & NATIONAL RECOGNITION

In 2024, Ho'ōla Nā Pua *embraced* every opportunity to raise awareness, build partnerships, and advocate for Hawai'i's most vulnerable youth. From national conferences to community-based events, our team engaged with purpose, passion, and a deep commitment to healing and hope.



We are proud to receive multiple awards in 2024, recognizing our innovative, trauma-informed work and leadership in the anti-trafficking field. These honors affirm the strength of our mission and the impact in our community.



In October 2024, our founder Jessica Muñoz was honored to be a finalist and featured speaker at the **SUCCESS® Accelerator: Conquer Your Challenges With A Growth Mindset** virtual event, hosted by SUCCESS® Changemakers. This annual celebration recognizes individuals and organizations creating lasting social, environmental, and economic impact. Jessica's participation elevated Ho'ōla Nā Pua's mission to a national audience, *embracing* the power of resilience and transformation as we continue to empower Hawai'i's youth and advocate for a future free from exploitation.

INNOVATION CHALLENGE TO PREVENT HUMAN TRAFFICKING

Ho'ōla Nā Pua was announced as one of the 18 winners of Phase 1 of the overall \$1.8 million national competition. This innovation challenge, which includes a \$50,000 award, was developed to identify, and award existing programs that demonstrate the effectiveness in preventing human trafficking and/or improving health outcomes related to human trafficking among women and girls.



Embracing Partnership with
SOROPTIMIST INTERNATIONAL OF HONOLULU

Mahalo nui loa to **Soroptimist International of Honolulu (SIH)** for their steadfast support in ending child sex trafficking. Their partnership helps raise awareness and build a community committed to protecting and empowering Hawai'i's youth.

Embracing COMMUNITY PARTNERSHIPS

NATIVE HAWAIIAN ORGANIZATIONS ASSOCIATION SHOWCASE

In October 2024, Ho'ōla Nā Pua *embraced* the opportunity to join the **Native Hawaiian Organizations Association's (NHOA) first-ever Showcase**, alongside 40+ nonprofits dedicated to uplifting our lāhui. We were honored to share our mission, connect with partners, and celebrate collective efforts toward healing, justice, and resilience.



MISSING AND MURDERED INDIGENOUS WOMEN ANNUAL SIGN WAVING

In May 2024, Ho'ōla Nā Pua *embraced* the opportunity to stand in solidarity at the **Missing and Murdered Indigenous Women (MMIW) Annual Awareness Sign Waving** event, joining others to raise awareness about violence against Indigenous women and girls.



ADVANCING DIALOGUE ON HUMAN TRAFFICKING IN HAWAII



Tammy Bitanga, Director of Programs at Ho'ōla Nā Pua, joined a powerful panel hosted by the **American Hotel & Lodging Association (AHLA)** in Honolulu to address human trafficking in Hawai'i. She shared key prevention strategies, helping industry leaders *embrace* their role in protecting vulnerable youth. We're grateful to AHLA for fostering this vital dialogue and *embracing* the responsibility to drive change.

CHAMBER OF COMMERCE PARTNERSHIP



At the **17th Annual Chamber of Commerce Hawai'i Membership Luncheon** on October 15, 2024, Ho'ōla Nā Pua *embraced* the chance to connect with over 700 business leaders. Our team shared about Pearl Haven and our programs, sparking important conversations on child sex trafficking and the need for community-driven solutions.

Grateful Partnership
with **7-ELEVEN HAWAII**

Ho'ōla Nā Pua was honored to be selected as the beneficiary of **7-Eleven Hawai'i's 15th Annual Golf Tournament**, which brought the community together to raise vital funds for our mission. We're deeply grateful for their generosity and for *embracing* a safer, brighter future for Hawai'i's keiki.



Embracing COMMUNITY PARTNERSHIPS

(CONTINUED)

Embracing COMMUNITY AT THE 2024 HLTA CHARITY WALK

Ho'ōla Nā Pua was once again honored to be one of several beneficiaries of the **Hawai'i Lodging & Tourism Association's Annual Charity Walk**. For over a decade, this event has united the community to raise vital funds for nonprofits. We're grateful to HLTA and all who walked with us — *embracing* a future where every child is safe, supported, and empowered.



STANDING TOGETHER FOR PEACE AND AWARENESS

In October 2024, Ho'ōla Nā Pua *embraced* the **36th Annual Domestic Violence Peace Walk & Vigil** in Hilo, standing in solidarity to honor survivors and advocate for change. This powerful event reflected our continued commitment to healing, hope, and safety for those impacted by violence.

EVENTS & CONFERENCES

We took the stage at major gatherings such as the JuST Conference in Arizona and The Sheltered Conference in Utah, connecting with leaders, law enforcement, and care providers from across the country. Locally, we joined the Governor and First Lady on National Human Trafficking Awareness Day, participated in AHLA's Human Trafficking Panel, and shared our mission with over 700 leaders at the Chamber of Commerce Luncheon.



JUST CONFERENCE 2024

In October 2024, Ho'ōla Nā Pua had the privilege of participating in the **Juvenile Sex Trafficking (JuST) Conference**, hosted by Shared Hope International in Phoenix, Arizona. As one of the nation's leading gatherings focused on juvenile sex trafficking, the conference brought together dedicated professionals, advocates, law enforcement, and service providers to share strategies and solutions in the fight against trafficking.

NATIONAL HUMAN TRAFFICKING AWARENESS DAY WITH GOVERNOR AND FIRST LADY GREEN

In January 2024, Ho'ōla Nā Pua was honored to stand alongside **Governor Josh Green and First Lady Jaime Green** in recognition of **National Human Trafficking Awareness Day**.

This important event underscored the State of Hawai'i's commitment to addressing trafficking and protecting vulnerable populations. Our presence reflected a united front in the fight against exploitation and a shared dedication to building a safer future for our keiki.



EVENTS & CONFERENCES (CONTINUED)

STATEWIDE SIGN-WAVING EVENT: WORLD DAY AGAINST TRAFFICKING IN PERSONS

Ho’ōla Nā Pua hosted a statewide sign-waving event in honor of **World Day Against Trafficking in Persons**. Communities across Hawai’i united to raise awareness, stand against exploitation, and advocate for justice and the protection of our keiki.



BRIGHT FUTURES EVENTS

Throughout 2024, Ho’ōla Nā Pua hosted multiple **Bright Futures** events to share our mission, celebrate progress, and invite others to *embrace* the movement to end child sex trafficking. These gatherings raised awareness, highlighted our work at Pearl Haven and in the community, and fostered partnerships to support prevention, advocacy, and healing for Hawai’i’s keiki.



THE SHELTERED CONFERENCE 2024

In April 2024, Ho’ōla Nā Pua had the honor of showcasing our work at **The Sheltered Conference** in Utah, the nation’s premier event for serving trafficking survivors. We were proud to contribute insights on residential care, furthering our mission to support and empower survivors through compassionate service.



2024 SPARTAN RACE OAHU: *Embracing* STRENGTH & RESILIENCE

Ho’ōla Nā Pua was proud to participate in the **Spartan Trifecta**, thanks to Spartan Race’s generous donation of race passes. Fourteen resilient youth from Pearl Haven, along with staff and partners, tackled the 5K Sprint, conquering obstacles and demonstrating courage, perseverance, and unity.



ADORE FATHER-DAUGHTER PROM: CELEBRATING BOND & PURPOSE

Ho’ōla Nā Pua was honored to host the **Adore Father-Daughter Prom** at Saint Louis School, celebrating the bond between fathers and daughters. The event featured dinner, dancing, and a photo booth, promoting healthy relationships while supporting our mission. Proceeds directly benefited our programs, making it a night of joy and purpose.

DENIM & DIAMONDS: *A Paniolo Soirée*

Our inaugural **Denim & Diamonds: A Paniolo Soirée** brought together hundreds of community members and partners under the stars at Lanikūhonua, featuring a culinary experience by Chef Roy Yamaguchi and team. This evening of celebration captured the spirit of resilience and the power of coming together as one ‘ohana. With the Pacific Ocean as our backdrop, guests *embraced* the spirit of aloha and ‘ohana during an unforgettable evening filled with western-themed games, live music, and a thrilling live auction—all in support of our mission to shine the light for Hawai‘i’s most vulnerable youth.

A special mahalo to Chef Roy Yamaguchi and his incredible team of chefs for preparing an outstanding feast that elevated the evening to new heights. Their contribution was more than a meal—it was an experience that added flavor, warmth, and excellence to the night.

From boots to bling, our community came together to *embrace* the cause, celebrate resilience, and raise essential funds that help us continue providing healing and hope for survivors of trafficking and exploitation across Hawai‘i.



In the News: A VOICE FOR THE VULNERABLE

RAISING AWARENESS FROM 2009

- ❁ 9.3 MILLION VIEWERS on Hawaii 5-0 broadcast
- ❁ 4,205,300 iHeart radio broadcasting impressions
- ❁ 252,318 total Hawaii News Now impressions
- ❁ 152,000 READERS reached through targeted email campaigns and education awareness
- ❁ 65,107 VIEWERS on HI NOW Online (Facebook, YouTube and Daily Video)

MIDWEEK SPOTLIGHT: JESSICA MUÑOZ

Founder Jessica Muñoz was spotlighted in **MidWeek's "Good Friends"** column, sharing the heart behind Ho'ōla Nā Pua and her mission to support youth impacted by exploitation. In the feature, Jessica emphasizes the importance of holistic healing and community support.

"These young victims needed a voice and affirmation that they deserved a life without violence... and that a pathway to healing was their right," she shared.

Jessica's leadership continues to inspire others to *embrace* their role in creating safe, supportive spaces for vulnerable youth.

GOOD FRIENDS

Jessica Munoz

For as long as she can remember, Jessica Muñoz has felt a calling to help. She sometimes shares a photo of herself as a toddler holding a stethoscope to one of her dolls. So, it's no surprise she grew up to become a nationally board-certified nurse practitioner.

It was in this role in Pali Momi Medical Center's emergency room that she witnessed firsthand the physical and psychological scars borne by child victims of sexual abuse and sex trafficking.

"These children suffered terribly, yet the system failed to identify and address their trauma, leaving them without proper care or justice," Muñoz says. "It became clear to me

that beyond the acute medical care they received, these young victims lacked a voice and affirmation that they were not to blame, that they deserved a life without violence and that a pathway to healing was their inherent right."

Their plight moved Muñoz to action. She founded the nonprofit Ho'ōla Nā Pua in 2013 to bring about systematic change through collaboration, informed policies and effective practices.

Soon after, she began raising money for a dedicated treatment facility. That effort put her on the cover of *MidWeek* twice, first on Sept. 7, 2016, and again on May 15, 2019.

The facility, Pearl Haven, fi-

nally opened in 2021. The 32-bed campus is officially recognized by the Commission on Accreditation of Rehabilitation Facilities and licensed by the state Department of Health. It is the first of its kind to provide trauma-informed therapeutic services for girls between 11 and 17 years old.

"We offer comprehensive residential treatment specifically designed for minors, creating a safe and nurturing environment conducive to healing," she says.

"Victims of exploitation require comprehensive support that encompasses a range of services. This holistic support system includes mentoring to guide them through their journey, advocacy

to uphold their rights, coordinated care to manage their various needs, medical and mental health care to address both physical and psychological wounds, along with access to therapeutic services," she continues. "Adequate housing is also essential. For many, a structured environment provided by residential care is critical."

Muñoz hopes Pearl Haven will become a model not just for the state, but for the rest of the country and even the world.

"With the development of the Pearl Haven campus, we aim to offer a blueprint that can be adopted and adapted both nationally and globally in the fight against sex trafficking."



Photo: Kristine Hume

The public can help by participating in Ho'ōla Nā Pua's weekly webinars; requesting a workplace presentation by Ho'ōla Nā Pua; volunteering with the nonprofit; and reporting any suspicious activity to 888-373-7888.

Ho'ōla Nā Pua is hosting its Design and Diamonds fundraiser on Sept. 21 at the Lanikahouma Cultural Institute in Kō'Ōlona. To learn more, visit looksupua.org.

—Karen Fontaine

HNP FEATURED ON KHON2 NEWS



In a KHON2 News feature, Leslie Nollie and Andrew Aguirre represented Ho'ōla Nā Pua, sharing our mission to end the commercial sexual exploitation of children in Hawai'i. Their interview highlighted the critical work being done to protect and empower our youth, and how community support plays a vital role in this effort. We are grateful for the opportunity to raise awareness and inspire action through this platform.

REMEMBERING THE JOURNEY



Ho'ōla Nā Pua's "Join Our Journey" end-of-year campaign was an 8-week storytelling initiative that highlighted key milestones in the organization's history, re-engaging past donors and inspiring renewed support.

If you missed the videos, scan the QR code on the right!



Mahalo for standing with us! We raised over \$150,000 to support our mission to combat sex-trafficking & exploitation in Hawaii.

LOOKING AHEAD IN 2025 & BEYOND

In 2025, we are focused on sustainability, growth, and expanding our reach to ensure that more youth receive the support they need to heal and thrive.

Expanding Survivor Services & Reach

Expanding access to trauma-informed residential care, community programs, and statewide outreach—including the outer islands and beyond.



Strengthening Education & Community Engagement

Amplifying prevention through our Demand Reduction Campaign, partnerships, workshops, and advocacy—equipping communities, students, and educators with tools to recognize and prevent sex trafficking.



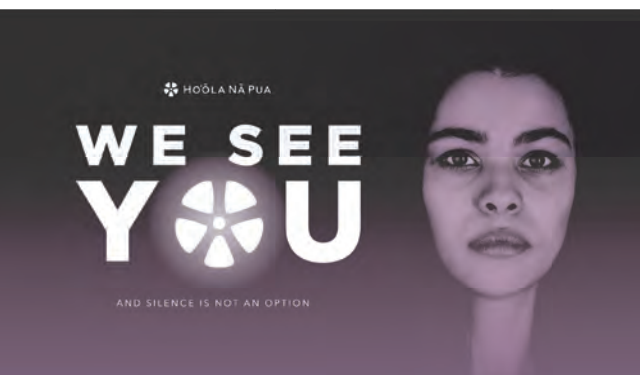
Enhancing Sustainable Funding & Partnerships

Strengthening financial stability through diverse funding—grants, endowments, and partnerships—while ensuring long-term growth and refining impact metrics for Ho'ola Nā Pua's programs.



Demand Reduction Campaign

Our Demand Reduction Strategy targets the root cause of sex trafficking—demand—through education, advocacy, community engagement, and buyer intervention to disrupt exploitation and protect those at risk.



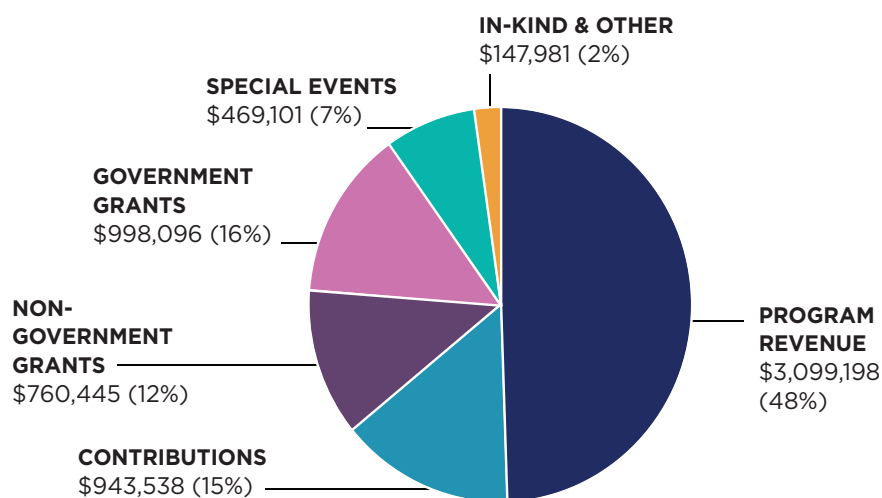
Together, let's make 2025 a year of hope, growth, and transformation.

The work we do matters more than ever, and with your continued partnership, we will stand as a beacon of light for those who need it most.

FINANCIALS

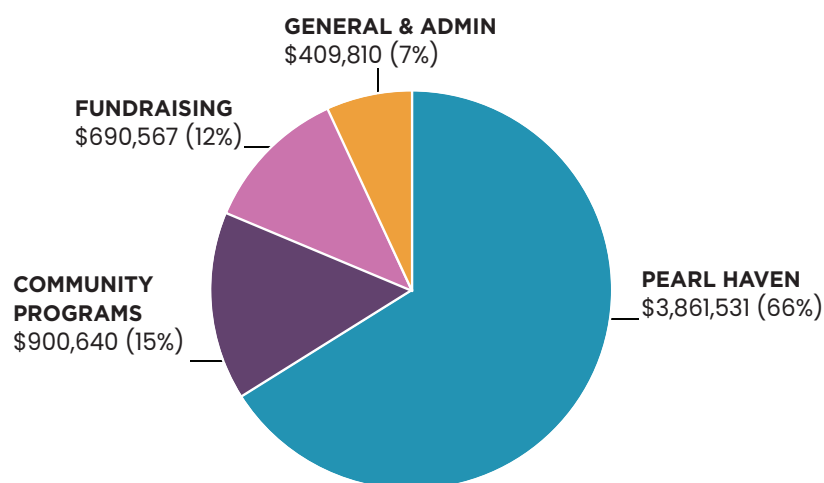
TOTAL REVENUE & SUPPORT

\$6,418,359



TOTAL EXPENSES

\$5,862,548



	2024	2023
TOTAL ASSETS	\$13,507,175	\$12,908,707
TOTAL LIABILITIES	\$1,628,068	\$1,585,412
TOTAL NET ASSETS	\$11,879,107	\$11,323,295

DONOR RECOGNITION

Our mission is made possible by the incredible community of volunteers and donors who give so generously of their time, talents, and resources. From mentoring youth to supporting events and fundraising efforts, your dedication fuels our work and brings hope and healing to those we serve. The photos on these pages represent just a small glimpse of the many individuals who *embrace* our mission and make a lasting impact—mahalo to each and every one of you.

\$100,000 AND ABOVE

Bromley Foundation Inc
BuildStrong Education
Hughes Charitable Foundation

Kosasa Foundation
McInerney Foundation
Polynesian Adventure Tours, LLC

\$50,000 – \$99,999

D Otani Produce Inc
Arrillaga Foundation

Zilber Family Foundation

\$25,000 – \$49,999

7-ELEVEN Hawaii Inc
Benevity Giving Program
Boon Hwee Koh
Booz Allen Hamilton
City and County of Honolulu
Crime Prevention & Justice Assistance
Division/ VOCA
Dan Kupper
Healy Foundation
Iwamoto Family Foundation

Lynn & Bruce Gibson Family Foundation
Southwest Airlines Co.
Steve and Marilyn Katzman
Philanthropic Fund
Steve Beattie
Teresa F. Hughes Trust
Walter Sousa
Women United



\$10,000 – \$24,999

Alan Chemtob
Aloha Shoyu
Alohilani Resort
American Hotel & Lodging Association (AHLA)
Atherton Family Foundation
Atlas Insurance Agency Foundation
Bendon Family Foundation
Bob Goff
Bodenhamer Foundation
Carol Guest
Chris Eldridge
Cool Living LLC
County Of Hawaii



DONOR RECOGNITION (CONTINUED)

\$10,000 – \$24,999

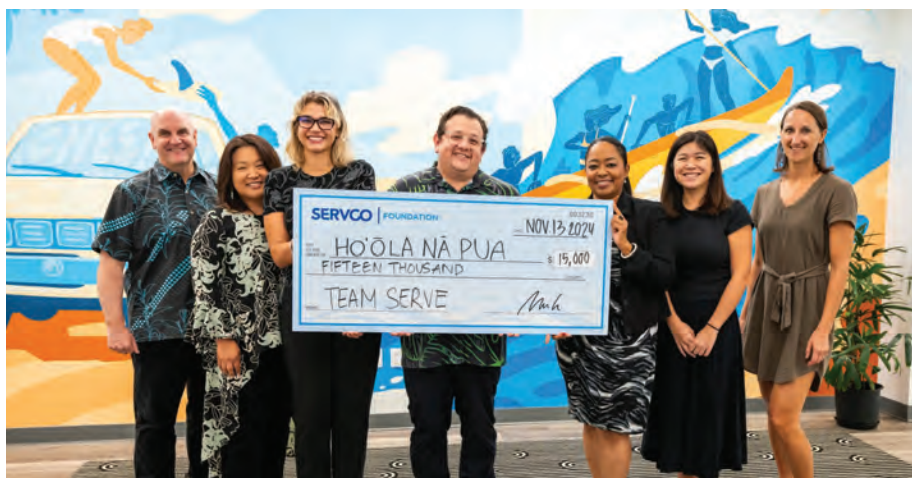
Danielle Jones
Donna and Jude Baker
Enterprise Mobility Foundation
First Hawaiian Bank
Gary Oda
George N. Wilcox Trust
Give Aloha! Hata Foundation |
Hawaii Community Foundation
Hawaii Pacific Health
Hawaii Pacific University
Henry and Colene Wong
Foundation
Honolulu Lodge No. 616
Huffner Family Foundation Inc.

Hui Manawale'a
Inspire Church
James Campbell Company LLC
Jernigan Foundation
John and Frances Tsui
Kaimas Foundation
Kame and Heidi Kaneshiro
Lry Charitable Foundation
Mark and Tricia Van Mourick
Fund
Melissa and Shane Jackson
Michael Garner
Papa Ola Lokahi
Patricia Moore

Paul Lubomirski
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\$1 - \$499 CONTINUED

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The Butterfly Wall

Pearl Haven is more than just a place; it's a cocoon of hope, where vulnerable youth discover the strength to transform their lives. Like the butterflies that now grace our courtyard, each young life finds a safe space to grow, spread their wings, and *embrace* a brighter future.

Your unwavering support has made Pearl Haven a safe cocoon in reality, empowering our youth to journey toward healing and freedom.

Thank you for being a part of this journey. Your generosity is transforming lives, one beautiful butterfly at a time.

DONOR RECOGNITION (CONTINUED)

Pearl Haven In-Kind Donations

\$25,000 - \$49,999

Aloha Pearls
Southwest Airlines Co.

\$10,000 - \$24,999

ALBTHRIVE Hawaii LLC
Tileco Inc

\$5,000 - \$9,999

HNL Photobooth

\$1,000 - \$4,999

Admor HVAC, Drew Santos
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Embassy Suites by Hilton Waikiki Beach Walk
Halekulani on the Beach at Waikiki
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Ala Moana Hotel by Mantra
Dolores Brown
Espacio
HI Tint Co.
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Made in the Shade Oahu
Mauna Kea Beach Hotel
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Outrigger Hospitality Group
Paradise Spirits
Peter Mouginiis-Mark
Waikiki Beach Marriott Resort & Spa



1 - \$499

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Tea at 1024
Traditions Coffee Roasters
Western Aloha

2024 BOARD CHAIR LETTER



Aloha Kākou -

As we reflect on another year of critical work and unwavering commitment to the mission of Ho'ola Na Pua, I am both encouraged by the impact we have made and sobered by the growing challenge we continue to face. Child trafficking is not a distant issue. It is a devastating crisis happening here in our islands, in our neighborhood, and often in silence.

Recent statistics reveal an alarming truth. The rate of human trafficking continues to rise both nationally and locally. According to the National Human Trafficking hotline, reported cases have increased by over 20% in 2024. In Hawai'i, the data reflects a similar trend, with a growing number of minors being identified as victims of sexual exploitation. This upward trajectory is not just a statistic. It represents real children, real families, and real trauma.

Yet amid these staggering numbers, there is hope, and that hope lies in our collective and aligned actions in the community. Through prevention education, direct services, and the tenacious work of our staff, volunteers, and partners, Ho'ola Na Pua has reached more youth than ever before. This year, we expanded our in-school prevention programs, supported more survivors through our Hoku and Starfish Mentoring programs, and continued progress with our residential treatment center for exploited youth - Pearl Haven.

Your relentless support is the reason we are able to respond to this crisis with compassion, urgency, and resolve. Together, we are building a future where every child is protected, where healing is possible, and where trafficking has no place on our islands.

Mahalo nui loa for standing with us. We invite you to continue this journey with us, as we join forces to restore lives and help the most vulnerable children in our communities rise up.



Julie Hong | Board Chair, Ho'ola Na Pua

2024 BOARD OF DIRECTORS



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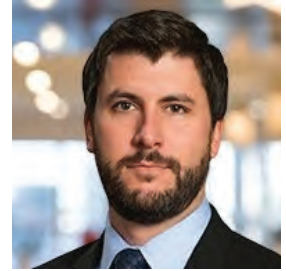
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The Butterfly Song

Written by Pearl Haven Youth



I'm starting from something so small
Becoming something so wonderful
It gave me this feeling that I can't deny
I've been waiting my whole life
So find me a butterfly

Spread your wings and fly, butterflies

I want your warm embrace
It makes my heart race
You're the one that I want to chase.
Run around in circles just to find you

Butterflies, spread your wings and fly
Butterflies

I'm starting from something so small
Becoming something so wonderful
Give me this feeling that I can't deny
I've been waiting my whole life
To find me a butterfly

Spread your wings and fly, Butterflies

I want your warm embrace
It makes my heart race
You're the one that I want to chase
Run around in circles just to find you, Butterflies
Spread your wings and fly, Butterflies

It makes my heart race
You're the one that I want to chase
Run around in circles just to find you

Butterflies, spread your wings and fly

Spread your wings and fly, butterflies

Starting from something so small
Becoming something so wonderful
You give me this feeling that
I've been waiting my whole life to find you

Butterflies, spread your wings and fly

Butterflies

Ho'ōla Nā Pua (HNP) is a 501(c)(3) non profit organization.

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