

Event: Hawai'i Public Radio Maui Strong Campaign
Date: Thursday, August 24 and Friday, August 25, 2023
Time: 6am – 6pm
Activities: Email appeal to station list plus on-air appeals during period noted above
Beneficiary: Hawai'i Community Foundation Maui Strong Fund

Description:

On August 8, 2023 wildfires in West Maui devastated the town of Lahaina. The fire has since been named the deadliest in modern U.S. history. One week after wildfires, HPR made the decision to postpone its fall membership campaign and put station resources toward a campaign for Maui relief.

HPR chose the Maui Strong Fund at the Hawai'i Community Foundation (HCF) as beneficiary and applied for and received from the Federal Communications Commission (FCC) a special waiver to fundraise for another cause.

HPR announced the Maui Strong campaign via email and on-air spots and began accepting donations on-line via the HPR website on August 22. On Thursday, August 24 and Friday, August 25, HPR staff, hosts, board members and HCF guests gathered in the HPR studios for live pitch breaks which explained the campaign's purpose, described how the funds would be used and encouraged HPR listeners to contribute.

Estimated total as of August 31, 2023:

900+ gifts, totaling over \$240,000. One hundred percent of donations received by HPR will go to Hawai'i Community Foundation's Maui Strong Fund. HPR will cover all transaction fees.