



Rebuild Resilient Maui FAQs

Q: What is the difference between 'Āina Momona's different campaigns for Maui?

A: We currently (as of Monday August 14, 2023) have two primary funds that we have stood up on behalf of 'Āina Momona:

Kōkua Maui, which was stood up first, and is supporting Hawaii Community Foundation's Maui Strong Fund. All the money from this campaign is being wired to HCF as we receive it. To date, we have distributed \$1 million from 'Āina Momona's Kōkua Maui campaign to HCF's Maui Strong Fund. We hope to raise and distribute a total of \$1.5 million to HCF's Maui Strong Fund.

Help Maui Families, which is providing direct support to Maui families impacted by the wildfires. The money that comes into us from this campaign is being distributed from 'Āina Momona directly to families. We believe families feel supported and empowered when given funds to use as they best see fit for their immediate needs. We hope to distribute a total of \$1 million directly to families.

Q: How do families seek funding from 'Āina Momona?

A: Please message us via the contact form on our page. We do have a vetting process. We have a team of Maui community people helping to vet and verify personal fundraisers to ensure our money is going to legitimate fundraisers. Please include in your message:

Your name

Your email

Your phone number

Link to personal fundraiser

Any additional information about yourself or the family you are raising funds for (i.e., address of the house lost, etc).

Q: How are you distributing funds?

A: We have distributed funds to personal fundraisers on GoFundMe, SpotFund, and Venmo. GoFundMe and SpotFund have proven the easiest websites for us to distribute money to. Venmo continues to lock our funding as we are trying to distribute funds to multiple accounts, so we are currently only donating to GoFundMe or SpotFund fundraisers.

Q: We're a business raising money for affected employees. Can you give to us?

A: Yes, we greatly appreciate the many business owners helping to mobilize support for their employees. In addition to sending us the information listed above, please let us know how many employees you have that lost their homes in the fires.

Q: How much money are you giving?

A: Our goal is to give \$1,000 per family.

Q: How much in total are you planning on distributing?

A: We are hoping to distribute \$1 million directly to affected families by the end of August. This is subject to the availability of funds, but we are confident we will meet this goal.

Q: Are you giving to organizations?

A: We are encouraging qualified 501(c)(3) organizations to apply to HCF's Maui Strong Fund for support. 'Āina Momona is also distributing funds to 501(c)(3) organizations on a case-by-case basis.

Q: Are you sponsoring other fundraisers?

A: Yes, on a case-by-case basis we are sponsoring additional fundraising campaigns through our Act Blue Charities platform, like Wiwo'ole Maui and our Fundraiser for First Responders.

Q: How else are you using your funds?

A: In addition to the distributions outlined above, we are also providing supplies and other support to direct service providers, like Maui Rapid Response and other organizations.

Q: Will you be public sharing how you used your funds?

A: Absolutely, we will post a full report of all the monies raised and how the money was distributed to our website. Transparency is critical to us.

Q: Do you have a timeline for your Maui fundraising activities?

A: Yes, we currently anticipate winding down our fundraising efforts at the end of August 2023 and hope to distribute all our raised funds by early September. We will leave other fundraisers posted to our website so people will know how to still support families and other charities.