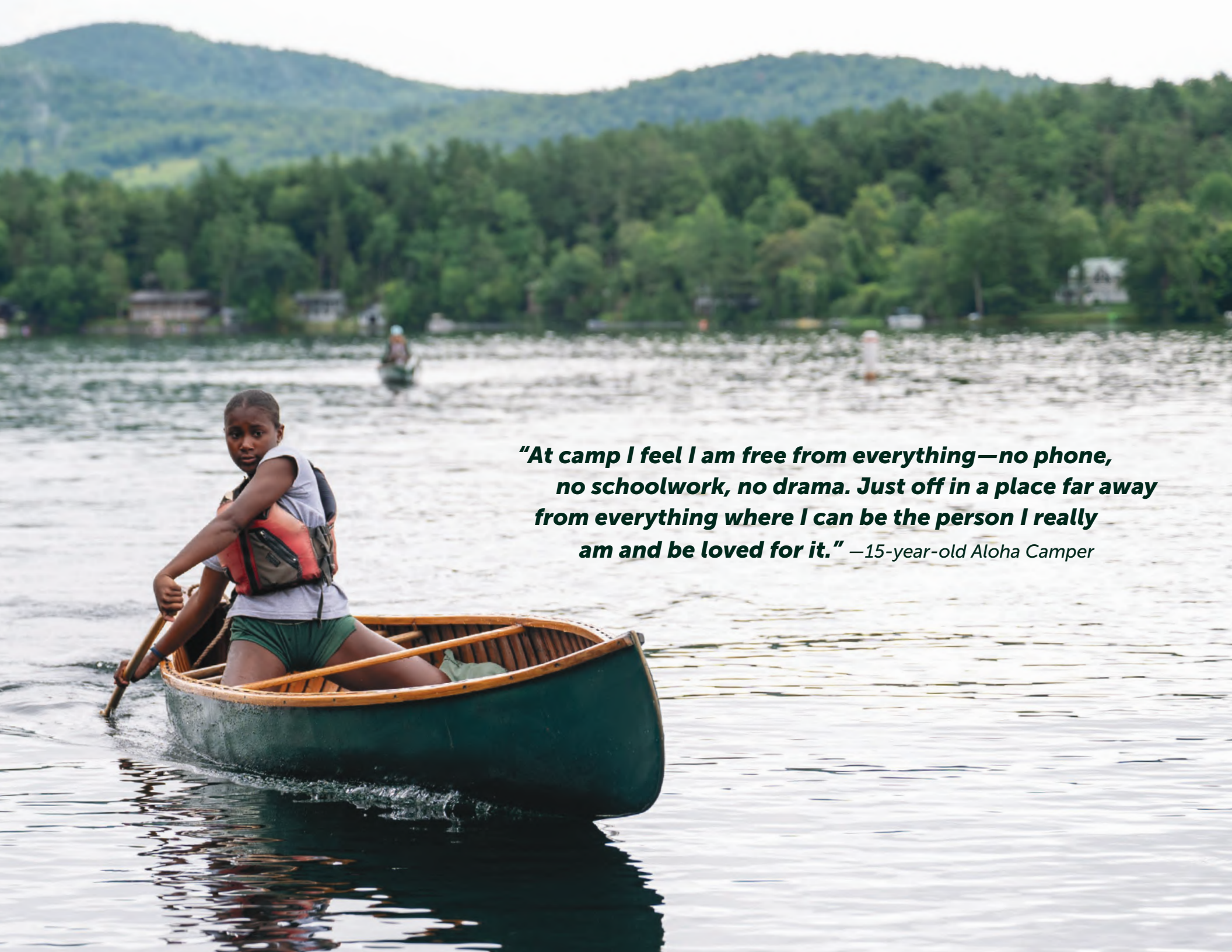

2024
IMPACT
REPORT
ALOHA
FOUNDATION



"At camp I feel I am free from everything—no phone, no schoolwork, no drama. Just off in a place far away from everything where I can be the person I really am and be loved for it." *—15-year-old Aloha Camper*



Dear Friends,

In 2024, the Aloha Foundation community experienced a year of growth, transformation, and resilience. At a time when young people face rising levels of stress, social isolation, and digital overload, our camps and programs have remained sanctuary places where children, teens, and families reconnect with nature, build confidence, and form lifelong friendships.

Together, we moved our mission forward. We expanded access for families of all backgrounds, strengthened environmental stewardship, and deepened program impact through school partnerships and year-round learning. None of it would be possible without you.

At the Aloha Foundation, we believe in fostering confidence, belonging, and leadership through experiences that honor our rich traditions, evolve to meet the moment, and shape the future with care and purpose. As you explore this report, you'll see how your support changes lives, and we invite you to join us in shaping an even brighter future.

With gratitude,

Vanessa

Vanessa Riegler
Executive Director, The Aloha Foundation

CHALLENGE & CHOICE

He set his sights on earning his Loki, a meaningful honor at Lanakila's Council Fire. But with one final archery test standing in the way, he had a choice: take the comfortable route or face the hard part head-on. He chose to meet the moment. With support and focus, he passed the test and earned more than a shield, he earned real confidence.



"Lanakila is amazing! It's the best place for boys to become men. It has been a magical place for our son and our whole family... We truly hope he can go next year and become a Bridger and counselor in the future."

— Lanakila Parent, 2024



Camp is built to be a place where every child is seen, supported, and valued. *With half of young girls reporting that they don't feel like they belong at school*, making them feel seen and supported becomes even more important.

At Aloha and Hive, 90% of campers say they feel a strong sense of belonging.



2024 BY THE NUMBERS

7,536

Individuals participated in Aloha Foundation programs this year.

959

Campers joined our overnight and day programs, coming from **40 states** and **10 countries**.

$823,610

Dollars in financial aid was awarded to keep camp accessible to families of all backgrounds.

176

Military family members enjoyed time at Ohana, free of cost, thanks to generous support from VT Family Programs & the VTNG Charitable Foundation.

1600

Acres across our campuses were stewarded with care to preserve natural spaces for campers, families, and students.

2,546

Students across **70 schools** participated in our school programs, combining outdoor fun with hands-on learning and teamwork.





JOY WITHOUT JUDGMENT

Sundae Night isn't just dessert. It's a surprise bugle and a dining hall filled with music and laughter. At Aloha, teens lead the fun. They jump on benches, sing at full volume, and dance without holding back. In a world that often asks them to impress, camp gives them room to be themselves. No phones. No filters. Just real joy and a lasting sense of belonging.



"Aloha is the best! In this day and age, traditional all-around camps that put a premium on bonding and relationships are increasingly rare... Aloha provides children with something unique that they cannot experience any other way."

—Aloha Parent, 2024

Your Support Makes It All Possible

In 2024, **507** past supporters and **78** new donors came together to give **$711,425** towards the Aloha Foundation's Annual Fund. Because of your generosity, **23** schools got **$150,595** in financial aid.

Endowment & Restricted Giving

$1,586,835 from **28** Donors

1905 Leadership Circle

$509,960 from **92** Donors

Current Camper Parents

$60,780 from **60** Donors

EverGreen Sustainers

$39,114 from **69** Donors





"At full price we likely could not afford the lovely two weeks at Horizons. We've received help each time—and we've deeply appreciated it."

—Horizons Parent, 2024

WHY ACCESS MATTERS

42% of households report going into debt to make extracurricular activities possible for their children.

In 2024, 188 campers received scholarships, with $836,555 in financial aid awarded across our programs. This assistance expands access to transformative programs that cultivate positive outlooks and lifelong skills.



SPACE TO RECONNECT

For one family, Ohana offered something rare—time to slow down and be together. With the demands of everyday life, that kind of pause is hard to find. They found it in simple moments: a painted mug, family pickleball, mini-golf laughs, and meals that felt like a break from everything else. Those memories still come up at home. Ohana gave them more than a vacation. It gave them space to reconnect.



"I tell [friends] it's medicine for our family. That it's a place where we can truly be together, unplugged, and just enjoy each other." *— Ohana Parent, 2024*

New Campers



136

First-time overnight campers joined us this year

Returning Campers



402

Campers came back for another summer

Leaders-in-Training



63

Bridgers, Clubbers, & Horizons' Apprentices grew their skills

Staff Alumni



197

Former campers returned as staff

THE CAMP JOURNEY





"Our son really valued the variety of roles in the program — working in a department, experiencing different age groups in a leadership role and even working in the kitchen. The program is extremely hard work, but there is value in that work."

— Lanakila Bridge Parent

LEADERSHIP STARTS HERE

Only one in three young people feel prepared to lead others. Hulbert's programs change that through experiential, team-based learning that helps students grow beyond the classroom.

In 2024, 176 students from 7 schools engaged in our Success Leadership Program to build confidence, resilience, and a stronger sense of self.



STARTING FRESH

She'd had a hard year. But this summer, she soared. Hive's culture of fresh starts gave her the space to try again, in her own way and without judgment or pressure. She didn't become someone new. She finally had the chance to be herself.



*"Hive's website says, **'Hivers gain independence, strengthen problem-solving skills, and live harmoniously with others.'***

This isn't just marketing fluff — Hive is a place where all this truly happens. I have example after example of how much more confident, independent, and thoughtful our daughter becomes each summer at Hive."

— Hive Parent



"The genuine growth and nurturing of his confidence provided opportunities for him to try new things with independence, excitement, and a profound sense of pride. This is such a magical environment – we look forward to it every single summer." — *Horizons Parent, 2024*



2025/26 Looking Ahead

EXPAND CAMP AND PROGRAM ACCESS

Improve access for underrepresented youth, and reduce onboarding barriers for new families.

ENHANCE LEADERSHIP AND STAFF DEVELOPMENT

Expand Aloha Institute training, launch formal study on how camp impacts youth and screen habits, and share our development model.

STRENGTHEN SCHOOL PARTNERSHIPS

Serve more students through Hulbert's leadership programs and reengage past participants while welcoming new districts.

STRENGTHEN ENVIRONMENTAL INFRASTRUCTURE

Advance environmental upgrades through shoreline protection, forest management, sustainable waste systems, and campus improvements for safety and climate resilience.

PRESERVE AND EVOLVE CAMP TRADITIONS

Support the music, performances, and shared experiences that shape camp life, maintain creative spaces, and develop new tools to engage with camp traditions.

Most US families average less than one hour together each day. At Ohana, families find what's missing in everyday life. With seven full days to create quality time and meaningful connection—without screens, stress, or over-scheduling—Ohana provides the time and space for real connection.

90% of families plan to return to Ohana next year. And many institute screen-free time at home after their first visit.





LOGGING OFF

AVERAGE SCREEN TIME FOR US KIDS AGED 8-18:
5-8 HOURS DAILY

SCREEN TIME AT CAMP:
0 HOURS

At camp, kids unplug and spend their days building real-world connections, solving problems together, and diving into outdoor adventure.



TO OUR DONORS, VOLUNTEERS & STAFF

THANK YOU

Ways to Support Us

DONATE
Fund scholarships & camp improvements.

HOST AN OPEN HOUSE
Help introduce new families to camp.

VOLUNTEER
Lend a hand during summer sessions or special events.

PASS IT ON
Donate gently used supplies or old uniforms to support programming.

SPREAD THE WORD
Help someone discover Aloha with a quick post or message.

GET INVOLVED!

Connect with us to explore ways to support camp.

Contact:
Karen Burgess
Director of Development
kburgess@alohafoundation.org

ALOHA FOUNDATION

DONATE

ALOHAFOUNDATION.ORG/DONATE