

Keala

FOUNDATION



**2025 YEAR
IN REVIEW**

MAHALO

Every day at Keala, something beautiful is happening:

Kids are showing up.

They're getting out of the vans and walking into the gym. They're jumping in the pond at 6 am at Kahili and sitting down at the Monday Night Meeting. For some of them, that alone is a big step.

Kaua'i is a place we all love. But we also see the reality that many of our kids are growing up in environments where exposure to substance abuse, instability, and unprocessed trauma can start early.

Over the years, we've learned that real change usually doesn't come from one big moment. It comes from consistency. A coach who knows their name. A safe place to go after school. An uncle who listens without judgment. A space where kids and families can finally be honest about what they're carrying instead of keeping it buried or silent.

Because of you, that consistency was there every single day this year. And over time, we see it. Kids begin to carry themselves differently. They grow more confident, steady, connected, and hopeful. A lot of this work happens in small moments that don't always get seen. But when those moments add up, it's a beautiful thing.

We're so grateful we get to do this and that we get to do it with your support. Mahalo for being part of our 'ohana!



Aaron Hoff
Founder



Sarah Braunsdorf
Executive Director

OUR MISSION

To build healthy communities that support the youth of Hawai'i.



OUR VISION

Turning the tides of communities at risk. Every child deserves to feel like they belong and are loved.

THE PROBLEM

On Kauai...

- About 1 in 3 high school students is overweight or obese, higher than the statewide average
- 51% of parents report being stressed about finances
- Around 1 in 7 high school students reports recent alcohol or marijuana use
- And 1 in 3 middle and high school students say they feel persistently sad or hopeless

Sources:

<https://kekitocareer.org/wp-content/uploads/2025/10/Kauai-Youth-Report-Digital-File.pdf?x98277>

OUR SOLUTION

A place to belong

A sober, supportive environment where kids feel seen.

No barriers

Our youth programs are free.

Community that heals

Consistent relationships with coaches and peers create space for growth.

Tools for life

We're building discipline, resilience, and skills that carry beyond the gym.



IMPACT BY THE NUMBERS

2,000+

kids reached through
gyms and community
programs

32

youths completed the
Keala to Success Early
Intervention Program

1:3

mentor-to-kid ratio at the
Keala to Success Early
Intervention Program

24

free opportunities every
week to participate in
our Kids Classes

1:18

mentor-to-kid ratio at
Kids Classes

12

Youth Engagement
Program events

13,600+

healthy snacks and
meals served

234

volunteers directly
donated their time

6

new kids coaches
certified to guide
young athletes

50+

Monday Night Meetings
to support both adult
and youth in recovery

500+

local families impacted
through a ripple effect
of change



A man in a grey t-shirt and black shorts is holding a small, round, light-colored object in his hands, showing it to a young boy in a red t-shirt and camouflage shorts. They are standing in front of a black metal frame, possibly a pull-up bar or a rack, with green foliage visible in the background. The man is looking down at the object with a focused expression, while the boy looks up at him with interest. The scene is brightly lit, suggesting an outdoor or well-lit indoor environment.

IMPACT IN THE GYMS

KEALA KIDS CLASS

Keala Kids Classes provide 24 free opportunities each week for youth across Kaua'i to move, connect, and be part of something positive. Elementary classes focus on play and foundational movement, while Middle and High School classes build strength, endurance, and confidence. Many kids who don't see themselves as athletes find a place to belong, and over time, that becomes mentorship and a foundation for life. Every six months, Assessment Week tracks growth across program impact, physical fitness, cognitive development, and emotional well-being, giving a clear picture of progress in and out of the gym.

- 93% of participants report at least one strong positive adult relationship
- 74% retention rate after 3 months
- 92% of kids showed improvement in strength and endurance in one year
- 82% of youth showed improved ability to articulate goals or reflect on progress

"Seeing them flourish, have good attitudes, and grow in their fitness and in their maturity is really rewarding."

– **Kilinoe Ventura, Kids Coach**



KEALA CURRICULUM

Keala Curriculum is a 12-month mentorship program that builds physical, cognitive, and emotional resilience through structured workouts, goal setting, and consistent messaging. Rooted in the values of the 12 Steps, each class centers around a “Word of the Day” such as ownership, morality, and hope, reinforced before and after the workout. Used daily in Keala Kids classes on Kaua’i and in programs around the world, the curriculum helps youth develop confidence, a sense of belonging, and the tools to make healthy choices before they ever face the pressures of drugs and alcohol.

“It’s sticking in their minds and their hearts, and they’re applying it at home and with their friends. That’s huge emotional and mental growth. Prior to this, they had no vocabulary for those things.”

– **Lia, Mother of three Keala Kids**



ADULT CLASSES

Adult Classes help power the Keala Foundation's mission, with memberships directly funding our free youth programs. Across our gyms, we continue to see adults use fitness as a tool to build healthier lifestyles, regain confidence after injuries and setbacks, stay consistent in their routines, and challenge themselves in new ways.

Families train together, and our gyms become places where people stay connected and accountable to one another. Coaches share the "Word of the Day," reinforcing the same values shared with our kids. Seeing Keala Kids graduates step into adult classes and continue their journey remains one of the most meaningful parts of what we do.



IMPACT AT KAHILI



YOUTH MENTORING & ENGAGEMENT CAMP

The Youth Mentoring & Engagement Camp (YMEC) is a 10-day overnight experience serving youth ages 11-18 across Kaua'i. In 2025, nine youth participated, building confidence, healthy routines, and meaningful relationships through mentorship, fitness, and guided conversations. YMEC provides a positive, supportive environment where youth can strengthen their well-being and gain awareness around substance use risks.

Within 10 days of program completion...

- 67% of youth reported increased confidence
- 93% of youth reported stronger peer relationships
- 83% of youth increased awareness of substance use risks

"You can get anything off your chest. They don't judge at all."

– **Cian, YMEC Participant**



KEALA TO SUCCESS EMPOWERMENT INITIATIVE PROGRAM

The Keala to Success Empowerment Initiative Program (KSEIP) is a four-week program supporting youth ages 12-18 who need deeper guidance. In 2025, 32 youth participated in a combination of camp, ongoing programming, and family support. Through mentorship, fitness, cultural learning, and counseling, KSEIP helps youth build healthier patterns, strengthen family connections, and create a path toward lasting change.

Within 30 days of program completion...

- 100% of youth reduced substance use behaviors
- 89% of participants reported positive changes in behavior
- 96% of families who report stronger relationships at home



A photograph of three men standing outdoors. The man on the left is wearing a black and white striped t-shirt, khaki shorts, and a black baseball cap. The man in the middle is wearing a light blue polo shirt, dark pants, a black baseball cap with sunglasses on top, and a brown backpack. He is holding a smartphone. The man on the right is wearing a grey t-shirt and camouflage shorts. They are all looking towards the right. A dark grey rectangular box with white text is overlaid on the bottom right of the image.

IMPACT AT KEALA HQ

STONEHOUSE

We transitioned our headquarters from Kukui'ula Shops to the Stonehouse, creating a more cohesive, community-centered home base for our team and programs. Originally used for visiting guests, the Stonehouse now serves as a hub for staff collaboration, mentorship, and day-to-day operations, while still welcoming visiting coaches and volunteers who come to serve alongside our team. Beyond the office, it has become a home away from home for many of our youth, hosting occasional sauna and ice bath sessions, movie nights, and hangouts.

MONDAY NIGHT MEETINGS

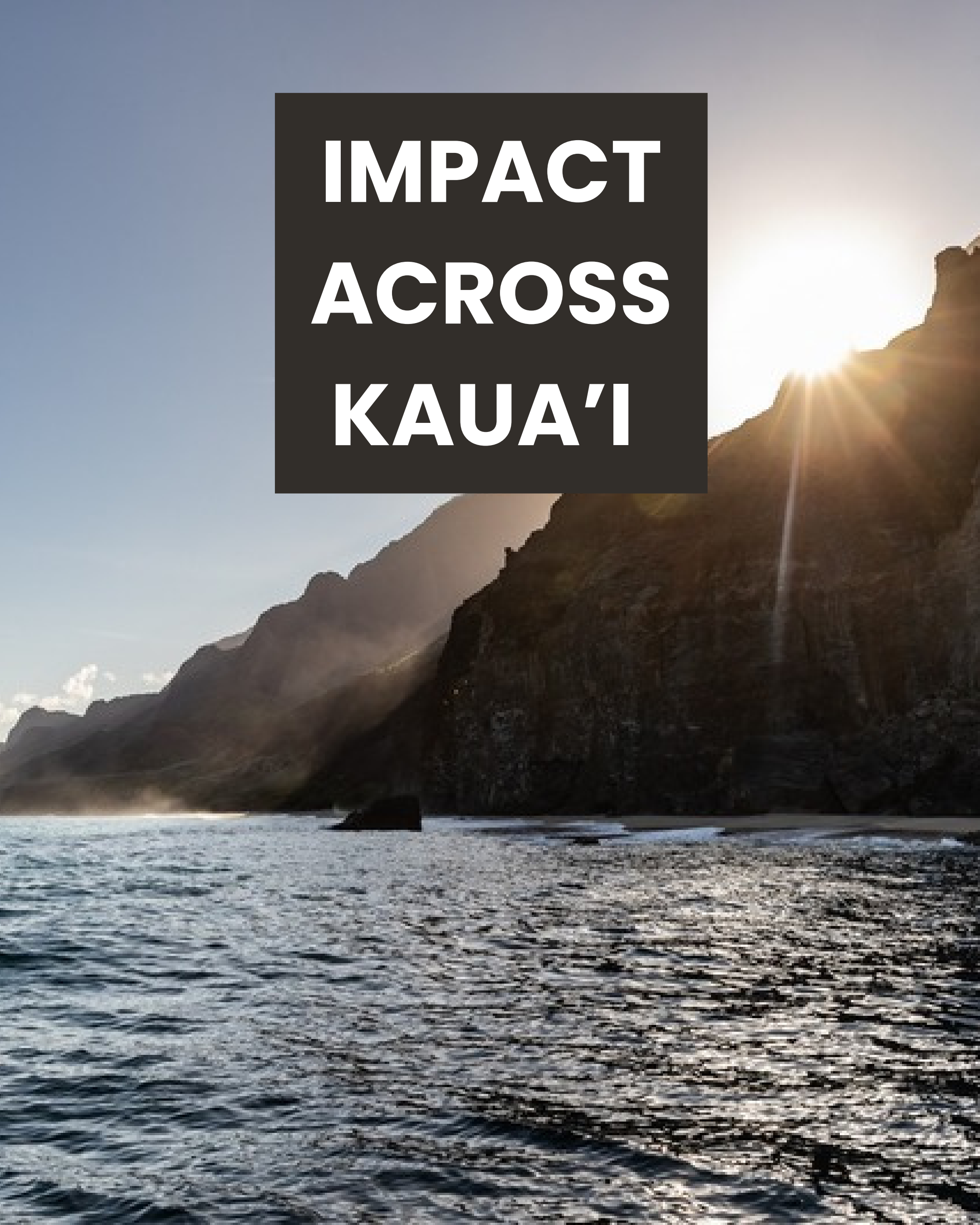
Rooted in Uncle Hoffs' 28 years of sobriety, these weekly gatherings provide a safe, supportive space for Kaua'i adults and youth. Participants hear from a featured speaker and share their own reflections in a setting where vulnerability is welcomed. In 2025, the community regularly brought food and donations, creating a shared meal that helped foster a welcoming, supportive environment before the meeting.

PARENT SUPPORT GROUPS

During KSEIP, parents and guardians meet weekly in a supportive, guided space designed to help them grow alongside their kids. These sessions encourage reflection on family dynamics and emphasize how a parent's own healing can positively impact their child's progress.



IMPACT ACROSS KAUA'I



TRANSPORTATION PROGRAM

In March 2025, we relaunched our Transportation Program to remove barriers and help more kids get to our gyms. The program provided free rides to and from our Lihue and Southside locations, helping bridge the gap between school, home, and the gym for families who otherwise may not have had access to our programs. Transportation opened the door for youth from areas like Kawaikini and increased participation from schools like King Kaumuali'i, giving more kids the opportunity to consistently show up, connect, and be part of a positive community. Thanks to a generous donor, we added a new van to support this effort.

Beyond transportation, these rides became meaningful moments for mentorship and connection, giving coaches and youth consistent time together before and after class.

- 99 youth served through transportation
- 556 total routes completed
- 62% of riders relied on transportation to attend class

"The best part about getting rides to and from class is that my parents don't need to leave work to come drop me off or pick me up. Plus, Uncle Rory rocks."

— **Kekoa, Middle School Athlete**



YOUTH ENGAGEMENT PROGRAM

In 2025, we hosted 12 YEP events across Kaua'i. Open to Middle & High School youth, and sometimes families, these events brought kids together through shared experiences such as outdoor adventures, service projects, and community gatherings, helping build friendships and belonging.

GIVE GIFT PROGRAM

Our Fourth Annual GIVE Gift Program focused on supporting families on Kaua'i during the holiday season. Through the generosity of our community, we were able to bring holiday joy to local children by fulfilling their gift wish lists. Thank you to the 35 donors who made this year's program possible, providing 107 gifts to families across Kaua'i!

KEKAHA FAMILY FUN RUN

We hosted our 3rd Annual Kekaha Family Fun Run 5K on the Fourth of July, bringing 114 members of the west side community together in support of our youth programs. The morning was filled with friends and families running and walking together, followed by T-shirt decorating and plenty of time to hang out and talk story.



HOFFY'S WALK

From July 17–20, Aaron Hoff, founder of the Keala Foundation, walked and paddled more than 95 miles around the island of Kaua'i to bring awareness to the drug and alcohol crisis impacting local youth. Along the way, he stopped at each Keala gym and raised \$87,325 to support our free youth programs. Dozens of community members joined parts of the journey, while three youth, Forest (12), Nahoa (12), and Nahea (11), completed every mile.

This journey was made possible through community support. Executive Director Sarah Braunsdorf drove the Keala support van stocked with food, hydration, and gear, while generous families and donors helped provide meals along the route. Mahalo to Kaina Makua and the crews from Kilohana and Kumanoikeala for supporting the paddle, and to our Safety Team for helping keep everyone safe throughout the entire event.

- \$87,325 raised
- 95+ miles completed (60 miles walked, 35 miles paddled)
- 3 youth completed the full journey



YOUTH IMPACT



REEVA

Reeva is one of the most consistent athletes in our Kekaha Kids Class, and she's not the only one in her family who shows up. Her younger brother and mother are active members of the Keala community as well. We love seeing entire families find connection, support, and healthy routines through our programs. Reeva's mom shared that Keala gives each of them confidence, energy, and joy. Together, they're growing stronger as individuals and as a family.

“My name is Reeva, and I like doing burpees. I have become a better person from Keala CrossFit Kids because it gives me more energy.”

– Reeva, Kekaha Elementary Athlete



FOREST

Forest first joined Keala through our Keala Kids Classes and later chose to participate in KSEIP in a preventive way, despite never having used substances himself. Through the program, he built strong relationships with mentors and connected deeply with the uncles who encouraged him along the way. In July, Forest joined Uncle Huffy for the walk and paddle around the entire island of Kaua'i, completing more than 95 miles over four days and discovering a new level of confidence and resilience.

"Super grateful for this walk and everyone who did it. I'm so grateful for all the uncles who helped me on the way. A few of them gave me so much advice. I did not think I could have finished this, honestly. It was so amazing."

– Forest, Southside Middle & High Athlete, KSEIP Graduate, Walk Participant



ANNIKA

Annika has hardly missed a class in over two and a half years, becoming one of our most committed and consistent youth members. Beyond her athletic ability, she stands out for her character and leadership, often volunteering to help coach younger kids and leading by example in every setting. She treats everyone with respect, consistently pushes herself in training, and even out-lifts many of her peers. In November, she placed first in her first CrossFit competition representing Keala.

"Coming to CrossFit and being a part of Keala Foundation has taught me how to be a leader, keep myself accountable, and have grit and determination. Getting to help out with the little ones is a chance to give back and help the community, as well as getting to have a little bit of fun myself."

– Annika, Southside Middle & High Athlete



A large group of runners, including men and women of various ages, are captured in motion during a trail race. They are running on a reddish-brown dirt path. In the background, there is a lush, green, hilly landscape under a slightly overcast sky. The runners are wearing various athletic gear, including tank tops, t-shirts, shorts, and hats. Some are wearing race bibs. The overall atmosphere is energetic and active.

ULTIMATE HAWAIIAN TRAIL RUN WEEK

ULTIMATE HAWAIIAN TRAIL RUN

What started as a trail run has grown into a week where athletes, families, businesses, volunteers, and local kids come together around one shared purpose: creating a healthier future for Kaua'i's youth. More and more, this event is centered on serving and celebrating the local community.

Mahalo nui loa to the Garden Island Motorcycle Club (GIMC) and the Knudsen Trust. Without them, this event would not be possible. We are grateful to host the race on the beautiful land of the Knudsen Trust and to the GIMC team for the countless hours spent building a safe and exciting course each year. We are also honored to welcome Kumu La'a Almeida's hālau, Ka Waikahe Lani Mālie, to share hula along the course.

- 550+ runners
- 50% youth participation
- 263 luau attendees
- 82 volunteers
- \$115,000 raised



GOLF TOURNAMENT

Our 5th Annual Golf Tournament hosted 56 golfers, most of them local to Kaula'i. For the first time, Keala Kids joined the teams, with Tenzen (11), Action (9), and Jaden (13) taking the course with adults.

MEET THE COACHES NIGHT

Guest coaches connected with youth athletes ahead of the Kids Showcase through games, conversation, and shared meals. The night ended with the kids winning tug-of-war against the adults and a nutritious dinner prepared by the pliability team.

RACE DAY

More than 550 runners took on the trails, with kids making up over half of the participants. The event brought together local families and visiting athletes. Mahalo to Trailmaster Rocco for making the course safe for all racers!



KIDS SHOWCASE

At Kekaha Fitness Center, 41 Keala Kids competed across 13 teams led by 17 guest coaches. From first max bar hangs to big lifts, athletes showed the confidence and growth they've built through consistent hard work and support from their community.

LUAU

The week closed with a local-style luau attended by 263 community members, athletes, families, and supporters. Together, we celebrated the people behind the event and reflected on the collective effort that makes this week possible. For the first time in Keala history, the hula lineup included youth, parents, and coaches from our programs, with Hoff joining the fire dance finale!



TRAIL RUN WEEK VOLUNTEERS

This event would not be possible without our volunteers, who supported registration, trail setup and takedown, parking, water stations, media coverage, youth programming, and event operations throughout the week.

A special mahalo to our Safety Team, led by Jared Cheselske and Charles Osterhout, for the care and leadership they bring each year to keep participants safe on the course.

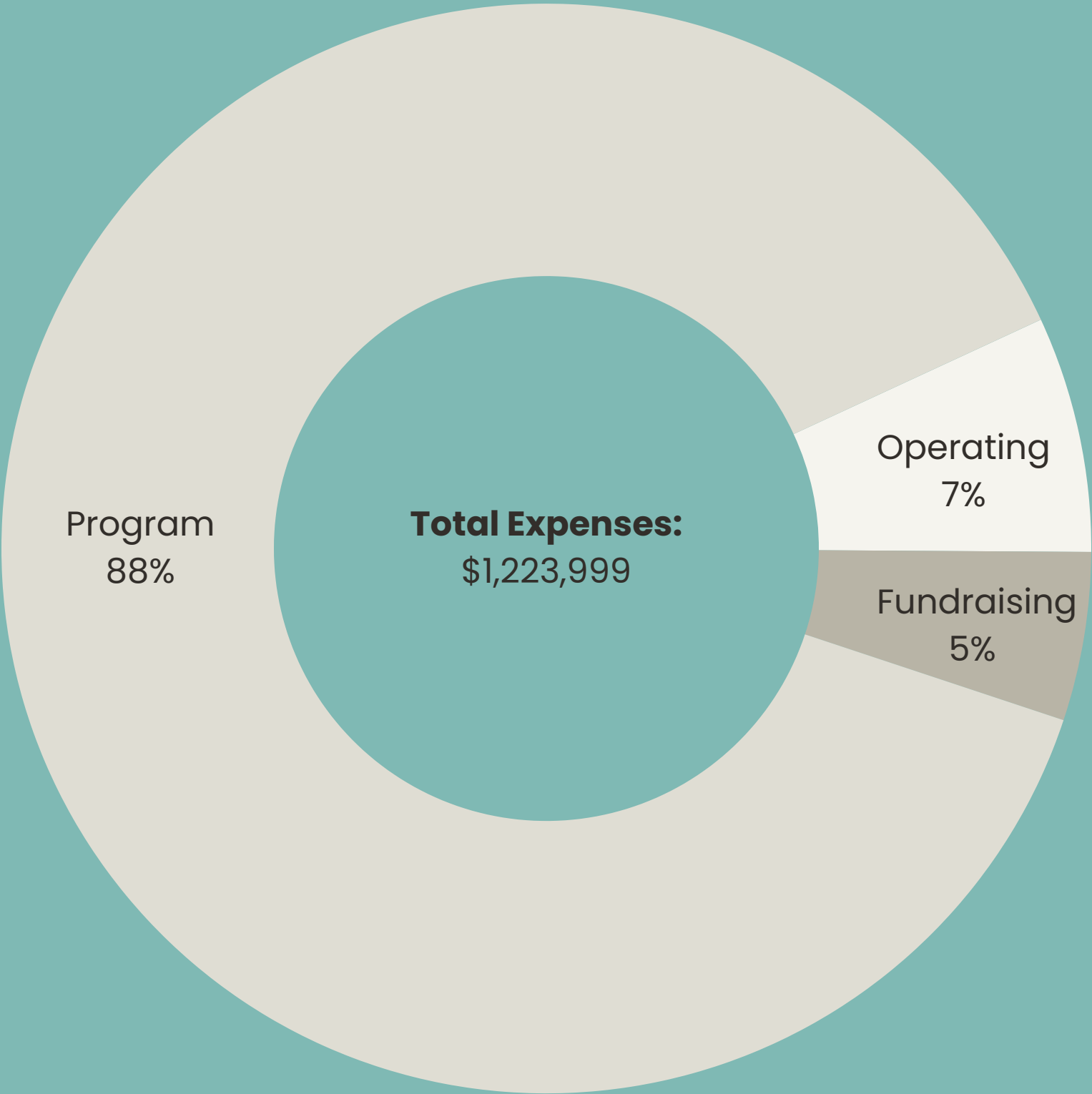
Mahalo as well to our volunteer Media Team: Bo Shivers, Jordan Cameron, Jaevyn Navarro, Megan McKinley, and Rachel DeSpain, for helping capture and share the story of the week.



FINANCIALS



EXPENSES



Program
\$1,077,119

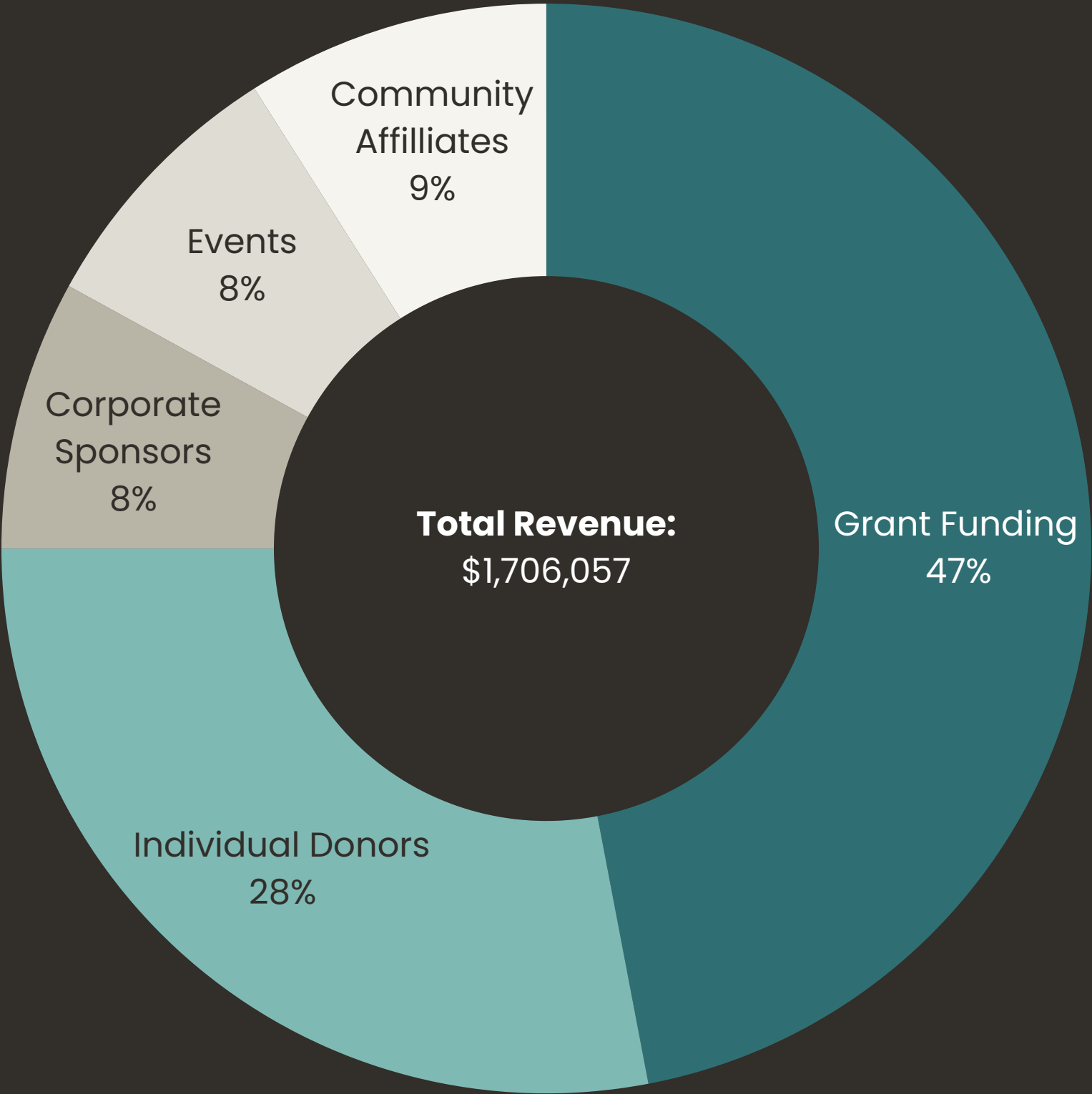


Operating
\$85,680



Fundraising
\$61,200

REVENUE



Grant
Funding
\$801,847



Individual
Donors
\$477,696



Community
Affiliates
\$153,545



Corporate
Sponsors
\$136,484



Events
\$136,484

REVENUE AND EXPENSES





OUR 'OHANA

SUPPORTERS AND SPONSORS

5280 Stone Company LLC
Aloha Aina Juice Cafe
Brennecke's Beach Broiler
Captain Andy's
dottir
dreamr
Earthworks Pacific Inc
Frogman Charters
Fujita & Miura Public Relations
Garden Island Motorcycle Club
GORUCK
H Hawaii Media
Hawaii Foodbank
Hula Moon Gifts of Hanalei
Ice Age Meals
Ka Waikahe Lani Malie
Keoki's Paradise
Koloa Landing Resort at Poipu
Knudsen Trust
Kustom Sounds Kaua'i
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Raytheon Technologies
Readyman Services Inc
Rescue Army Vocational RW Inc
Roblox
RX Smart Gear
Shoreside Maritime Services LLC
The Pokemon Company
Twilion
Waikoko
YETI



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County of Kaua'i: Host
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Chan Zuckerberg Initiative
Harbourton Foundation
Hawaii Community Foundation:
Department of Education
HMSA Foundation
Kauai Planning & Action Alliance
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VOLUNTEERS

Our volunteers are a huge part of what makes Keala possible. In 2025:

- 82 volunteers supported the Ultimate Hawaiian Trail Run Week
- 34 KSEIP mentors walked alongside youth in recovery journeys
- 35 volunteers supported the Kekaha Family Fun Run
- 18 volunteers served across year-round programs and events



STAFF TEAM

Aaron Hoff

Founder of the Keala Foundation
& Co-Founder of UHTR

Sarah Braunsdorf

Executive Director

Bertram Almeida

Community Relations &
Co-Founder of UHTR

Joe Bacio

Adult & Kids Coach

Kawena Bagano

Early Intervention Program
Co-Founder

Rory Bautista

Youth Transportation Driver

Jared Cheselske

Safety Team Lead & Peer
Recovery Mentor (Volunteer)

Mia Collins

Kids Coach

Rich Cooper

Peer Recovery Mentor

Darren Cotè

Adult Coach

Jaeda Dabin

Peer Recovery Mentor
Youth Transportation Driver

Alfred Daniels Crawford V

Peer Recovery Mentor,
Youth Transportation Driver

Clark Davis

Adult & Kids Coach

Bret Edgerton

Keala Affiliate Manager

Alysha Enbom

YEP Coach, Nutrition Coach

Tyler Hahn

Adult Coach

Jack Handfield

Adult Coach

Michelle Hickerson

Adult Coach

Nate Jacobsmeyer

Adult Coach

Chloe Jones

Adult & Kids Coach



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Peer Recovery Mentor

Alec Kent

YEP Leader

Tony Leair

Peer Recovery Mentor

Adri Lee

Adult & Kids Coach

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Kumanoikeala & Kilohana
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Marce Mayadag

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Emily Miller

Prevention Program Manager

Jared Miller

Keala Affiliate Manager

Chris Osborn

Early Intervention Program
Manager, HR Manager

Mark Parubrub

Adult Coach

Billy Quereto

Early Intervention Program
Co-Founder

Diana Quereto

Grant Manager

Julie Reinebold

Adult Coach

Destiny Rue

YEP Leader, Peer Recovery Mentor

Chaning Schofield

Adult & Kids Coach

Levi Silva

Youth Transportation Driver

Isaac Silva II

Peer Recovery Mentor,
Adult & Kids Coach

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Marketing & Communications
Director, Adult & Kids Coach

Casey Stamm

Adult Coach

Aaron Vea

Kids Coach

Kilinoe Ventura

Kids Coach

Eden Whaley

Peer Recovery Mentor

Tasha Yamamoto

Adult & Kids Coach



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LOOKING AHEAD



PI'IKOI YOUTH CENTER IN LIHUE

In February 2026, we closed our Lihue Fitness Center. While this marked the end of an important chapter, it also led to an exciting opportunity. Keala has been selected to operate the future Pi'ikoi Youth Center, creating a place for fitness, mentorship, and community programming for Kaua'i's youth and families. We look forward to welcoming the community into this new space in the years ahead.

SAVE THE DATE FOR THE 2026 TRAIL RUN

The Ultimate Hawaiian Trail Run returns Saturday, **August 1, 2026**, at the Omao Track on Kaua'i, with kids racing free as always. We're moving to an earlier summer date, introducing Kama'āina pricing, including the Sunday Luau with race registration, and offering our lowest race pricing in years to make the event more accessible.



GET INVOLVED

Donate

Every dollar helps keep our programs free for the kids and families who need them most.

Volunteer

Join us in the trenches and help create safe, supportive spaces for Kaua'i's youth.

Participate

Start your own fitness journey at a Keala Affiliate Gym or take part in Keala events across the island.



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Kamaoanaka
Jee
Laney
LULU
BEGAN
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Sarah
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