A Message from the Friends of the Waikīkī Aquarium

Aloha Friends,

As we welcome 2020, we also take a moment to reflect on how grateful we are for the ongoing support of our loyal Friends of the Waikīkī Aquarium (FOWA) members. As a 501(c)(3) organization, we rely on the generosity of you–our friends, family, community members, and corporate partners–to support the Aquarium in our shared mission to inspire and promote understanding, appreciation, and conservation of Pacific marine life.

While our organization is grounded in our support of the Waikīkī Aquarium and its exhibits, programs and activities, it's important to note the distinctions between FOWA and the Aquarium. Founded in 1904, the Waikīkī Aquarium is the official aquarium of the State of Hawai'i administered by the University of Hawai'i since 1919. As a separate non-profit entity officially incorporated in 1995, FOWA is the membership organization of the Waikīkī Aquarium made up of like-minded individuals, groups and businesses who are interested in Hawai'i's marine life. While we both work collaboratively and in partnership toward the same goals, we are nonetheless two separate organizations managed by different leaders.

In light of this distinction, both of our organizations have gone through some restructuring of operations over the last few years, which has had an impact on FOWA's finances. As of December 2017, FOWA's oversight of the Gift Shop and photo booth was shifted to the Waikīkī Aquarium, meaning we are no longer able to count on those revenues. You'll see this reflected in our financials. Starting in 2020, one-half of our membership revenues will go directly into the Aquarium's operating fund. External policy changes have also resulted in FOWA spending more on activities traditionally supported by Aquarium staff.

Given these recent changes, you'll see we're currently operating at a deficit, but rest assured we remain committed to providing financial support to the Aquarium. Our focus this year will shift more to fundraising while also ensuring our members continue to enjoy the benefits of membership.

Amidst these changing times, we sincerely thank you for your ongoing support of FOWA. Although FOWA and the Waikīkī Aquarium operate as separate entities, we are nonetheless united by a shared mission, standing firm in our conviction that now more than ever, we must work together to protect and preserve Hawai'i's marine life for future generations.

Sincerely,



Chris Cole Co-Chair, Friends of the Waikīkī Aquarium Board of Directors

Dirk Yoshizawa Co-Chair, Friends of the Waikīkī Aquarium Board of Directors

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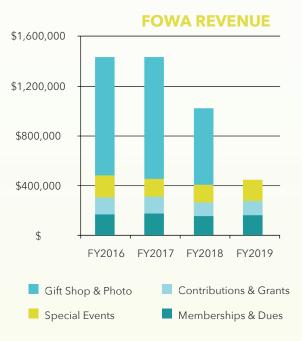
Dave White Punahou School (retired)

Looking Back

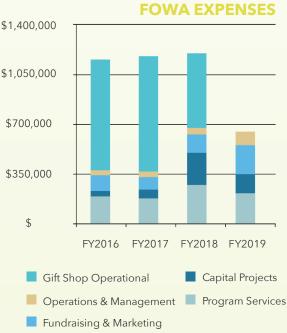
It has been some time since we have shared our financial overview, so we are including our figures over the last four years. You'll see that revenue garnered from Membership, Contributions and Special events remained relatively steady throughout the years. In January 2018, please note that the operations of the Gift Shop transferred from FOWA to the management of the Aquarium, who is now responsible for expenses and oversight and directly receives the profits (FY 2018 includes six months of Gift Shop operations under FOWA).

In FY 2019, you'll see an increase in Operations and General Management due to the assumption of essential functions including accounting, storage, IT, and the hiring of an executive director for the day-to-day operations and long-term planning of FOWA. You'll also see a significant increase in Fundraising expenses due to higher event costs and the re-allocation of PR and marketing services under this category. Lastly, note that funding for Capital Projects and Program Services increased starting in FY 2018 to better support the Aquarium.

Revenue	FY2016	FY2017	FY2018	FY2019
Membership Dues	\$167,243	\$177,273	\$152,398	\$159,336
Contributions & Grants	\$138,333	\$136,155	\$108,599	\$115,639
Special Events	\$177,814	\$141,935	\$145,093	\$171,617
Gift Shop & Photos	\$948,252	\$982,415	\$518,772*	\$ -
Total	\$1,431,642	\$1,437,778	\$1,024,862	\$446,592



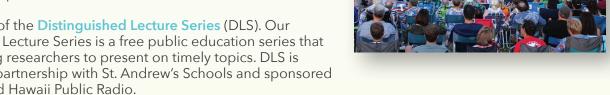
Expenses	FY2016	FY2017	FY2018	FY2019
Program Services	\$187,655	\$170,187	\$268,997	\$209,362
Capital Projects	\$41,844	\$60,968	\$222,304	\$136,703
Fundraising & Marketing	\$106,268	\$88,179	\$136,333	\$202,068
Operations & Management	\$34,123	\$45,704	\$43,160	\$100,433
Gift Shop Operational	\$790,384	\$818,990	\$533,319	\$-
Total	\$1,160,275	\$1,184,028	\$1,204,113	\$648,566



Our Work in 2019

This year, we sought new ways to show our members how grateful we are for their support. From our popular annual Members' Night to the unveiling of our new Living Reef Exhibit, we enjoyed a wonderful year of creating special memories with our valued FOWA members. Among the highlights:

- Opening of the Living Reef Exhibit, which was funded almost entirely by FOWA. Dedicated to the late Dr. Ruth Gates, the Living Reef Exhibit showcases the beauty and diversity of both soft and stony corals. It includes 12 wall tanks featuring representative coral species from throughout the South Pacific. The exhibit incorporates a highly advanced life support system that uses energy-efficient LED lights as well as the Aquarium's first water-to-water heat exchanger.
- Purchase and installation of shade umbrellas. The new umbrellas offer much-needed shade to our guests and for our hardworking volunteers who provide educational outreach at the Edge of the Reef and Monk Seal exhibits.
- Production of Ke Kani O Ke Kai, our popular summer concert series featuring live local entertainment under the stars. The 2019 lineup included some of Hawai'i's top performers, including Kalani Pe'a, George Kahumoku and Kawika Kahiapo, Josh Tatofi, Streetlight Cadence, and much more. We saw a significant increase in 2019 revenues year over year, in thanks to our generous sponsors and attendees.
- Continuation of the Distinguished Lecture Series (DLS). Our Distinguished Lecture Series is a free public education series that invites leading researchers to present on timely topics. DLS is presented in partnership with St. Andrew's Schools and sponsored by Matson and Hawaii Public Radio.



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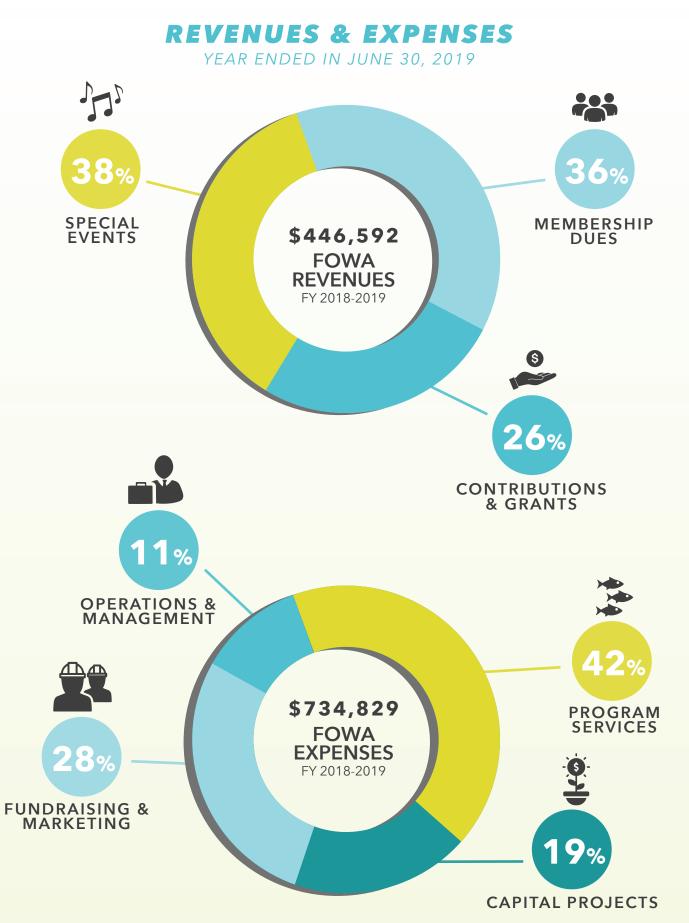
LIVING REEF

- Celebration of our members at Members' Night! The event included live entertainment, hands-on activities, and food for purchase. Mahalo to our Members' Night sponsors, as well as the over 170 people who joined us for the celebration! Members' Night is held annually in November, so visit www.fowaquarium.org for updates on the next event!
- FOWA Welcomes New Leadership: In the spring of 2019, FOWA welcomed Lee Higa-Okamoto as its new Executive Director, overseeing daily operations and strategic long-term planning of our organization. Membership Coordinator Tiff Wells also joined the team. He is responsible for processing new and renewing FOWA membership and for providing event support. We're proud of our hardworking team, and look forward to seeing what the year ahead brings for our organization.

Programming and Support for the Community

As the membership pillar of the Waikīkī Aquarium, the Friends of the Waikīkī Aquarium works hard to provide valuable programming, educational opportunities and support for Aquarium visitors and the wider Hawai'i community. Programs and services we spearheaded in 2019 include:

- Education: We received numerous donations and grants that allowed us to provide support to a variety of programs at the Aquarium. Examples are the Freeman Foundation and Marilyn & Steven Katzman grants, which support our Title I Schools Program that meets the needs of underserved communities by providing free docent-led tours, lunch, and transportation to and from the Aquarium.
- Volunteer Support: Many of the Aquarium's programs, classes and activities wouldn't be possible without the invaluable support of our dozens of hardworking, dedicated and passionate volunteers. In turn, FOWA proudly provides support for volunteers by funding numerous appreciation events-like the Ke Kani O Ke Kai Volunteer Appreciation party-and covering supplemental volunteer costs.



Looking to the Future

While we reflect on our successes and challenges over the past few years, we also look to the future with excitement and optimism. We look forward to the opportunity to work collaboratively with the Waikīkī Aquarium, the University of Hawai'i at Mānoa, the Hawai'i State Legislature, and the wider community to support the Aquarium, its mission, and programs. Future plans included capital campaigns and the funding of FOWA's master plan.

Although we've experienced a decline in revenues due to the transfer of the Gift Shop, FOWA remains committed to its support of the Aquarium. We humbly ask for your support so we can continue to sponsor programs and improvements for the Aquarium. Here are just a few ways you can support FOWA:

- Continue to renew your membership!
- Become a donor or a sponsor: You can make a donation to FOWA at any time, or you can become a sponsor of Members' Night, our website and publications, or other events and programs. Most sponsorships include donor recognition packages to promote your organization. For more info, contact execdir@fowaquarium.org.
- Give the gift of membership: When you purchase a Gift Membership, you can choose whether to have the Membership packet (including member I.D. cards and welcome information) sent directly to the recipient or sent to you for in-person gift giving. Gift memberships can also be personalized with a marine-themed "gift message" from you to the recipient.
- Huki Up! You can still round up your membership fee or make a donation to FOWA. When you decide to "huki up" at a value of \$25 or more, you'll receive a limited-edition FOWA dry bag.



Remembering Tim Guard

We recently lost a longtime board member and dear friend, Robert "Tim" Guard. A true Hawai'i waterman, highly decorated Navy veteran, and active community member, Tim was beloved by the local community, and will be dearly missed by his family, colleagues and friends.

Tim was born on June 1, 1940, in Honolulu. A talented surfer and paddler, he was introduced to the water by the late Duke Kahanamoku, with whom he took his first wave-riding lesson at Waikīkī Beach. He went on to win the Makaha Junior Amateur Surfing Contest and four Moloka'i Hoe Canoe Racing World Championships before being inducted into the Hawai'i Waterman Hall of Fame in 2017. After attending Punahou School and the University of Southern California, Tim joined the Navy and went on to serve in the Vietnam War, for which he received a Bronze Star, Navy Commendation, Navy Achievement medals and an RVN Legion of Merit.

Tim made numerous, invaluable contributions to FOWA since joining the Board in 2013. In fact, he was the brilliant mind behind our ongoing Distinguished Lecture Series! On behalf of the entire FOWA community, we offer our deepest condolences to Tim's entire family. Tim will forever be remembered as a lifelong friend and member of the Waikīkī Aquarium 'ohana.



photo credit: Donna Ho

NEW & RENEWING MEMBERS

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