



Executive Director's Report

174th Annual Meeting of the Hawaiian Mission Children's Society

April 25, 2026

Aloha mai kākou,

I would like to start with a special recognition, of something new and special this year. We ran our very first Artwork Design Contest for the Hawaiian Mission Children's Society Annual Meeting, and I am thrilled to announce that the winning design — the official artwork for this 174th Annual Meeting — was created by Emily Alden Black, a descendant of the Alexander, Baldwin, Bishop, and Bond missionary families. Emily's stunning piece features a ship in a bottle (the brig Thaddeus), a nod to the voyaging heritage at the heart of our mission, alongside a compass, symbolizing the navigation and direction that guide us forward. Mahalo to Emily, and to everyone who participated. We look forward to continuing this tradition in years to come.

We are also proud to share that Hawaiian Mission Houses Historic Site and Archives has been included in the National Society of the Colonial Dames of America (NSCDA) "Great American Treasures: Women Preserving History Since 1891" publication. It is a prestigious collection of more than 75 historic sites across the nation that epitomize the nation's material culture, featuring an array of buildings that speak to the diversity of traditions, people, and architecture spanning the sixteenth to the twentieth centuries. Get your copy from our Hale Ku'ai (Gift Shop) today! Proceeds from the sale help to support our programs and operations.

1. Administrative Report

a. Staff Acknowledgements & Updates

Mahalo to our "Veterans" (w/ years in service):

Mike Smola (18)

Susan Pelfrey (11*)

Duane Enck (4)

Ipo Santos-Bear (4)

Kyle Hart (2)

Congratulations to our "Rookies" on their initial year with HMH

Morgan Cassens (Collections & Archives)

Ryker Lammers (Accounting)

Matt McConnell (School Programs & Volunteers)

Amy Schwab (Communications & Marketing)

Ke'alahilani Wong (Guest Experience & Retail)

And we're excited to welcome our wonderful new team members:

Petra Christian (Housekeeper)

Jocelyne Twigg-Smith (Advancement & Member Relations)

b. Financial Overview

We have made incremental improvements but need to put more effort into cultivating and stewarding relationships with our society & museum members, community partners, Foundations & Philanthropic institutions. We need the community's help, now more than ever!

Snapshot of 2025

- Positive trends – direct contributions, grants, History Theatre, and our Hale Ku'ai! Although we only saw modest growth of 11% from 2024 to 2025, 2026 is off to a HOT start with over 76% increase compared to the first quarter of last year!
- Primary focus for 2026 – increased memberships (and renewals), more success in grant writing (and grant winning!), more profitable fundraising, and reduced emergency expenses.

**See attached 2025 End-of-Year Statement of Income & Expenses, subject to an independent, external audit.*

2. Program Highlights – we continue to expand our reach into the community. This is in alignment with our Strategic Plan and critical for long-term success.

a. Tours, Special Events, & School Programs (from Director of Education Mike Smola and School Programs & Volunteer Coordinator Matt McConnell)

- *732 people attended CPT (Cemetery Pupu Theatre) in 2025 – a NEW RECORD with 6 out of 7 nights SOLD OUT!*
- *125 people attended Makawao CPT, with financial support already committed for the 2026 show in July!*
- *1,974 attendees for our regular and special tours*
- *200+ attendees to the Spring and Fall Mele programs last year – more than previous years*
- *48 vendors at the Annual Craft Fair with approximately 2,500 attendees*
- *4 History Theatre engagements in the community — with an attendance of 250+, including Nanakuli Public Library, Hawai'i Library Association Conference, and the United Church of Christ Judd Street (performances in early 2026)*
- *800+ people used our site for `Olelo Hawai'i classes, Lauhala Weavers, and various facility uses*
- *We served nearly 2,000 students, over 300 from Title 1 schools*
- *Altogether Tours and special programs brought in over \$121,000 in gross earned revenue, an increase of nearly 50% from the previous year.*

b. Library & Archives (from Head Librarian & Archivist Kyle Hart)

The Hawaiian Mission Houses Library and Archives focused on stabilizing departmental operations, supporting consistent researcher access, advancing digitization and collections work, and strengthening preservation monitoring this past year. Researcher use of the Reading Room and total research hours remained relatively consistent. Average visit length exceeded two hours, indicating sustained, in-depth engagement with library and archival collections. Research activity included genealogical research, academic scholarship, community-based inquiry, and publication-related work.

Financial activity during 2025 reflected modest but steady revenue generation, reflective of efforts to monetize what internal processes we can (digitization services, reference requests, donations, auctions, and honoraria-related activity).

Digitization and collections work progressed substantially under the Fred Baldwin Foundation grant. Work on the Lahaina Restoration Foundation Notes collection stalled during Quarter 4 due to staff transition but digitization work on this collection has resumed presently in Quarter 1 of 2026.

Digital collections usage throughout 2025 demonstrated strong engagement across a wide range of materials. The most accessed digital resources included the digitized photography collections, newspapers and periodicals, The Friend, archival finding aids, missionary correspondence, Ali'i Letters, church records, journals, and the Micronesian Mission Collection. Usage patterns indicate sustained interest in both visual and textual materials and increasing reliance on finding aids to navigate archival holdings.

Reading Room Insights

Total Visits	Total Hours
44 (Q2)	104 (Q2)
41(Q3)	90 (Q3)
39 (Q4)	101 (Q4)
EOY Total: 124*	EOY Total: 295*

**data for Q1 not available*

Top 20 Digital Archive Pages Accessed in 2025

Page	Active Users
HMCSL Digitized Photography Collections	631
Newspapers and Periodicals Collections	572
The Friend (1843-1910)	555
Archival Collection Finding Aids	423
Missionary Letters Collection	296
Kaahumanu - Ali`i Letters	240
Micronesian Mission Collection	197
(HEA) Names File Collection	186
The Journal Collection	176
Church Records Collection	171
Panoplist & Missionary Magazine and Missionary Herald	166
Missionary Letters to A. B. C. F. M.	156
Kauikeaouli - Ali`i Letters	137
Beretane - Ali`i Letters	130
Haalilio - Ali`i Letters	125
Carte De Visite Photograph Collection	125
Liholiho - Ali`i Letters	125
Kaahumanu - Ali`i Letters - 1822.07 - to Kamamalu	124
Juliette Montague Cooke	112
Liliuokalani - Ali`i Letters	107

c. New Programs & Initiatives Taking Root

Kapa Kuiki - The Story Behind the Stitch. Missionary wives introduced Hawaiian women to the patchwork quilt method and Hawaiian women embraced the new technique. With their own artistic sensibilities and connection to the natural world, they began adapting it into something distinctly their own. The Hawaiian quilt tradition that emerged from that exchange is one of the most beautiful expressions of the cultural convergence this organization exists to preserve and interpret. This workshop series, debuted in Oct 2025, honors that living tradition. The brainchild of our very own Ke‘alohilani Wong in partnership with Native Hawaiian and kapa quilt appliqué designer Puamana Crabbe, it was featured in a live television segment on Hawaii News Now’s Sunrise Weekends driving more than fifty people onto our waitlist.

Our Premiere Digital Exhibit: “Roots and Resonance” - This immersive, interactive experience traces one of the most enduring exchanges between the missionaries and Native Hawaiians: music. From Humehume playing a church bass aboard the Thaddeus in April 1820, through the written hymnals of the 1830s, the contributions of Nā Lani ‘Ehā, and the golden age of the Royal Hawaiian Band under Henry Berger, visitors will engage with archival images, historical objects, and audio and video recordings drawn from our world-class collections. This is the first step in a larger vision as we hope to expand digital interpretation across our five major themes: religion, music, literacy and education, the practice of medicine, and the promulgation of a constitutional monarchy. This initiative is made possible by a Great American Treasures grant from the NSCDA and a generous matching contribution from the Hunnewell Education Fund. This first-ever digital exhibit for HMH is scheduled to be unveiled in late 2026/early 2027. Read more about it on the front page in the upcoming Spring 2026 Maile Wreath newsletter.

A significant part of this forward momentum stems from the progress we have made this year in raising HMH’s public profile. Many thanks to Amy Schwab in vastly improving our communications and marketing materials, growing our base of supporters, and increasing the number of social media followers. This has meaningfully expanded the number of people who encounter our programs, our collections, and our stories in their daily feeds.

3. Programs and Upcoming Events – JOIN US!

May 9 – Spring Mele Program (Kikilo ke Kapu: The Preservation of Kapu Places)

Our Mele Program continues to stand apart as one of the most culturally significant offerings we produce, with significant support provided by the Hawai‘i Tourism Authority through the Kūkulu Ola program.

June 11, 12, 13, & 18, 19, 20 - O‘ahu Cemetery Pupu Theatre

July 18, 19 - Makawao Cemetery Theatre

This year’s production (Caring for our Community) marks the 15th anniversary of one of Hawai‘i’s most distinctive living history events. Co-sponsored with the O‘ahu

Cemetery Association and Makawao Cemetery, the program has earned more than 15 Po'okela Awards from the Hawai'i State Theatre Council since its debut in 2011.

September 12 - Huaka'i Annual Fundraising Gala at the Royal Hawaiian (Huaka'i I Nā Hōkū)

October 14 – Fall Mele Program

November 7 - 'Ohana Day Open House

November 28 - 55th Annual Holiday Craft Fair

December 5 - Holiday City Lights Family Evening

4. Strategic Plan for 2026-2030

We are working to finalize the details of our new strategic plan to facilitate organizational growth, community engagement, and financial sustainability through the next five years. The plan maintains our core mission and vision statements, main themes, and organizational values while providing clearer pathways, measurable outcomes, and integrated strategies across three interconnected focus areas.

Mahalo nui loa to our Board of Trustees, our staff, our volunteers, and to each of you for your steadfast support. This Society's strength has always been its people. I look forward to the work ahead of us together.

A hui hou,

Phil Acosta, Executive Director

Hawaiian Mission Houses Historic Site and Archives

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HAWAIIAN MISSION HOUSES HISTORIC SITE & ARCHIVES

HUAKA'I I NĀ HŌKŪ
Navigating our Future Together

ANNUAL FUNDRAISING GALA

SEPTEMBER 12
ROYAL HAWAIIAN HOTEL

SAVE THE DATE

The poster features a dark blue background with a gold compass rose logo on the left. The logo contains a white house icon and the text 'HAWAIIAN MISSION HOUSES HISTORIC SITE & ARCHIVES'. A gold banner in the top right corner reads 'SAVE THE DATE'. Two gold starburst graphics are positioned on the right side of the poster.

Hawaiian Mission Houses Historic Site and Archives
Statement of Income & Expenses vs Prior Year
January through December 2025

	Jan - Dec 25	Jan - Dec 24	\$ Change	% Change
Ordinary Income/Expense				
Income				
Total 4000 · Direct Contributions	615,265.74	335,317.48	279,948.26	83.49%
Total 4100 · In-Kind Donations	125.00	0.00	125.00	100.0%
Total 4200 · Grants & Donation- Unrestricted	14,452.00	7,300.00	7,152.00	97.97%
Total 4300 · Grants & Donations- Restricted	127,329.48	113,405.10	13,924.38	12.28%
Total 4400 · Library Income	2,474.01	215.00	2,259.01	1,050.7%
Total 4500 · Revenue School Programs & Tours	44,993.10	41,818.00	3,175.10	7.59%
Total 4600 · Spcl Events & Pub Program Rev	178,618.31	182,723.51	-4,105.20	-2.25%
Total 4700 · Revenue from Site Use	58,477.04	58,338.91	138.13	0.24%
Total 4800 · Retail Operations Revenue	30,915.62	27,815.01	3,100.61	11.15%
Total Income	1,073,165.24	766,933.01	306,232.23	39.93%
Total COGS (Cost of Goods Sold)	17,779.16	14,990.18	2,788.98	18.61%
Gross Profit	1,055,386.08	751,942.83	303,443.25	40.36%
Expense				
Total 5100 · Salaries & Benefits	905,133.21	729,530.88	175,602.33	24.07%
Total 5200 · Advertising, Mkting & Promotion	17,271.12	12,439.93	4,831.19	38.84%
Total 5300 · Office Expense	67,570.49	103,763.68	-36,193.19	-34.88%
Total 5500 · Taxes	11,703.46	11,938.41	-234.95	-1.97%
Total 5600 · Bank, Merchant & Other Fees	20,636.30	12,601.25	8,035.05	63.76%
Total 5700 · Insurance Expense	62,816.24	49,856.59	12,959.65	25.99%
Total 5800 · Utilities	74,083.66	61,146.07	12,937.59	21.16%
Total 5900 · Other Controllable Expenses	1,225.72	0.00	1,225.72	100.0%
Total 6000 · Site Expenses	105,021.76	47,238.65	57,783.11	122.32%
Total 7100 · Rent	17,665.71	21,153.36	-3,487.65	-16.49%
Total 8500 · School Programs & Tours Expense	2,811.97	2,668.69	143.28	5.37%
Total 8600 · Spcl Events & Pub Programs Exp	93,008.59	90,488.81	2,519.78	2.79%
Total 8900 · Special Projects Expenses	1,203.88	9,225.26	-8,021.38	-86.95%
Total Expense	1,516,246.70	1,260,567.12	255,679.58	20.28%
Net Ordinary Income	-460,860.62	-508,624.29	47,763.67	9.39%
Other Income				
9000 · Other Income				
Total 9100 · Investments Activity	429,961.50	455,736.14	-25,774.64	-5.66%
Total 9000 · Other Income	429,961.50	455,736.14	-25,774.64	-5.66%
Net Income	-30,899.12	-52,888.15	21,989.03	41.58%