



ala kukui

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H Ā N A , M A U I

TRUE *to* PLACE

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*Welina Mai Ke Aloha* E NĀ MAKAMAKA,

As native people of this land we are shaped by our environment and thus inspired by its teachings. Our logo tells this story in the purest form. ‘Ohe kāpala or bamboo stamping, a traditional Hawaiian art form, is employed to show how nature can graphically and symbolically embody the vision and mission of our organization. The circular shaped hā‘uke‘uke is an edible sea urchin that lives and thrives in collective communities on the rocks where the nutrient rich ocean meets the shore. The kukui, or the candlenut tree, bears triangular leaves and round nuts containing oily kernels which were used for light in ancient times and consequently a symbol of enlightenment. With representation from mauka to makai, Ala Kukui is an organization that promotes reciprocal relationships; like the ones between sea urchin and ocean, tree and forest environment, man and nature, new comer and foreign place — this acknowledgement and practice gives way to balance, strength and health.

Ala Kukui is a non-profit community-based organization that believes in restoring meaning and purpose in traditional Hawaiian practices that enhance community. This type of foundational restoration is done by cultivating empowering experiences through our workshops, programs and events for community and guests. We also strive to evolve Ala Kukui into a place of shared belonging where Hāna natives as well as visitors feel accepted and connected and through this we are able to build a larger community. With our heritage and lessons of the past guiding us forward the stories we tell and retell, listen to, ingest and digest enables the foundational growth of a sustainable community that lasts generations.

We are inextricably connected in body and spirit to this land and we humbly share with you this relationship. Come stay, connect, find balance and beauty and take with you a new found appreciation for the place you call home.

‘O wau iho me ka ha‘aha‘a,

Kau‘i Kanaka‘ole  
*Ala Kukui Executive Director*





01 *vision*



Ala Kukui elevates the  
traditional place-based  
practices that enhance  
our kaiāulu o Hāna and  
our lāhui Hawai‘i.

PHOTO: Keahi Lind shows his son the intricacies of the kāheka while ‘ohana (family) are cleaning freshly caught fish nearby. Always maka‘ala (be alert to) your surroundings. A puhi (eel) came to feed on the entrails of the fish being cleaned, Keahi showed his son how to safely grab the eel without harm.



02 *mission*





Ala Kukui creates *empowering experiences*,  
works to evolve into a *place of belonging*,  
inspires a *collective community*,  
connects through *storytelling*, and  
strives to grow a kulāiwi  
that is *sustainable for generations*.

PHOTO: *From the life-giving waters up mauka (mountain-ward) to the cleansing shores makai (ocean-ward) we strive to incorporate all that surround us.*



03 *mission pillars*



# empowering EXPERIENCES

*E lawe i ke a'o a mālama, a e 'oi mau ka na'auao  
He who takes his teachings and applies them  
increases his knowledge*



## EMPOWERING EXPERIENCES

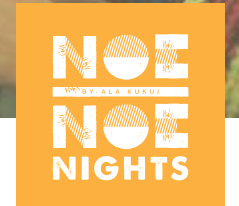
A balance of cultural grounding and forward movement of our people is what inspires our community programming. Ala Kukui also houses Hālau o Nakaulakuhikuhi, a hālau hula or traditional school of hula, taught by kumu Kau'i Kanaka'ole.



*Hāna Kū is a program that highlights the intimate generational knowledge of sustainable gathering from land and sea, bringing together Hāna's 'ohana (family) with some of Hawaii's most innovative chefs for an exchange of food, family and tradition.*



*Maka Kilo is a workshop series that invites practitioners in culture and healing to share their expertise and help further ideas and broaden understanding.*



*Noenoe Nights is a gathering place for women to celebrate the wisdom of our ancestors while reaffirming womens' roles in 'ohana and community.*



# PLACE OF *belonging*

*He ali'i ka 'āina; he kauwā ke kanaka  
The land is chief; man is its servant*

## PLACE OF BELONGING

*We are our environment.*

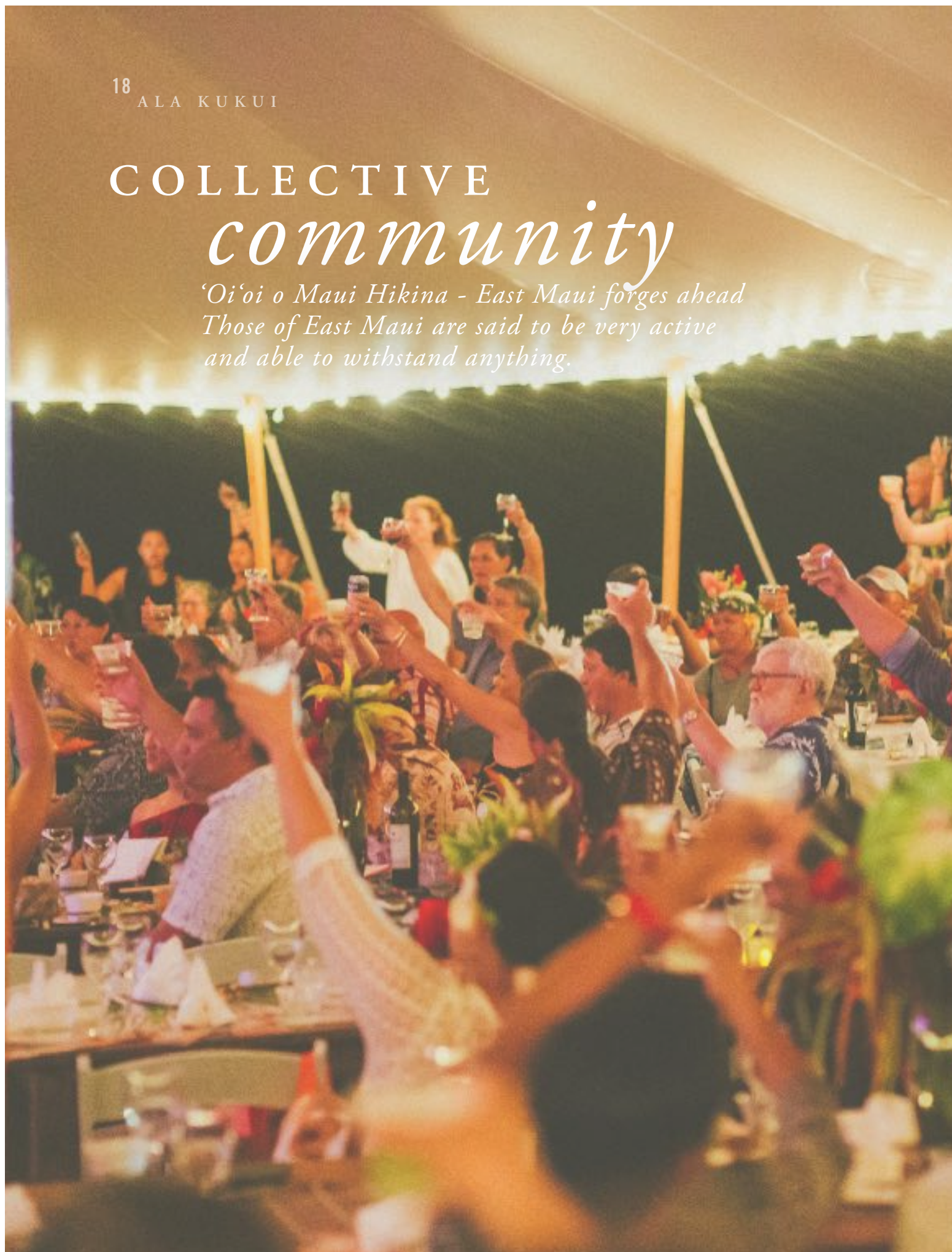
We honor place through the reciprocal relationship with 'āina (land) that we were taught by our kūpuna (ancestors). This model of “He ali'i ka 'āina; he kauwā ke kanaka” The land is chief; man is its servant, guides our stewardship of Ala Kukui — maintaining healthy, environmentally responsible practices that are also welcoming to all.





# COLLECTIVE *community*

*‘Oi‘oi o Maui Hikina - East Maui forges ahead  
Those of East Maui are said to be very active  
and able to withstand anything.*



## COLLECTIVE COMMUNITY

The health of our place and people  
is achieved through the way we  
mālama (care for) our family, friends,  
community, volunteers, donors and  
guests. These relationships give us  
purpose and we work to nurture each  
of them to create a collective that is  
bound by the common thread of aloha  
‘āina (love for this land).





# Storytelling

*Ka waihona o ka na'auao  
The repository of learning*



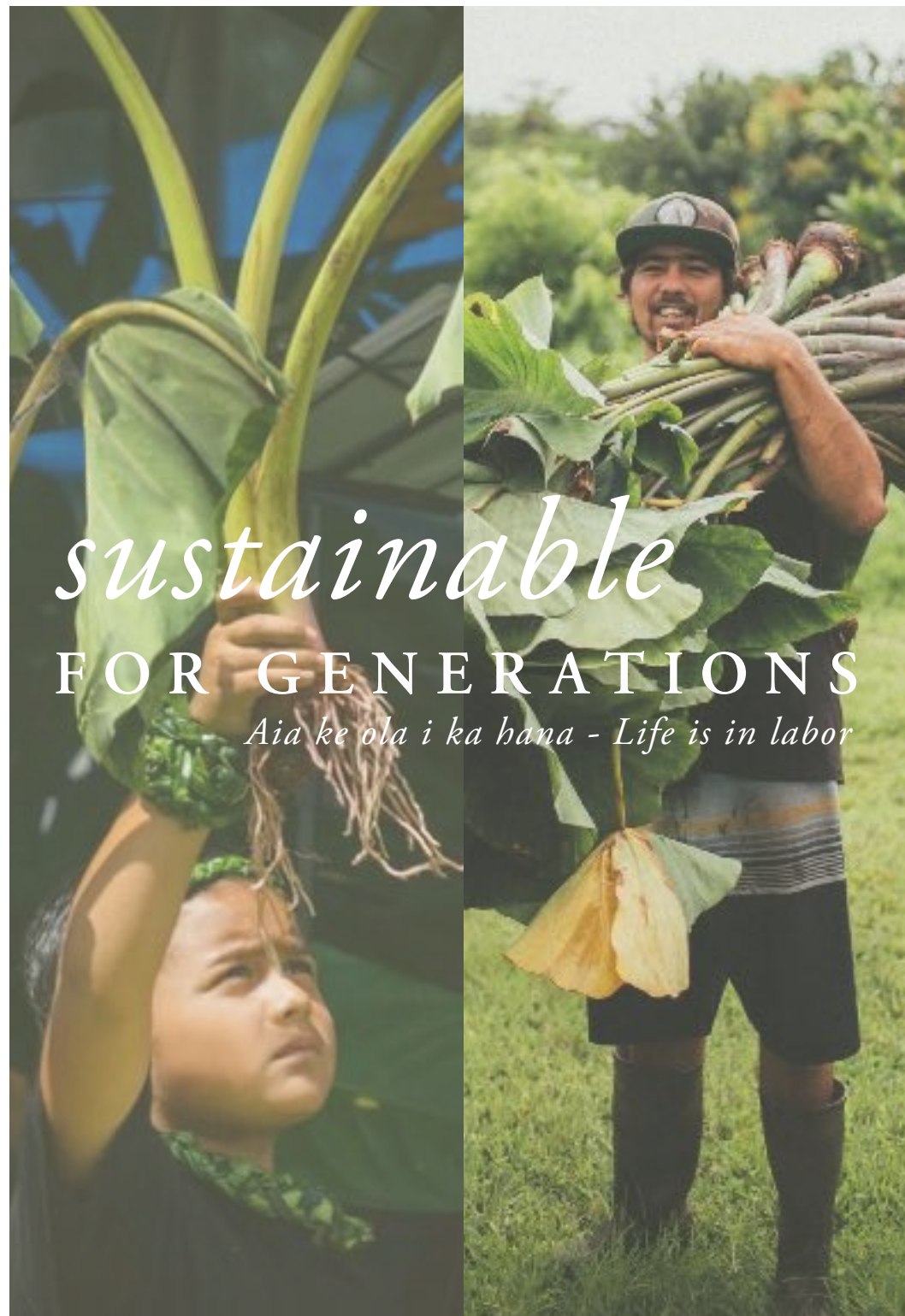
## STORYTELLING

*Oli, Ka'ao, Mo'olelo, & Kama'ilio  
Chant, Legend, Myth, & Conversation*

Everyone has a story to tell. Stories transcend barriers of place, age and generation. We value the richness that comes from our place-based histories, we continue to tell the story of the present, as well as enjoy the stories our guests share with us. These mo'olelo are timeless, as are their lessons of personal and collective growth.



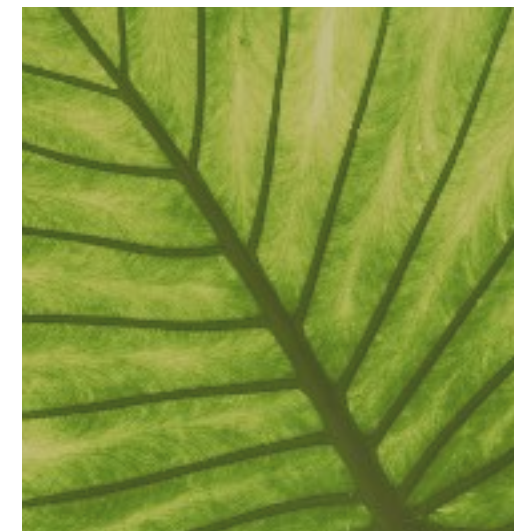




## SUSTAINABLE *for* GENERATIONS

HĀLOA | KALO | TARO  
*Physical and spiritual sustenance that  
continues to feed each generation.*

All of our endeavors strive to achieve  
  
this same kind of sustainability; our  
  
programs, events, workshops, retreats,  
  
hālau hula, interactions with guests  
  
and community all work towards  
  
sustaining generational growth  
  
and transformation.





04 *who we serve*



## OUR *community*

## OUR *guests*

### COMMUNITY | GUESTS

Ala Kukui serves a collective community comprised of beneficiaries like ‘ohana or family, hoaaloa or friends and kaiāulu or community. Only by feeding our own community spiritually, physically and mentally, are we able to embrace and share with others. This community work cultivates an inspiring space for our retreat guests to be able to conduct their own work.

*Corporate, Educational, Spiritual, Personal, Cultural —*

the space is teeming with opportunity to gather, share and grow.





OUR  
*promise*

HĀNA'S BEAUTY | CONNECTION | TRUTH

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Your experience at Ala Kukui will be coupled with the natural *beauty* that makes up our 12 acre property along with its well cared for retreat facilities.

The privacy of Ala Kukui's location leaves one open to *connect* to self, place and one another.

Being remote and unplugged from the world yet plugged into nature and self leads to discovery; and Hāna has a way of bringing *truth* to the forefront.

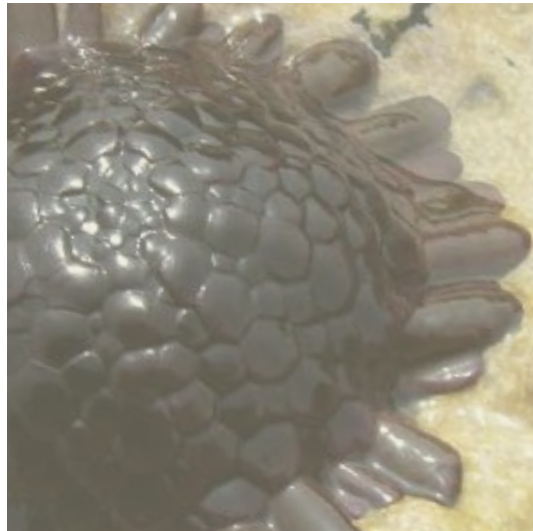




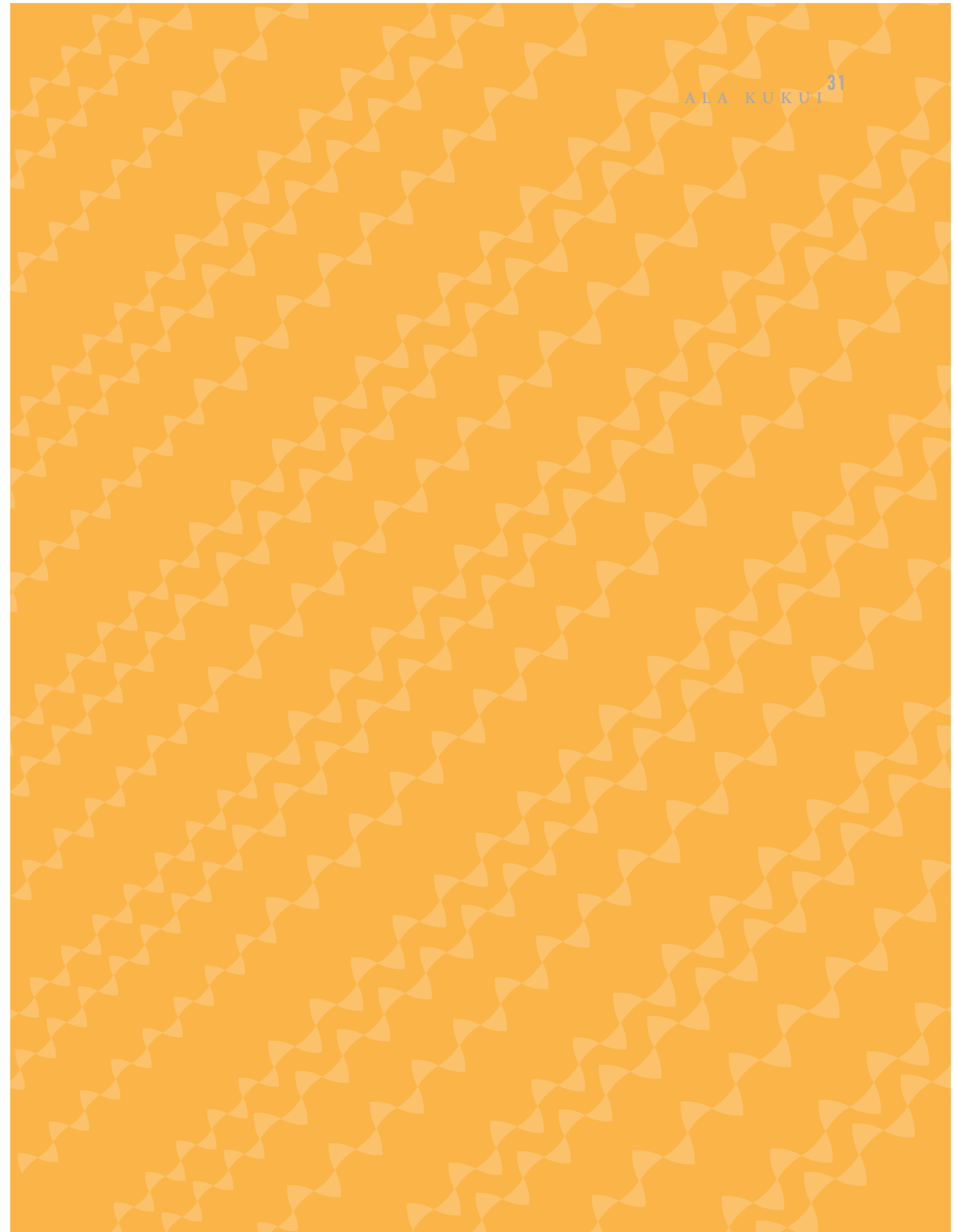
## OUR IDENTITY

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We are shaped by our environment,  
and inspired by its teachings.



Like the hā'uke'uke, we thrive in our community because  
of our healthy environment. As in nature, we envision a  
reciprocal relationship with our environment that  
radiates out and nourishes our community within.







*For more info on programs, events,  
or retreat bookings, please contact*

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