



2021

# ANNUAL REPORT

PREPARED BY CYNTHIA WHITE, EXECUTIVE DIRECTOR

## KIDS HURT TOO HAWAII

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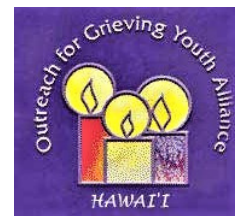
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## HISTORY

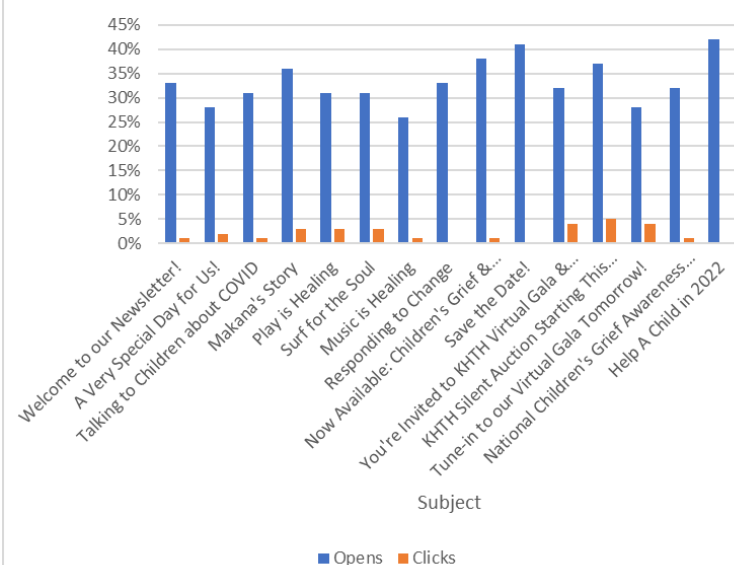


KHTH started on 2/14/2001 as a 501(c)(3) called Outreach for Grieving Youth Alliance. It was renamed by children in 2006 and listed as DBA Kids Hurt Too. Then Hawaii was added to the final legal IRS name in 2011. In 20 years, the organization supported thousands of children, trained more than 5,000 people in the state of Hawaii, and conducted over 50 crisis interventions.

Originally, an advisory council identified three needs in Hawaii in the following order of priorities, 1-education in children's grief and trauma, 2-support for families, and 3-crisis interventions after suicide or homicide. Support for families included peer support groups and mentoring activities. In the first five years, funds were raised primarily through training contracts with DHS, HDOE, Kamehameha Schools, and QLCC. Training was provided by Cynthia White, one of three founders and a specialist in children's grief and trauma. The organization operated out of founders, Hiro Ito and Ms. White's home and borrowed space to do peer groups in different locations around the island. Space was borrowed from QLCC in Nanakuli and Kaneohe, Easter Seals, and two churches. The toys and group supplies were loaded in and unloaded from the founders' truck. Initially, groups were only for loss from death with four meetings a month. Mentoring activities were held annually. In 2009, the organization moved into the Kukui Center, a tough time for fundraising since the U.S. entered a recession.

Today, the program also offers a workforce development program. The Hawaii Foster Youth Coalition was under the non-profit umbrella from 2009-2016, engaging thousands of foster youth. It transitioned to HI Rising that included a boutique as part of a workforce development project. The store was closed in 2020 due to the pandemic. The pandemic changed operations from in-person to online services. An annual gala moved to a virtual gala, decreasing fundraising capacity from \$60,000 to \$16,000. An increase in social media using Facebook, Instagram, YouTube, and an email newsletter engaged over 3000 people in just two years. We continue to wait for the pandemic to lift so we can return to planned in person services in February 2022.

'Opens', 'Clicks' by 'Subject'

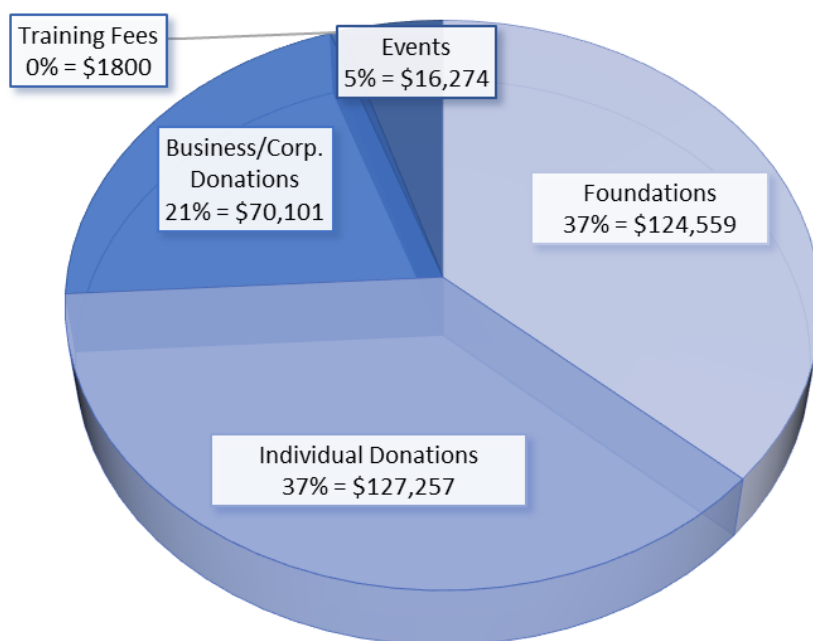


## SOCIAL MEDIA

Outcomes for the newsletter show engagement of 650 recipients. The industry standard compared to KHTH is 25% vs 33% for opens; 3% vs 2% for clicks. You can see how each newsletter performed in the chart. There are 1100 followers on Instagram and 1900 on Facebook. We are now able to conduct fundraisers on Facebook with Dennis Kim being the first to do it, raising \$1,061 since it began on December 25, 2021. Now anyone can do FB fundraising for KHTH. Funds go directly in the bank with no fees deducted. There are many videos about KHTH on Facebook and YouTube. Posts are weekly and newsletters are monthly.

## FINANCIALS

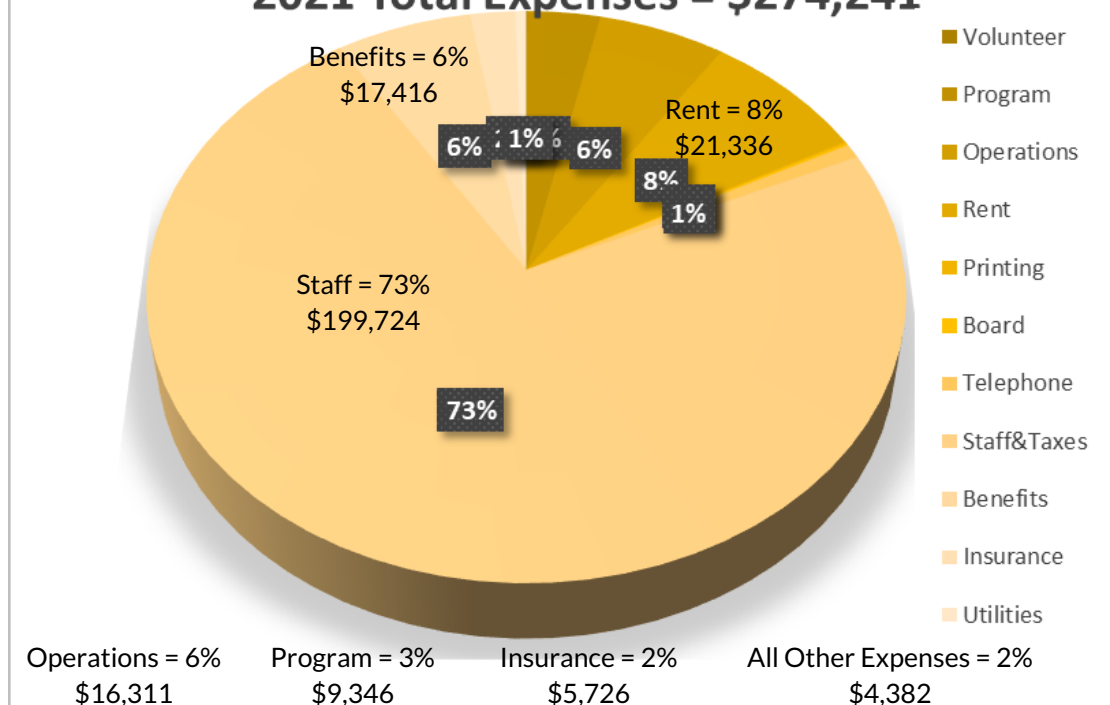
### 2021 TOTAL INCOME = \$339,991



**Income:** Individual donations and grants helped KHTH thru the pandemic. Grants provided funds for workforce development and children in care as well as operations. The virtual gala was supported by businesses, individuals, and in kind donations.

**Expenses:** Staff is the greatest expense and necessary to operate. The cost of rent was lower due to reducing our space. The biggest expenses for operations included bookkeeping services, equipment, office supplies, IT support, and marketing.

### 2021 Total Expenses = \$274,241



# 2021 Program Engagement

## PEER SUPPORT SERVICES

KHTH provided 185 groups with 75 in person and 109 online plus 1 hybrid group. 142 children from 70 families participated in services. KHTH held 31 mentoring activities. 100 children received donated backpacks and school supplies. 127 children received donated holiday gifts.

In 2021, KHTH began a collaboration with Nanaikai-pono Elementary School to offer support groups after school. Conducting school based groups and outreach to schools will be a focus in 2022, creating a 10 week curriculum that can be replicated in other schools. The first group will start March 7.



KHTH children receiving gifts from Santa

## TRAINING

Facilitator training was postponed 4 times. 2 new interns were trained using past recordings so they could start engaging families. They are under supervision at all times. There are 10 people waiting to be trained with the next training planned for spring 2022.

KHTH held a training for counselors at Nanaikai-pono Elementary School along with a presentation for all school personnel.



KHTH children making handprints for the butterfly



KHTH children being tutored before Judo lessons

## CRISIS INTERVENTION

6 interventions were done for families at no cost after deaths from suicide.

## WORKFORCE DEVELOPMENT

6 youth participated.



KHTH children receiving backpacks and school supplies



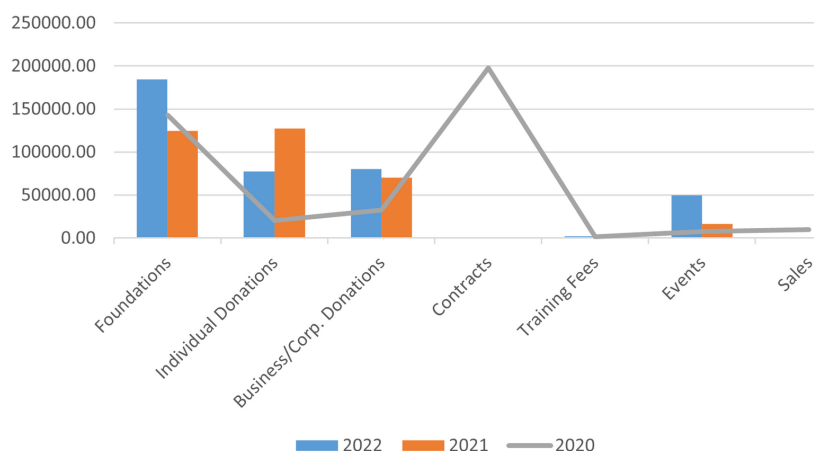
KHTH children receiving lessons on gardening from Dennis Kim

Mentoring programs include Surf for the Soul, teaching children to never give up; Poi for the Soul, teaching children to care for others; Seeds of Love, teaching children to engage in nature for healing; Cultural and Community Engagement, teaching children about different cultures and creating connections to other resources in the community like Judo lessons being taught to KHTH children for free and Na Kama Kai's lessons in ocean safety and sports.

KHTH is highly respected in the community with referrals coming from hospitals, therapists, teachers, school counselors, social workers, and word of mouth. Families see the benefits in their children as well as for themselves. KHTH has a long history of successful collaborations with numerous community organizations, working together to support families. A lot of in kind donations directly benefit children as well as operations.

# FINANCIAL OVERVIEW

## 3 Year Income Comparison



The upward trend in individual donations is the direction KHTH needs to go because it is more sustainable for nonprofits. Individual donations for 2021 were higher than projected in 2022 because of the estate gift of \$122,000. Donor engagement needs to keep rising.

A VOCA grant was just announced and KHTH will submit another proposal. But it is not in the budget at this time. Grants in the 2022 budget include received and projected.

Operations is higher in 2022 because it includes fund-raising expenses for an in person gala. The 2022 budget will have a slightly lower staff expense than in 2020 and much higher than in 2021 if the staff budget is approved. And, there was a small increase in medical benefits. Rent increased by \$81.63 per month.

## 3 Year Expenses Comparison

