**Core Values & Guiding Principles**

- Alu like mai kākou i ka hō'okāna i ko kākou mikonana. We work together, unified to accomplish our mission.
- Aloha Keahi I Keahi ‘Olu‘ulu a maika‘i kākou i nā kānaka a pau. We are kind and compassionate to all whose lives we touch.
- Pono Pauole E hana kāpō kākou i me ka ‘ai‘o‘o. We act with integrity and truthfulness.
- Kuleana E hō'oānā kākou i nā kuleana kākou hana. We carry out our individual and collective responsibilities.
- Kūia E hō‘okumu kākou i ka hana e piliana nā kuleana Hawai‘i me ka hō‘oku‘u. We take initiative and are resilient in advocating for Hawaiian rights.
- Pōokela E hana kākou me ka ‘ai‘o‘o a hōʻoma‘ikai ia lā kākou iho. We do our absolute best and continuously seek improvement.
- Hō’oma‘u E hō‘okāna kākou i ke ea o ka ‘ai‘o‘o nā mea e hōʻoulu māna, ka mōʻīlemeheua me ka pāhe ‘ī hawi‘i. Together, we preserve and perpetuate our culture, people, land and environment.

**Strategic Results**

**Value History and Culture**
- 85% of Hawai‘i residents appreciate and value Native Hawaiian history and culture.

**Participate in Cultural Activities**
- 51% of Native Hawaiians living in the State of Hawai‘i participating in cultural activities, including language, and who interact with the ‘āina for cultural, spiritual, religious and subsistence.

**Understand Need for Viable Land Base**
- 70% of all Hawai‘i residents understand and agree that a viable land base is necessary for the new Native Hawaiian governing entity.

**Achieve Pa‘a ‘aina Sustainability**
- Increasing the percent of Ka Pae ‘Ana O Hawai‘i managed to create economic value, preserve cultural and natural resources and historic properties, and/or provide cultural and social opportunities for Native Hawaiians in a sustainable and balanced manner.
  - By 2018, increasing from 12% to 15% the percent of ahupua’a that are managed sustainably

**Transfer Assets to Entity**
- Adoption by the Board of Trustees of a Transition Plan that includes the legal transfer of assets and other resources to the new Native Hawaiian governing entity.

**Improve Family Lifestyle Choices**
- Increasing the percent of Native Hawaiian families actively improving lifestyle choices by engaging in health programs and supportive family development practices by:
  - Decreasing the number of Native Hawaiians in State DOH Substance abuse treatment from 48% to 39% by 2018
  - Increasing the number of Native Hawaiian mothers receiving prenatal care in the first trimester from 81.4% to 83.6% by 2018

**Increase Family Income**
- Native Hawaiian median family income will equal 100% or greater than the Statewide median family income by 2018

**Build Stability in Housing**
- Increase the percent of Native Hawaiians who improve their capacity to own or rent a home by focusing on:
  - By 2018, decreasing from 55% to 50% the percent of Native Hawaiian renters who are paying more than the HUD standard housing cost (no more than 30% of household income)
  - By 2018, increasing Native Hawaiian owner-occupied housing from 56.62% to 58%

**Exceed Education Standards**
- Increase the percent of Native Hawaiian students who meet or exceed educational standards and who graduate from post-secondary institutions.
  - By 2018, increase the number of Native Hawaiian students:
    - exceeding READING standards from 55% to 67%
    - exceeding MATH standards from 32% to 45%
    - who earn post-secondary degrees or certificates in the UH-system by 12%

**Decrease Chronic Disease Rates**
- Reduce the rate of obesity among Native Hawaiian from 49.3% to 35% by 2018
  - Decrease the rate of cardiovascular disease among Native Hawaiian from 22% to 15% by 2018
  - Decrease the rate of diabetes among Native Hawaiian from 14% to 11% by 2018

**Ours Roles**

- **Advocacy**
  - In order to Achieve our Priorities and Strategic Results, we are focused on the roles of advocate, researcher, asset manager and community engager to improve conditions for all Native Hawaiians through systemic change.

- **Community Engagement**
  - Means creating two-way communication channels that share stories of our ‘āna and the goals of connecting OHA with Hawaiian communities and the general public and mobilizing communities for the betterment of our ‘āna.

- **Asset Manager**
  - Means fulfilling our sacred trust by analyzing opportunities, making critical decisions and maximizing the value of our portfolio and other investments.

- **Research**
  - Means creating two-way communication channels that share stories of our ‘āna and the goals of connecting OHA with Hawaiian communities and the general public and mobilizing communities for the betterment of our ‘āna.
MISSION
To mālama Hawai‘i’s people and environmental resources, and OHA’s assets, toward ensuring the perpetuation of the culture, the enhancement of lifestyle and the protection of entitlements of Native Hawaiians, while enabling the building of a strong and healthy Hawaiian people and nation, recognized nationally and internationally.

VISION
Ho‘oulu La¯hui Aloha To Raise a Beloved Nation OHA’s vision statement blends the thoughts and leadership of both King Kalākaua and his sister Queen Lili‘uokalani. Both faced tumultuous times as we do today, and met their challenges head on.

“Ho‘oulu Lāhui” was King Kalākaua’s motto Aloha expresses the high values of Queen Lili‘uokalani.

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