

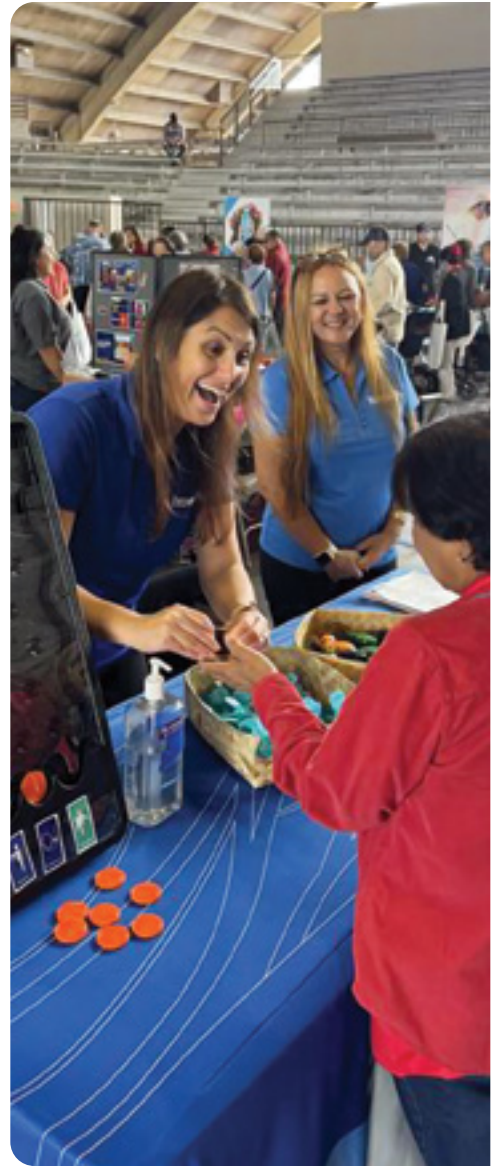


HMSA 2025 Community Impact Report

At HMSA, community is at the heart of everything we do. In 2025, we continued our commitment to Hawaii through volunteerism, partnerships, events, and investments that uplift health, education, and well-being across our islands.



An Independent Licensee of the Blue Cross and Blue Shield Association



Aloha

We're pleased to present HMSA's 2025 Community Impact Report, a reflection of our deep and enduring commitment to Hawaii. Nearly 90 years ago, HMSA was founded by social workers who recognized a need for quality, accessible care and took action for our community. That spirit of compassion and responsibility continues to guide us today.

As a local company and health organization committed to innovation and sustainability, we believe that supporting the health and well-being of Hawaii goes beyond health coverage. It means investing in our neighborhoods, partnering with nonprofits, empowering our employees to give back, and standing together to strengthen the place we call home.

This report celebrates the impact we've made together with our community partners and dedicated employees. Mahalo for being a part of this journey as we work to create a healthier Hawaii for generations to come.



Jenn Diesman
Senior Vice President
Government Policy and Advocacy



2025 Areas of focus

Access to care

Mental health &
youth causes

Rural health

Workforce
development

HMSA by the numbers

250+

Organizations supported by HMSA and HMSA Foundation through donations, events, community and benefit dinners, and other initiatives.

Corporate giving & HMSA Foundation



\$4.6M+
dollars invested.



\$22,000+
in-kind donations.



150+
nonprofits supported.



\$162,500+

2025 total donations to
Aloha United Way (AUW) from employees, retirees,
and HMSA corporate support.

HMSA has a long legacy of supporting Aloha United Way (AUW) through an annual corporate campaign, supporting AUW in carrying out their critical work as an essential partner to the community, individuals and families, and local nonprofits.



Seasonal gift collection:

During the 2025 holiday season, employees on Oahu and the Big Island collected **100+** gifts for families at Hilo Benioff Medical Center and Santa's Workshop at Kapi'olani Medical Center for Women & Children.

Time invested in our community

2,600+

volunteer hours.

\$100,000+

volunteer hours quantified in dollars.

200+

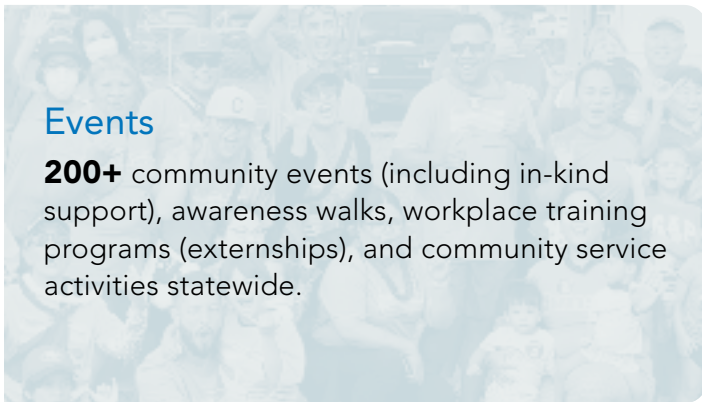
employees volunteered.

150+

organizations impacted by employee volunteerism.

50+

employees serve on a nonprofit or professional board.



Testimonials on our impact

Employee spotlight

“

As a volunteer at grassroots community events, giving back is important to me because every interaction has the potential to positively impact someone's health and well-being. Those connections, relationships, and networks formed through volunteering are truly invaluable. Aligned with our purpose of improving the lives of our members and the health of Hawaii, I hope to continue making a difference with each person I meet.

Janice De Rego

Manager, High-risk Pregnancy



“

I volunteer because I care deeply about my community. One of my favorite opportunities is mentoring high school students through the Chamber of Commerce Hawaii Young Professionals HI School Mentor Program, where I help them build leadership skills, strengthen communication, and set meaningful goals. Additionally, I was able to learn from inspiring local health care leaders through the Hawaii Young Healthcare Professionals leadership workshops. Being both a mentor and a mentee imparted lessons I'll carry throughout my career.

Elizabeth Kim

Transitions of Care Nurse



Partner spotlight



“HMSA has been an incredible partner and advocate for keiki throughout Hawaii. HMSA’s continued partnership with Hazel Health has brought evidence-based mental health care to thousands of youth across all islands in school and at home, ensuring that families have care where, when, and how often they need it. This care delivers meaningful clinical outcomes and impact. HMSA continues to step up for members, providers, and the community at every turn!”

Andrew Post

President, Hazel Health

Hui Partners: A model of community-centered support

HMSA Foundation is proud to introduce its 2025 Hui Partners – eight community-based organizations from across Hawaii selected for a five-year partnership to advance collective health and well-being. Deeply rooted in the communities they serve, these organizations address health equity and access through culturally grounded, innovative approaches that strengthen connection to people, place, and the land. Through unrestricted annual support, regular partner engagement, and shared learning across the cohort, the Foundation aims to uplift community-driven practices, stories, and solutions that reflect a holistic view of health.

The 2025 Hui Partners represent the second cohort of community-based organizations selected. The organizations include:

1. Hoa'Āina O Mākaha
2. Hui Mālama i ke Ala 'Ūlili
3. I Ola Lāhui
4. Kahumana
5. Kūkulu Kumuhana O Anahola
6. The Maui Farm
7. Nohona Health
8. Palama Settlement

These partners follow in the footsteps of the Foundation’s 2019 Hui Partners, a cohort of 10 organizations that helped establish and shape this community-centered model of philanthropy. Together, the Hui Partners and HMSA Foundation work to build a more resilient, equitable Hawaii and deepen understanding of the factors that shape long-term community well-being.

Hui Partner spotlight



“Kahumana has served the Waianae Coast for more than 50 years. We know, from the ground up, that health cannot be separated from housing, food security, or a sense of belonging.

Through our participation as an HMSA Foundation Hui Partner, Kahumana has found true partner organizations whose work intersects with ours in the areas of health equity, food access, and community resilience. These connections have strengthened our capacity to respond to community needs in a more coordinated and comprehensive way.

One of the most direct and meaningful outcomes of our participation in this hui has been the generosity extended to the Waianae community through donations of food. This contribution reached ohana on the Waianae Coast who face persistent food insecurity and whose access to nutritious food is not a given, but a daily challenge.”

Avary Maunakea

Executive Director, Kahumana

Investing in Hawaii's future leaders



In 2025, HMSA celebrated 20 years of the HMSA Kaimana Awards & Scholarship Program, recognizing Hawaii high school students and schools for all-around excellence and their commitment to well-being through achievements in academics, athletics, and community service. Aligned with the milestone year, 20 high school seniors received \$5,000 individual scholarships, and nine schools received \$1,500 awards each.



2025	All time
20 students awarded.	361 student scholars.
\$100,000 in scholarships.	\$1,353,500 in scholarships.
9 schools recognized.	180 school awards.
\$13,500 in school awards.	\$270,000 in school awards.
	\$1,623,500 in combined support for students and schools.



Community highlight: Maui Fitness Courts

HMSA was proud to sponsor two Fitness Courts on Maui that opened in July. The courts, at Keopuolani Regional Park and Kahului Community Center Park, were made possible through a partnership among the County of Maui, HMSA, and National Fitness Campaign (NFC).

Developed to expand convenient and equitable access to exercise, the Fitness Courts are free and open to the public. They allow users to use their own body weight for full-body workouts across seven exercise stations. A unique feature of the courts is the collaboration with Maui Public Art Corps to create meaningful art unique to each

location. Murals were completed by Maui artist Courtney Holland at Keopuolani Regional Park and Los Angeles-based artist James Dinh at Kahului Community Center Park.

"The opening of the new Fitness Courts in Central Maui marks a significant milestone for our community's commitment to health and wellness," said Mayor Richard Bissen. "Investing in fitness infrastructure promotes healthier lifestyles and fosters a stronger, more vibrant community. Mahalo to HMSA and NFC for bringing the Fitness Courts to Maui."



Mahalo

Thank you for reading about the community impact HMSA, HMSA Foundation, our employees, and partners made in 2025. We look forward to continuing to work with people and organizations to advance community health and make meaningful progress together. Learn more and get the latest updates at hmsafoundation.org and hmsa.com.



HMSA holds Native Hawaiian culture in high regard and aims to be respectful in our use of the Hawaiian language. In this report, Hawaiian diacritical marks are only used in the organization names that use them and not in place names.