

**KUMU HULA ASSOCIATION  
OF NORTHERN CALIFORNIA  
Corporate Guide 2024**



# Welina Me Ke Aloha!

Aloha! I'm Deanie Lum-Villiados, the President of **Kumu Hula Association of Northern California (KHA)**, a California **501(c)3** non-profit organization. Mahalo for your time to learn about us!

KHA was founded more than 40 years ago by my mother, **Ehulani Enoka Lum**, and my father, **Gordon Lum**, in Hayward, California. After moving from Waimānalo, O'ahu, my parents had a vision to preserve and promote the Hawaiian culture especially in the San Francisco Bay Area for Hawaiians and Hawaiians at heart.



Then they established two annual events: **the Iā 'Oe E Ka Lā Hula Competition & Festival** in 1981 and **the Hawaiian May Day Festival** in 1985. Both events were small, friendly events back in those days, but they have been growing bigger and bigger every year and now we have more than 10,000 attendees from all over the world at each event.

As a non-profit organization, we experienced unprecedented financial difficulties due to the COVID-19 pandemic. However, we have decided to resume our activities slowly from FY2022 in order to contribute to unite the community again. We truly appreciate your kind support and hope to see you at our events!

Me Ke Aloha Pumehana,  
**Deanie Lum-Villiados**  
President and Chairwoman

# *Kumu Hula Association of Northern California*

California 501(c)3 Non-Profit Organization (ID#94-3019368 )

## **History**

- 1969 Lum Family moved to Hayward from Waimanālo, O‘ahu
- 1978 Founded by beloved aunty Ehu and uncle Gordon for Hawaiians and Hawaiians at heart in the SF Bay Area
- 1981 1<sup>st</sup> Iā ‘Oe E Ka Lā Hula Competition & Festival
- 1984 Incorporated as a California Non-Profit Organization
- 1985 1<sup>st</sup> Hawaiian May Day Festival by KHA \*
- 1989 Obtained 501(c)4 status
- 1991 Aunty Ehu passed away. Honoring her significant contribution to the Bay Area community, the City of Hayward named April 20<sup>th</sup> “Ehulani Day”.
- 2007 Aunty Ehu and uncle Gordon’s daughter, “Deanie” Lum-Villiados became President.
- 2008 Uncle Gordon passed away.
- 2019 Converted into 501(c)3 status

\* The Hawaiian May Day Festival was originally started by another group in 70s. KHA took it over in compliance with the group’s request in 1985.



## **Mission**

- ❖ To not only revive hula, but to preserve and advance the music, dance, and culture of Hawai‘i through programs and activities that educate and enable the public to experience the music, dance, art, history and folklore of Hawai‘i.
- ❖ To make aunty Ehu and uncle Gordon’s dream, which is to create a “Home away from Home” for Hawaiians and Hawaiians at heart in Northern California, come true.

## **Vision**

- ❖ To own a land to build and manage a cultural center which will share the association’s rich resources and to let Hawaiians and Hawaiians at heart use the land for their educational purposes.
- ❖ To create loan, grant, scholarship and other similar programs to enable those who are connected to or have an abiding interest in Hawaiian culture, including Kumu Hula and their students, children of Hawaiians and Hawaiians, to study all facets of Hawaiian culture, including language, art, dance and music.

## **FY2024 Goal**

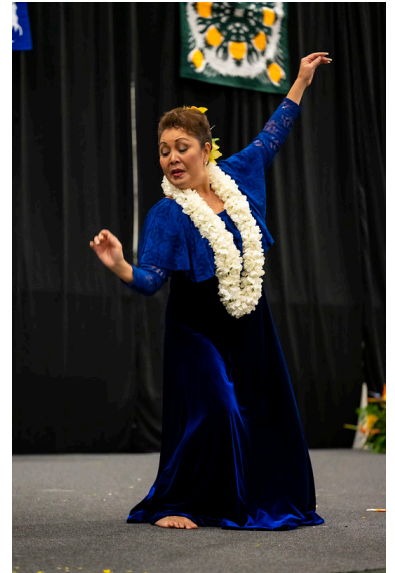
- ❖ Responding to many needs, we are committed to restore the vibrancy of our corporate activities to pre-pandemic standard and further expand our contribution to the community.





# Hawaiian May Day Festival

- First held in 1985 by Kumu Hula Association of Northern California after taking over the event from another Hawaiian group, HUI Aloha, with their request.
- Annually held on Mother's Day weekend.
- Contributes to the wide Hawaiian community by providing a “home away from home” experience and celebrates Mother's Day through Hawaiian and Polynesian culture.
- Currently among the largest cultural festivals in the San Francisco Bay Area.
- Used to be a two-day, admission-charged event with annually over 10,000 attendees, however, it transformed into a one-day street event free to public since 2022, aiming to contribute more to local communities.
- Mass advertisement on Billboard, SF Chronicles, Facebook, Instagram, and other community websites, free papers and magazines in U.S. and Japan.





# Iā 'Oe E Ka Lā

## Hula Competition & Festival

- First held in 1981 as a small friendly event by aunty Ehu and uncle Gordon, their 'ohana and friends.
- Supported by members of the U.S. Senate, the U.S. House of Representatives, the Governor of the State of Hawai'i, the Mayor of Honolulu, as well as the Executive Director of Iolani Palace.
- The first competition to include Hawaiian language as part of the competition evaluation.
- The oldest hula competition held outside of the State of Hawai'i.
- Celebrate King David Kalākaua's legacy through hula, authentic food, arts and crafts, various entertainments and cultural workshops.
- Three-day event with over 10,000 attendees every year.
- Mass advertisement on Billboard, SF Chronicles, Facebook, Instagram, and other community websites, free papers and magazines in U.S. and Japan.



# **Kaulana Na Pua O Hawaii / Ehulani's Otea**

- Formed by beloved aunty Ehu in 1970s in Hayward.
- Aunty Ehu's oldest daughter, aunty Deanie, who is the President of Kumu Hula Association of Northern California is leading the hālau together with her daughters, Tenise Lum-DeLeon and Jade Villiados-Payendazadah, currently.
- Approximately 100 keiki, wahine and kāne dancers are dancing for the hālau.
- As a huge family, students and their families are the biggest volunteers for Iā 'Oe E Ka Lā Hula Competition and Festival and Hawaiian May Day Festival.
- With the request and invitation, Kaulana Na Pua O Hawaii performs at various Hawaiian/Polynesian events including official games of the Oakland Athletics and Golden State Warriors as well as community and family events.





# OUR SUPPORTERS OF FY2023

Our supporters, including sponsors and donors, make our missions possible. We are truly grateful for their generous support and commitment to Hawaiian culture and people through KHA.



# *We appreciate your support!*

As a non-profit organization, we appreciate any kind of your help to make our mission come true! Followings are how you can help us:

❖ **Donate Financial Support in any amount from our website**

We, Kumu Hula Association of Northern California, are a California 501(c)3 non-profit organization (ID#94-3019368). Your donations is 100% tax deductible. Your support will help us keep running our events for the community, establish scholarship program to provide opportunities for next generations, and build a cultural center which was aunty Ehu's biggest dream.



❖ **Donate Prizes for the raffle drawing of our events**

At our events, we sell raffle tickets as a part of fundraising. We would appreciate your donations of items for the raffle prizes.

❖ **Make In-kind Donations to support events (t-shirt printing, bottled water, etc.)**

Our events are Home away from Home for Hawaiians and Hawaiians at heart. It is our mission to securely provide such an important environment to our people. Your in-kind donations will not only enrich our events, but also greatly help us keep running our events every year.

In addition to above, we offer various sponsorship opportunities for each events. The sponsorship packages include lots of benefits as our gratitude. If you are interested in becoming our event sponsors, please contact [kumuhulaassociation@gmail.com](mailto:kumuhulaassociation@gmail.com) for more information.





# Corporate Profile

## Overview

(As of April 1, 2024)

Organization Name | Kumu Hula Association of Northern California (“KHA”)

Organization Type | California 501(c)3 non-profit (ID# 94-3019368)

Office | 25779 Booker Way, Hayward, CA 94544

Email | [kumuhulaassociation@gmail.com](mailto:kumuhulaassociation@gmail.com)

Website | <https://www.kumuhulaassociation.com/>

## Our Leaders

(As of April 1, 2024)

Deanie Lum-Villiados | President & CEO, Chairwoman

Frances Sagapolu | Vice President, Director

Jade Villiados-Payenzadah | Co-Treasurer & CFO, Director

Ingrid Garlasa | Co-Treasurer, Director

Irene Villagomez | Co-Treasurer, Director

Tenise Lum-DeLeon | Director

Leilani Behic-Roman | Director

Rachel Sagapolu | Director

Daniel Escobar | IT Manager

Brandon Villiados | Assistant IT Manager, Director

Noriko Karube-Inouye | Secretary



“Kumu Hula Association of Northern California Corporate Guide 2024”  
Edited and issued by Kumu Hula Association of Northern California  
Issued on April 1, 2024