

**Attachment B**

**Affirmative Marketing**

**Maui Oluwahi Homes, Inc.**

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### **Affirmative Marketing**

This development, along with other services and benefits (like child care, wellness, etc.) provided in this development will be affirmatively marketed broadly throughout Maui to all potential racial and social groups. Specifically, outreach efforts will be conducted at the following community centers:

- 1). Filipino Community Center;
- 2). Senior Center in Paia;
- 3). Veteran's Center;
- 4). Kihei Community Center;
- 5). Wailuku Community Center;
- 6). Kula Community Center;
- 7). Hana Community Center;
- 8). Molokai Community Center;
- 9). Paia Community Center;
- 10). Haiku Community Center.

For people with limited English proficiency, advertising materials will include multiple languages; marketing on websites, social media channels, television, radio, and print media will ensure that as many targeted group are reached as possible to serve those groups.

A variety of churches will also be asked to help with marketing and outreach efforts. Especially churches that serve normally under-served communities like Pacific Islanders. The following is a list of charitable organizations that will be contacted to help marketing this development:

- 1). Aloha House;
- 2). Community Clinic of Maui;
- 3). Hale Kau Kau;
- 4). Ka Lima O Maui;
- 5). Malama Family Recovery Center;
- 6). Maui Youth and Family Service;
- 7). Kahale A Ke Ola Homeless Resource Center;
- 8). Salvation Army Homeless Program;
- 9). Women Helping Women;
- 10). Maui Economic Opportunity.

Maui Oluwahi Homes, Inc. is committed to develop an inclusive community with the best affirmative marketing efforts.