



# Breeani KOBAYASHI

This campaign began as an answer to a call from the people. Breeani has dedicated the last 15 years working to empower a safe and vibrant Hawai'i Island community, providing resources and care to any who could benefit, in her personal capacity as a business owner, then after recognizing greater need, as a nonprofit leader and scholarship founder.

Breeani's work, and now candidacy for mayor, have cumulatively been in pursuit of the belief that our island should be a place our people feel they can afford to stay; to raise their children and run their businesses - confident in their safety, and the healthcare, education, and opportunities available.

Breeani believes a leader's purpose is to serve the people, and the entrustment of that responsibility demands transparency, genuine engagement and communication with the communities they serve. She believes our government must reflect the priorities of the people, especially as we decide what progress will look like for the future of our county. Our best days are not behind us - our future can be brighter - our people deserve more.

## COMMUNITY LEADERSHIP

- Hui Kahu Malama  
*Vice President, 2023 - Present*  
*President, 2018 - 2023*
- Hawaii Island United Way  
*Chair, 2021 - Present*  
*Vice Chair, 2019 - 2021*  
*Secretary, 2018 - 2019*
- Big Island Substance Abuse Council  
*Board Member, 2023 - 2024*
- Catholic Charities Hawaii  
*Director, 2023 - 2024*
- Hawaii Rural Health Association  
*Hawaii Island Representative, 2023*

## AWARDS

Hawaii's Most Admired Leader 2023 | *Pacific Business News*  
Pineapple Award Recipient 2022 | *Pacific Business News*  
Most Remarkable Person 2019 | *First Hawaiian Bank*  
Lokahi Award 2018 | *Hawaii Youth National Guard*

## CONTACT

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## EDUCATION

- Master of Business Administration**  
University of Phoenix | 2019
- Bachelor of Arts, Communications**  
University of Hawaii at Hilo | 2014

## EXPERIENCE

- SCP Hilo Hotel [previously Hilo Seaside]**  
**General Manager, 2019 - Present**
  - Oversees all departments and aspects of the award-winning, 129 room, 2.23 acre hotel property.
  - Negotiated the \$11.8 million sale of Hilo Seaside Hotel to Soul Community Planet (SCP) in 2021 - including provisions to retain all employees.
  - Planned and managed the \$4.6 million renovation, completed on-time and under-budget, using 100% local contractors and subcontractors.
- Hawaii Rise Foundation**  
**Executive Director, 2018 - Present**
  - Founded the 501(c)(3) nonprofit organization to create opportunities for vulnerable and low-income families, children, and elderly - providing educational, housing, health, and scholarship programs and support.
  - Administers federal, county, and private grants.
  - Coordinates mass-scale disaster relief initiatives.
- Hilo Medical Center Foundation**  
**Student Services Coordinator, 2017 - Present**
  - Coordinates events for Hawai'i island high school students interested in healthcare careers
  - Facilitates apprenticeships and certificate programs; connections with colleges, scholarships, and resources.
- Keaukaha General Store**  
**Owner, 2012 - Present**
  - Opened (and continues to operate) with the intent to provide for the community, not just profit off them.
  - Oversees all employees, manages accounting and finance, vendors, policies and procedures.
  - Testifies at County Council hearings on behalf of the Keaukaha Community.



# Breeani KOBAYASHI FOR MAYOR

with the people, for the people



## PROVEN community impacts

### HEALTH INITIATIVES

Distributed over 5,000 COVID test kits to low-income & vulnerable seniors



**5,000**  
COVID TESTS

With Hui Kahu Malama facilitates "Rural Health Elective" with JABSOM, providing training & support to residents working to address physician shortage



Provides free vision screenings, dental services & stroke awareness workshops to low-income & elderly island-wide with Hawaii Rise Foundation.

### EDUCATION

**\$35,000** scholarships distributed to Hawai'i Island youth to pursue higher education

Since 2017 has led free community workshops on topics including Resume Building, Cover Letters, Mock Interviews, Financial Wellness & other **professional development skills**

**2,000** Free CPR + First Aid Certifications to Hawai'i Island high schoolers

**40+ free** Hawaiian Language Workshops facilitated to thousands of community members



Partnered with UrgentCare and Hui Malama Ola Na 'Oiwi to distribute hand sanitizer and cleaning supplies island-wide



### Emergency Response

#### 2014 HURRICANE ISELLE

Partnered with local restaurants to provide 400+ meals for displaced families



**400+** meals



**500+** truckloads



#### 2018 LAVA FLOW EVACUATION

Coordinated donations & 500+ truckloads of supplies for displaced Puna residents

#### 2020 COVID-19 PANDEMIC

Distributed 10,000 masks in partnership with Community First - Kuleana Health



**x 10,000**  
MASKS

### Food SUSTAINABILITY

#### MALAMA KEIKI BACKPACKS

Implemented 4-year program ensuring kids living in affordable housing have healthy snacks through the weekend by providing backpacks



**2,000**

#### Kupuna Kau Kau Boxes

distributed to provide quality food to elderly struggling with grocery shopping during & post-pandemic

#### TOGETHER WE CAN

In partnership with 30+ local farmers created island-wide distribution of fresh produce boxes to elderly



**10+** years

**Daily Meal Drop-Offs** for people experiencing homelessness through partnerships with local businesses with leftover food at the end of the day

### DIRECTING TOURISM to local causes

Instituted program wherein funds from each tourist booked with SCP Hilo Hotel is directed towards:



**2.2 lbs** of trash removed from local beaches



with over **100,000 lbs** total removed to date in partnership with the Hawaii Wildlife Fund



provides mental health support to at-risk youth



provides electricity for one family caring for a critically ill child for 24 hours through Miracles for Kids



plants trees in deforested areas with One Tree Planted