



KĀKO'O 'ŌIWI

IMU FUNDRAISER PROGRAM PACKET

1. Introduction

Purpose of the Fundraiser

The imu fundraiser is a traditional Hawaiian cooking event designed to help school and community groups, including sports teams, raise funds for equipment, travel, and other expenses. This fundraiser provides an opportunity to engage with the community and generate significant financial support through the sale of kalua pig.

Benefits of Participating

- **Community Engagement:** Strengthen local bonds and garner support.
- **Fundraising Potential:** Achieve significant profits with a streamlined process.
- **Cultural Experience:** Participate in and share a traditional Hawaiian cooking method.

2. Program Overview

What is an Imu?

An imu is an underground oven used for cooking in Hawaiian tradition. Unlike dry heat cooking methods, the imu pit utilizes green plant materials to create steam. Banana stumps and banana leaves are used to generate the steam necessary for slow-cooking the pig to perfection.

How the Fundraiser Works

1. **Preparation:** Groups register and coordinate with Kāko'o 'Ōiwi to set a date. Pork and containers for distribution are purchased.
2. **Cooking:** Kalua pig is prepped and cooked in the imu. Once removed, the pig is shredded and packed.
3. **Sales:** Groups sell the cooked pig and manage order pickups.
4. **Distribution:** Orders are picked up and distributed by the participating group.



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3. Costs and Pricing

Purchase Options

Option 1: Outright Purchase

- **Cost:** \$8 per pound (frozen kalua pig from Kāko'o 'Ōiwi).
- **Profit:** \$2 per pound (sell at the recommended price of \$10 per pound).
- **Minimums:** No minimum order required.
- **Volunteering:** No volunteer work required.

Option 2: Volunteer Assistance

- **Cost:** Estimated at \$6 per pound (includes pork cost, containers, and \$1.50 per raw weight for materials). Final cost may vary based on pork pricing and container selection.
- **Profit:** Estimated at \$4 per pound (sell at the recommended price of \$10 per pound).
- **Minimum Order:** 300 pounds finished weight.
- **Maximum Order:** 1,200 pounds finished weight.
- **Volunteering:** Groups must assist with imu setup, shredding, and packaging over two days:
 - **Day 1:** 9:00 AM – 6:00 PM
 - **Day 2:** 9:00 AM – 2:00 PM
- **Responsibility:** Groups must purchase their own pork and containers. Additionally, a fee of \$1.50 per pound (based on raw weight) applies.



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Cap on Pricing

- **Recommended Selling Price:** \$10 per pound (Kāko'o 'Ōiwi standard price).
- **Maximum Selling Price:** \$12 per pound.

Refund Policy

- **No Refunds:** All sales are final.
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4. Responsibilities of Participating Groups

Pre-Fundraiser Preparations

- **Schedule:** Fundraisers must be scheduled at least 3-4 weeks in advance.
- **Order Collection:** Groups manage pre-orders and prepayments.
- **Material Procurement:** Groups coordinate with Kāko'o 'Ōiwi for logistics and arrange pork and container purchases if opting for Option 2.

Days of Fundraiser

- **Setup and Volunteering:** If selecting Option 2, groups assist with imu setup, shredding, and packaging.
- **Sales:** Groups manage sales and distribution of kalua pig.
- **Volunteers:** Volunteers must follow dress code and bring necessary items (hats recommended). Hair nets or hats are required for shredding and packaging.
- **Proper Volunteer Labor:** Filled pans weigh approximately 30 pounds and must be lifted in and out of the imu.

Post-Fundraiser

- **Closing Out:** Full payment to Kāko'o 'Ōiwi is due within one week of the fundraiser.
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5. Marketing and Promotion

- **Flyers and Social Media:** Use provided promotional materials (OPTIONAL).
- **Community Outreach:** Engage with the community to boost sales.

Order Management

- **Track Orders:** Utilize order forms to manage sales (OPTIONAL).
 - **Prepayment:** Collect payments in advance to secure orders (OPTIONAL).
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6. Contact Information

We're here to help with any questions regarding this program.

- **Email:** info@kakooiwi.org
 - **Phone:** (808) 892-1055 (leave a message, response within 24 hours)
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FAQs

1. What if we need to cancel?

- All sales are final. No refunds will be provided once deposits are made. Please carefully select and book your dates.

2. Can we adjust the pricing?

- The recommended selling price is \$10 per pound, with a maximum cap of \$12 per pound.

3. What if we have dietary restrictions?

- The primary ingredients in kalua pig are pork and Hawaiian salt.

Important Dates

- **Registration Deadline:** Three to four weeks before the fundraiser date, based on availability. Slots fill up quickly—sign up as soon as you have a date in mind.

Policies and Terms

- **Cancellation Policy:** No refunds or cancellations once kalua pig orders are placed.
- **Storage:** No long-term storage is available for fundraiser items.
- **Volunteer Dress Code:** Closed-toe shoes and clean clothing are required. Hats are recommended, and mandatory for shredding and packaging days.

Appendix

- Sample Flyer
- Instagram Post
- Order Forms
- Suppliers

HE'EIA ELEMENTARY SCHOOL

KĀKO'O 'ŌIWI KALUA PIG FUNDRAISER



Pre-order your Kalua Pig now—perfect for a quick weeknight dinner or feeding a crowd. Available in convenient 1-pound containers while supplies last!

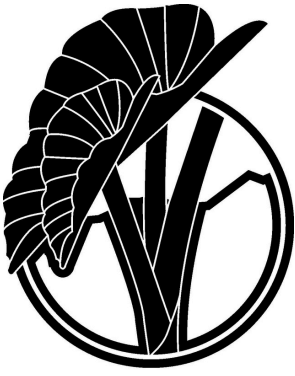


PREORDER DEADLINE: August 1, 2025

PICK UP DATE: August 21, 2025

\$10/POUND

ALL PROCEEDS FROM THIS FUNDRAISER SUPPORT
HE'EIA ELEMENTARY SCHOOL



KĀKO'O 'ŌIWI

ORDER FORM

Order Date: _____

Pick Up Date: _____

STUDENT INFORMATION:

Student Name: _____

Parent Name: _____

Teacher: _____

Parent Phone: _____

Room No: _____

Parent Email: _____

KALUA PIG ORDER FORM: \$10 FOR 1 POUND CONTAINER

CUSTOMER NAME	QUANTITY	AMOUNT DUE	AMOUNT PAID
TOTAL QUANTITY SOLD		TOTAL AMOUNT DUE	

FOR FUNDRAISER USE:

TOTAL AMOUNT PAID:

DATE PAID:

CASH AMOUNT: CHECK AMOUNT:

SUPPLIER LIST

- **PORK SHOULDER**

Sam's Club

Costco

Wong's Meat Market

- **1 POUND CONTAINERS**

KYD, Inc.

Containerland

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