2015 Request for Proposals (RFP)
Natural Resources Program

DEADLINE TO APPLY ONLINE: Friday, October 17, 2014, 4:00 p.m., HST

PURPOSE

The Hawai'i Tourism Authority ("HTA") believes that a thriving and healthy island environment is critical to the quality of life for our local community and a fundamental asset to our tourism economy. The purpose of the Natural Resources Program ("NRP") Request for Proposals ("RFP") is to seek community-based projects and programs that help to manage, improve, and protect Hawai'i's natural environment as well as areas frequented by residents and visitors.

BACKGROUND

The Hawai'i Community Foundation ("HCF") and HTA have partnered to administer the Natural Resources grant program. HCF is responsible for the overall program management and administration of grant awards.

HTA is a government agency established by the State of Hawai'i in 1998, pursuant to Chapter 201B of the Hawai'i Revised Statutes, to promote and market the State as a visitor destination. HTA's mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. More information on HTA can be found at http://www.hawaiitourismauthority.org/.

HCF is the leading philanthropic institution in the state with over 98 years of community service. The Foundation is a steward of more than 650 funds, including more than 190 scholarship funds, created by donors who desire to transform lives and improve communities. In 2013, more than $43 million in grants and contracts were distributed statewide. The Foundation serves as a resource on community issues and trends in the nonprofit sector. More information on HCF can be found at http://www.hawaiicommunityfoundation.org/.

Natural Resources Strategic Initiative is one of the nine (9) tourism strategic initiatives identified as necessary for achieving the vision of HTA's "Hawai'i Tourism Strategic Plan: 2005-2015" ("TSP"). The goal of the Natural Resources strategic initiative is "to respect, enhance and perpetuate Hawai'i's natural resources to ensure a high level of satisfaction for residents and visitors" by:

1. Improving value-added amenities at natural resource sites.
2. Exploring innovative means to repair, maintain and improve Hawai'i's natural resources.
3. Raising awareness of all stakeholders about the responsible use of natural resources.
4. Increasing collaboration among government agencies, the visitor industry and the community.
5. Raising awareness of commercial operators, information providers and others about the responsible use of natural resources.
6. Reviewing and enforcing rules and develop certification programs for commercial operations in natural resource areas.

Under this program, "natural resources" are defined as those items naturally occurring within the environment, relatively undisturbed by man, and may relate to elements in the land, water (ocean or fresh water), and/or air.

The **Natural Resources Program** supports projects that help to improve both the visitor experience and resident enjoyment of Hawai'i's natural resources, while also ensuring that the heart of Hawai'i's resources are protected, respected, and perpetuated. This RFP seeks projects or programs that implement one or more of the goals outlined by the Natural Resources strategic initiative above.

Updated 7/24/2014

Past NRP projects have included: efforts to remove alien species; projects to re-plant and re-establish native plants and animals; trash removal from natural resources areas; development and installation of interpretive signage to educate visitors about the environmental assets; support for rangers and volunteers to provide information on proper ways to interact with Hawai'i's wildlife; programs to increase stewardship of the environment by residents and visitors; and repair and maintenance of trails, restrooms, parking areas, and other physical amenities at heavily used sites. For a listing of projects, visit the HTA NRP website at http://www.hawaiitourismauthority.org/.

ELIGIBILITY
1. **Non-profit organizations with tax-exempt 501(c)(3)** status and in good standing or **government agencies** operating within the State of Hawai'i. If your organization or project is not currently linked to a 501(c)(3) organization, you may be able to work in partnership with a fiscal sponsor. Please contact HCF staff, Larissa Kick at lkick@hcf-hawaii.org for related questions.
2. Eligible organizations must be providing services in the State of Hawai'i.
3. Organizations may submit one application per project.
4. Organizations currently funded by HCF with overdue final reports are not eligible to apply.
5. Organizations currently funded by HTA with overdue reports and/or contract deliverables are not eligible to apply.
6. Organizations that have received HTA grant funding from this program in the past may be funded for up to four (4) consecutive years.
7. Events and festival-type projects should apply to HTA's County Product Enrichment Program (http://www.hawaiitourismauthority.org/programs/county-product-enrichment-program/). "Events and festivals" are considered stand-alone gatherings that are not recurring and/or part of a larger natural resources program.

GRANT RANGE
Grant applicants can apply for amounts of up to $100,000, with grants generally awarded within the $25,000 to $50,000 range. Grants applications will be considered for one-year of funding for projects within the 2015 calendar year (Jan. 1, 2015 to Dec. 31, 2015). A minimum of one-to-one (1:1) in matching funds to the amount of funds requested is required. Matching funds can be in-kind and/or cash, but a minimum of 20% of the match must be in the form of cash.

CRITERIA FOR REVIEW
Proposals will be evaluated by designated members of the Natural Resources Advisory Group (NRAG) and staff of HTA and HCF. Proposals will be reviewed against the following criteria:

1. **Organization's Background** and ability to produce, implement and execute the program/project.
2. **Feasibility of Proposed Project** that identifies project impact, actions, timeframe, and measures of success.
3. **Respects, Enhances, and Perpetuates Hawai'i's Natural Resources** as described on page 1 in the "Natural Resources Strategic Initiative."
4. Demonstrates an adequate plan or strategy for **future project sustainability** (i.e. plans to seek/leverage other funding sources or earned income sources).
5. Supports **accessibility and adequate public access**, regardless of jurisdiction.
6. **Measurable Impact** – Proposals will be accessed for the quality and quantity of impact data.
7. **Project Budget** – Itemized project budget and budget narrative are realistic and complete. A minimum of 1:1 match or better on requested funds, with at least 20% of the match in cash form.

GRANTS *MAY NOT* BE USED FOR THE FOLLOWING:
1. Business or organizational start-up plans
2. Fundraising events
3. Litigation efforts
4. Endowment
5. Major capital improvements including capital campaigns, construction or renovations (minor capital improvements required to implement programs are allowable).
6. Projects receiving HTA funding for the year 2015, but not limited to, the County Product Enrichment Program, Hawaiian Culture Program, and the Signature Events program.

7. Reimbursement for pre-award expenditures or costs before January 1, 2015.

ONLINE SUBMISSION
Applications must be submitted online at: https://nexus.hawaiicommunityfoundation.org/nonprofit
(Or, click on "NONPROFIT GATEWAY" at the top of the HCF homepage.)
If you are a new user, click "New User Registration;" the registration process may take up to 2 days so please register early!

The HTA Online Application will be available on July 28, 2014.

APPLICATION INSTRUCTIONS
➢ Only complete applications will be accepted.
➢ The online application has fillable boxes with character limits. The character counts in MS Word do not match the character counts in the application. If you cut and paste your work into the application, please be sure that your text fits the space provided. We will not accept documents that are larger than the maximum character counts.
➢ We recognize the significance of diacritical markings in written Hawaiian as pronunciation guides, however the online application system is unable to accept diacriticals. Please do not include these in your narrative -- it may cause errors in the way the online system processes your proposal.

Organizational & Program Profile Information
 As part of the application process, you will need to answer questions about your:
- Type of organization,
- Type(s) of services you provide – including, age ranges of those served,
- Number of full and part-time staff,
- Number of volunteers,
- Date of incorporation and mission statement (for non-profit organizations), and
- Program/project (project title, project start/end date, project location, amount requested, natural resource(s) & focus of your project, and type of activity).

Narrative Section
The following character counts are approximate to the specified page lengths based on single-spacing in Arial 12-point font with 1 inch margins.

Executive Summary *(max 3,000 characters = 3/4 page)*
The executive summary is to include a brief summary of the project description and the project objectives.
1. What are the major elements of the project?
2. What do you hope to achieve? What are the expected outcomes?

Organization's Background
1. Description of Organization *(max 3,000 characters = 3/4 page)*
    a. Provide a brief history of the establishment, development, and accomplishments of the organization.
    b. Past Performance: If the organization has received past funding from the HTA, please list all the years in which you received funding, the amount(s) received, a brief description of the project(s), and the outcomes of the project(s).

Project Components
2. Overview of the Proposed Project *(max 8,000 characters = 2 pages)*
    a. Provide a detailed description of the project, including the overall goal of the project, how it will be carried out, and how it will address one or more of the objectives of the Natural Resources strategic initiative (listed on page 1). For projects targeting a specific site, include legal site name, legal owner, general location, and island.

3. Project Sustainability *(max 2,000 characters = 1/2 page)*
   Describe your plan or strategy for future project sustainability beyond the grant award (i.e. ongoing funding, community impacts, attendee satisfaction, plans to seek/leverage other funding sources, efforts to maximize available funds, etc.).

4. Project Accessibility *(max 2,000 characters = 1/2 page)*
   Describe your project site area and its accessibility to the public, indicate if there is an entrance fee and if there are opportunities for volunteer participation.

5. Additional Project Supports *(max 4,000 characters = 1 page)* - Answers to these questions are <u>not required</u>, but help support your project proposal.
   a. Describe all entities that support or are directly involved in this project.
   b. Describe how the project will positively contribute to Hawaiʻi's visitor industry success and include the number of visitors who will be impacted by the proposed project.
   c. Describe your outreach and education efforts, in particular any plans you have to conduct outreach to attract target audience(s).
   d. Does your project help preserve or perpetuate the Hawaiian culture? Please describe.

Project Matrix Form
A downloadable "Project Matrix Form" template will be available on HCF's Nonprofit Gateway that must be filled out and uploaded to your application as an attachment. An example Project Matrix is available on the HCF website for the HTA grant programs. The Project Matrix Form will ask for your **project impact, actions, timeframe, and proposed measures of success**. <u>Please complete only columns 1 to 4</u>. If awarded a grant, the actual measures of success column (Column 5) will be completed once you finish your project and submitted with your final report.

Project Budget Form
A downloadable "Project Budget Form" template will be available on HCF's Nonprofit Gateway that must be filled out and uploaded to your application as an attachment. The Project Budget Form is a pre-set fillable excel spreadsheet that will tabulate totals and a budget summary at the very bottom. The budget summary will assist in determining whether you meet the grant requirements, including at least 1 to 1 match and 20% cash match.

The Project Budget Form will ask for HTA related **expenses**, including all cash and other sources (in-kind, volunteer, etc.), and all **income** sources, including whether they are cash or other, secured or pending, and used as match or non-match. To assist in estimating in-kind values, such as volunteer time, you may use various data sources, including the Bureau of Labor Statistics (at http://www.bls.gov/oes/current/oes_hi.htm) or the Independent Sector (at http://independentsector.org/volunteer_time). The budget form will also include a budget narrative portion requesting detailed information on the financial expenditures of the project.

An example Project Budget is available on the HCF website for the HTA grant programs, along with a pre-recorded ~20-minute webinar titled, *Budget Basics: Guidance for completing the HTA grant*. Please review the pre-recorded webinar prior to contacting HCF with budget related questions.

ATTACHMENTS
The following attachments must be uploaded to the online application:
1. **Project Matrix Form** (download template from HCF's Nonprofit Gateway)
2. **Project Budget Form** (download template from HCF's Nonprofit Gateway)
3. **Proof of Match** (upload as attachment) – A minimum of 1:1 match is required. 20% of match must be in <u>cash</u> form. ***Submit proof of secured match via commitment letter or check copy.*** *For instance, copy of grant award, sponsor or donor letter. Cash match must be received by start of grant term or grant will be contingent on meeting match requirement.*

Required for Non-Profit Organizations:
In addition to the attachments listed attachments above, non-profit organizations must submit the following items as part of your proposal. <u>Proposals missing any of these will be administratively denied</u>.
1. One-page **board or leadership group list** with affiliations
2. Organization's **current & previous year's operating budget** (both income & expenses)
Government entities are exempt from submitting these forms.

Updated 7/24/2014

If you are using a **Fiscal Sponsor,** please <u>also</u> attach the following documents:

      a. Fiscal Sponsor's Board of Directors Resolution authorizing project fiscal sponsorship*

      b. Fiscal Sponsor's Agreement*

      c. Fiscal Sponsor's Board of Directors list

      d. Fiscal Sponsor's operating budget for the current and previous fiscal years

*Please see HCF website for sample Fiscal Sponsor materials at: http://www.hawaiicommunityfoundation.org/nonprofits/fiscal-sponsor-materials.

<u>Fiscally sponsored projects missing any of these documents will be administratively denied</u>.

Optional Attachments:
- Video & Photos
- Recent Program Activity and/or Evaluation Reports
- Letters of Support – Please limit to **3 letters** of support maximum.
- Maps of Project Site

If unable to upload files, it may be due to file size. Currently, our system is limited to 5,000KB per file. You may need to split up your file into several parts or reduce the size of your file (e.g. reduce the resolution on images in your text).

PROJECT SITE SIGNAGE

If awarded a grant, your project may be eligible to receive an interpretive sign that helps describe your organization and project and acknowledges the support you received from HTA. If your organization is interested in installing a sign at your site, please check the appropriate box in the online application. Checking the box does not obligate you to install signage, nor does it guarantee that your project will be selected to receive an interpretive sign. Only project sites with significant visitor and/or local resident traffic will be considered for this program.

VOLUN-TOURISM PROGRAMS

HTA supports "volun-tourism" opportunities between community organizations and visitors to our islands. If your organization offers opportunities for volunteer participation and welcomes visitor groups, please check the appropriate box in the online application. HTA and/or its tourism partners may contact you directly regarding volun-tourism opportunities.

INFORMATIONAL SESSIONS ON HTA FUNDING PROGRAMS

HTA and HCF staff will be conducting informational sessions on each island and available to answer questions regarding this RFP. In addition to information on this program, all sessions will include information on the three (3) HTA Product Enrichment programs – 1) Kūkulu Ola Living Hawaiian Culture Program, 2) Natural Resources Program, and 3) County PEP, as well as, the HTA Signature Events program. The date and time of each session is subject to change. Please check the HCF website (HTA pages) for updated info.

Informational sessions will be held on:

Island	Date	Time	Location
Kauaʻi	Tuesday, August 5	3:30 p.m. – 6:00 p.m.	Līhuʻe Civic Center Piʻikoi Building, Meeting Rooms A & B 4444 Rice Street, Līhuʻe
Maui	Wednesday, August 6	2:00 p.m. to 4:30 p.m.	UH Maui College Kalama Room 103 310 W. Kaʻahumanu Ave, Kahului
Hawaiʻi Island – Hilo	Thursday, August 7	8:30 a.m. to 11:00 a.m.	County of Hawaiʻi Office of Aging 1055 Kinoʻole St., Suite 101, Hilo
Hawaiʻi Island – Kona	Thursday, August 7	2:00 p.m. to 4:30 p.m.	Community Meeting Hale West Hawaiʻi Civic Center 75-5044 Ane Keohokalole Highway, Kailua-Kona

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O'ahu	Monday, August 11	9:00 a.m. to 11:30 a.m.	Hawai'i Convention Center Room 319AB 1801 Kalākaua Ave., Honolulu
Lāna'i*	Monday, August 11	6:00 p.m. – 7:00 p.m.	Lāna'i Senior Center 309 Seventh St. Lāna'i City, Lāna'i
Moloka'i*	Thursday, August 14	9:30 a.m. – 10:30 a.m.	Office of Hawaiian Affairs – Moloka'i Kūlana 'Ōiwi Complex 600 Mauna Loa Highway, Kaunakakai
*Please RSVP for the Lāna'i & Moloka'i sessions to HCF staff, Joe Duax at jduax@hcf-hawaii.org.			

GRANT PROGRAM WEBINARS

Two (2) pre-recorded webinars (each ~20-minutes) are available on the HCF website (HTA pages) to assist with the completion of your HTA grant.

Budget Basics: Guidance for Completing the HTA Grant
This webinar provides an overview of the Project Budget Form and step-by-step walk through of two (2) project budget examples. Please review the pre-recorded webinar prior to contacting HCF with budget related questions.

Measuring Your Impact
This webinar will share the importance of measuring and evaluating your impact and the difference you are making. The webinar will introduce you to why you should measure for impact, the questions you should ask when developing a plan to measure impact/outcome, and resources that can assist you with evaluating your program/project.

PROGRESS & FINAL REPORTS

If funded, you will be asked to submit a progress report (due mid-project period) and final report (due one-month after project period ends), along with a financial expenditure report.

FUNDING DECISIONS

Grant proposals are evaluated by designated members of the HTA Natural Resources Advisory Group (NRAG) and staff of HTA and HCF. Funding decisions will be made by early December 2014 for projects to start in January 2015. For questions and feedback regarding final grant decisions, please contact HCF staff at hta@hcf-hawaii.org.

QUESTIONS ABOUT THIS RFP

Questions can be directed to HCF Staff at hta@hcf-hawaii.org. Prior to contacting HCF staff, please visit the **FAQ sheet** on the HCF website for this HTA grant program at http://www.hawaiicommunityfoundation.org/nonprofits/open-grants/hta-natural-resources.

If you have questions about registering your nonprofit online or about the online application process, please contact Caroline Miyashiro of HCF at (808) 566-5545 or hta@hcf-hawaii.org.

> # DEADLINE: Submit your application by clicking the "Submit" button at the end of the online application by 4:00 p.m. HST, Friday, October 17, 2014.

Updated 7/24/2014