HAWAI'I TOURISM AUTHORITY

HAWAI'I COMMUNITY FOUNDATION

# Applicant Information Sessions: 2023-2024 Kūkulu Ola & Aloha ʻĀina Programs

# Today's Agenda

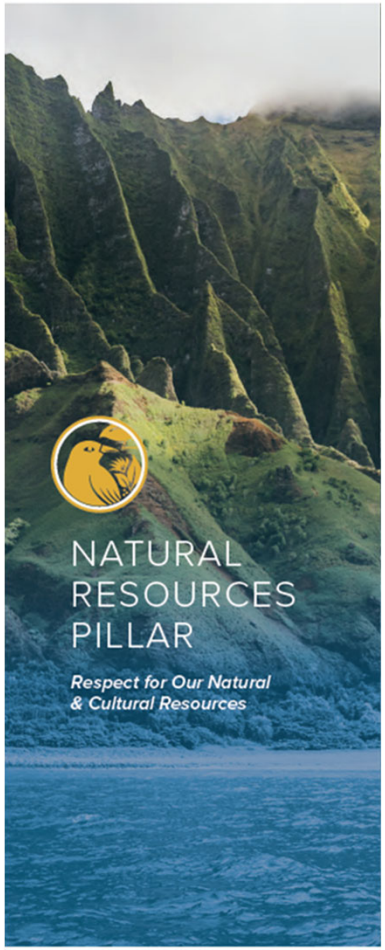
- Wehena
- Introductions
- Brief Update of HTA
- Review of Programs
  - Kūkulu Ola Program
  - Aloha ʻĀina Program
- Funding Opportunities & Application Process
- Questions
- Closing Remarks

# Introductions

Hawai‘i Community Foundation & Hawai‘i Tourism Authority

HAWAIʻI TOURISM
AUTHORITY
MĀLAMA KUʻU HOME
Through Regenerative Tourism:
HTA Change Management Plan

HAWAI'I TOURISM AUTHORITY



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# Destination Management Action Plans

As defined in HTA's Strategic Plan 2020-2025, destination management includes attracting and educating responsible visitors; advocating for solutions to overcrowded attractions, overtaxed infrastructure, and other tourism-related problems; and working with other responsible agencies to improve natural and cultural assets valued by both Hawai'i residents and visitors.

| Kūkulu Ola Program (HCF) | Aloha ʻĀina Program (HCF) | Community Enrichment Program (HVCB) |
|---|---|---|
| Enhance | Manage | Resident-Visitor Interaction |
| Strengthen | Improve | Innovative |
| Perpetuate | Protect | Diverse and quality tourism product |

# Kūkulu Ola Program

Hawaiian Culture

Hawai'i Tourism Authority

# Kūkulu Ola Program

**Seeks community-based programs that enhance, strengthen, and perpetuate the Hawaiian culture and community.**

# Kūkulu Ola Program: Examples of Past Programs

- Educational programs
- Hawaiian language-oriented
- Support for Native Hawaiian art, artisans & music
- Archiving/restoration of cultural footage and documents
- Hawaiian place names signage
- Community economic development
- Perpetuation of cultural practices
  - Wa'a
  - Lei
  - Hale building**
  - Kapa

***Bishop Museum's Hulia 'Ano Inspired Patterns Program***

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# Kūkulu Ola Program 2022

**Hawaiʻi Island**
12 applications received / 4 funded /
Total Funding: $267,000

**Oʻahu**
30 applications received / 14 funded /
Total Funding: $705,000

**Maui Nui**
12 applications received / 5 funded /
Total Funding: $231,000

**Kauaʻi**
5 applications received / 1 funded /
Total Funding: $25,000

**Statewide**
13 applications received / 7 funded /
Total Funding: $347,000

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# Kūkulu Ola by Island

**Kaua'i:**
- Kamāwaelualani Corp.

**O'ahu:**
- Pa'i Foundation
- Ho'okua'āina
- Hawaiian Islands Land Trust
- K.E.Y. Project
- Mānoa Heritage Center
- Ulu A'e Learning Center
- Kānehunamoku Voyaging Academy
- Kāko'o 'Ōiwi
- Kauluakalana
- Ka'ala Farm, Inc.
- Honolulu Theatre for Youth
- Kealakai Center for Pacific String Traditions
- Kōkua Kalihi Valley Comprehensive Family Services
- City & County of Honolulu-Parks & Recreation
- Wai'anae Economic Development Council

**Maui:**
- Hana Arts
- Ke Kula o Pi'ilani
- Holani Hana
- Ma Ka Hana Ka 'Ike Building Program
- Kimokeo Foundation

**Hawai'i Island:**
- La'iōpua 2020
- Pa'a Pono Miloli'i
- Pōhāhā I Ka Lani
- The Kōhala Center

**Statewide/Other:**
- HIMELE
- Historic Hawai'i Foundation
- Hui Mauli Ola/ Ka Pā o Lonopuha
- Kua'āina Ulu 'Auamo
- Nest
- 'Aha Kāne Foundation
- Kāhuli Leo Le'a

# Aloha ʻĀina Program

Natural Resources

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# Aloha ʻĀina Program

**Seeks community-based programs that manage, improve, and protect Hawaiʻi's natural environment and areas frequented by residents and visitors.**

# Aloha ʻĀina Program: Examples of Past Programs

- Remove alien species
- Trash removal from natural resources areas
- Signage campaigns:
  - Inform proper etiquette/conduct
  - Cultural/historical information
  - Environmental assets
- Environmental stewardship programs:
  - Loʻi
  - Loko iʻa
  - Māla
- Protection of native animal habitats
- Protection or conservation of coral reefs
- Re-establish native plants and animals
- Repairs/maintenance of trails, restrooms, parking areas, & other physical amenities

# Aloha ʻĀina Program

# 2022

**Hawaiʻi Island**
16 applications received / 6 funded /
Total Funding: $398,000

**Oʻahu**
33 applications received / 12 funded /
Total Funding: $590,000

**Maui Nui**
18 applications received / 8 funded /
Total Funding: $417,750

**Kauaʻi**
10 applications received / 2 funded /
Total Funding: $46,400

**Statewide**
7 applications received / 3 funded /
Total Funding: $122,850

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# Aloha ʻĀina by Island

**Kauaʻi:**
- Koke'e Resource Conservation Program/Garden Island Resource Conservation & Development, Inc.
- Garden Island Arts Council

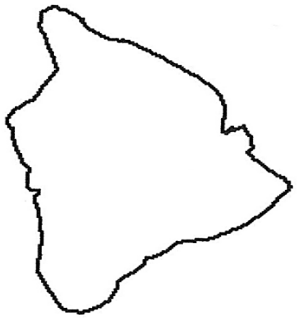
**Molokaʻi:**
- Molokaʻi Land Trust
- ʻĀina Momona

**Lānaʻi:**
- Lānaʻi Culture & Heritage Center

**Maui:**
- Ma Ka Hana Ka ʻIke Building Program
- Hawaiian Islands Land Trust
- Maui Nui Botanical Gardens, Inc.
- ʻAuwahi Forest Restoration Project/ Friends of ʻAuwahi Forest Restoration Project

**Kaho'olawe:**
- Kaho'olawe Island Reserve Commission

**Oʻahu:**
- Kōkua Kalihi Valley Comprehensive Family Services
- Oʻahu Invasive Species Committee
- Mālama Maunalua
- Kaʻala Farm, Inc.
- Kauluakalana
- Kākoʻo ʻŌiwi
- Mālama Pūpūkea-Waimea
- State of HI-Division of Forestry and Wildlife
- Kūleana Coral Reefs
- Hawaiʻi Marine Mammal Alliance
- 808 Cleanups
- Mālama Nā Honu



**Statewide or Projects Serving More Than Two Islands:**
- Hawaiʻi Forest Institute (Oʻahu & Hawaiʻi Island)
- The Nature Conservancy of Hawaiʻi (Maui and Lānaʻi)
- Kupu (Statewide)

**Hawaiʻi Island:**
- Hui Aloha Kīholo
- Big Island Invasive Species Committee/Big Island Resources Conservation and Development Council
- The Kōhala Center, Inc.
- Waikōloa Dry Forest Initiative
- Kalanihale
- Ho'oulu Lāhui

# Funding Opportunities (FO)

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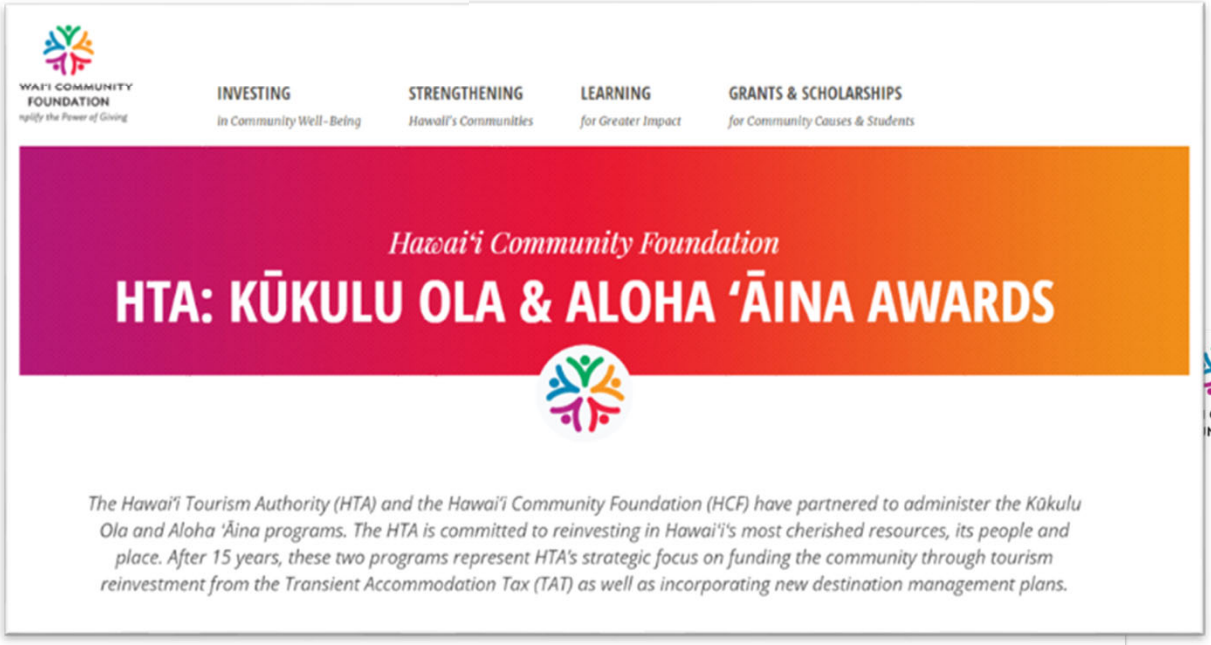
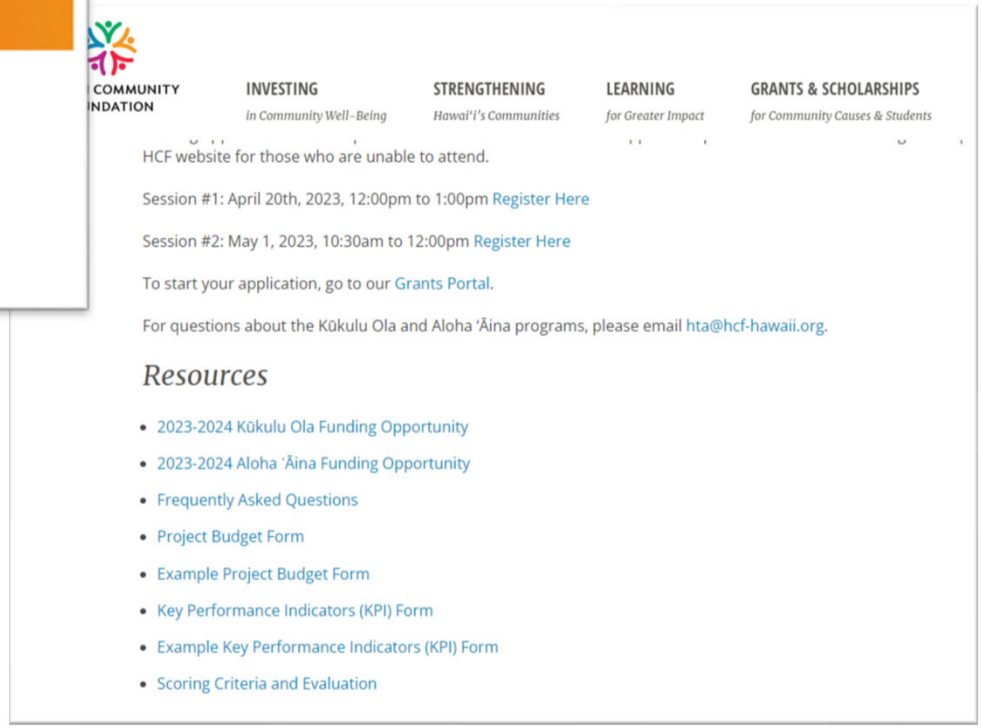



**Visit the official HTA Programs webpage at**

**www.hawaiicommunityfoundation.org/hta**

# KO/AʻĀ Programs | Program Specifications

- For one-year of program funding within the 2023-2024 program year
- Awards of no more than $100,000
- Average awards range between $25,000 to $75,000
- Organizations can submit to both funding opportunities, for different programs
- Program starts July 1, 2023 ends June 30, 2024.

# Eligibility

- Non-profit organizations with tax-exempt 501(c)(3) status and in good standing or government agencies operating within the State of Hawaiʻi.
- If your organization or program is not currently linked to a 501(c)(3) organization, you may be able to work in partnership with a fiscal sponsor.
- Eligible organizations must be providing services in the State of Hawaiʻi.
- Organizations may submit one application per FO, as long as they are for different programs and budgets do not overlap.

# Eligibility (cont.)

- Organizations currently funded by HCF with overdue final reports are not eligible to apply.
- Organizations that are/were funded by HTA with overdue reports and/or contract deliverables are not eligible to apply.
- Events and festival-type programs should apply to HTA's Community Enrichment Program. "Events and festivals" are considered stand-alone gatherings that are not recurring and/or part of a larger Aloha ʻĀina or Kūkulu Ola program.

# Non-Allowable Expenses Applicable to both FOs

- No more than 20% of the award may be used on administrative costs.
- Business or organizational start-up plans;
- Fundraising events;
- Real Property;
- Merchandising (HTA funds to purchase goods, e.g. T-shirts), even if for resale;
- Litigation efforts;
- Endowments;
- Major capital improvements including capital campaigns, construction, or renovations (minor capital improvements required to implement programs are allowable on a case-by-case basis);
- Programs receiving prior years HTA funding including, but not limited to Aloha ʻĀina Program, Kūkulu Ola Program, the Community Enrichment Program and the Signature Events program; shall not be eligible if not in good standing.
- Reimbursement for pre-award expenditures or costs before July 1, 2023.

# Criteria – Evaluation Breakdown

1. Program Components – 40%
2. Program Impact – 30%
3. Organization Capacity – 10%
4. Program Budget – 20%

# Kūkulu Ola Evaluation Criteria

1. Program Components (0-16) *(Problem/Opportunity; Program Activities Narrative; Additional Questions)*

    - Meets Kūkulu Ola goals and objectives as outlined in the FO.
    - Increases direct support of cultural practitioners.
    - Increases skill level or proficiency in a practice, and/or
    - Provides opportunities for continued practice and/or sharing of practice.
    - Enhancement of Existing Program – demonstrates enhancement and/or innovation of existing program.
    - Work Plan and Timeline – work plan and timeline appear reasonable to execute the activity or program.
    - Community Support and Involvement – evidence of partnerships with outside organizations and visitor industry partners. Program has broad based community support and is in line with community value and community resources.
    - Has required permits, agreements, and approvals secured at the time of application.

# Kūkulu Ola Evaluation Criteria

2. Program Impact (0-12) *(Key Performance Indicator Form & Expected Results Narrative)*

- Reasonable and significant measures identified demonstrating positive impact on the Hawaiian culture and community. Sound methodology and plan to acquire the required measures and targets listed above is clear, and resource needs are adequately addressed.

3. Organization Capacity (0-4) *(Proposal Narrative)*

- Ability to produce, implement, and execute the program. Has established network. Demonstrated success and expertise necessary to perform the program described. Past performance with HTA.

4. Program Budget (0-8) *(Budget Form & Budget Narrative)*

- An accurate and feasible budget for the program
- Valid sources of revenue.
- Reasonableness of estimated expenses comparable to similar event/activity.
- Availability of additional funding support to leverage requested award funds.

# Aloha ʻĀina Evaluation Criteria

1. Program Components (0-16) *(Problem/Opportunity; Program Activities Narrative; Additional Questions)*

- Meets Aloha ʻĀina goals and objectives as outlined in the FO.
- Increases efforts toward Native Resource preservation, restoration, and management.
- Increases opportunities for natural resource education, and/or
- Providing opportunities for continued mitigation efforts.
- Enhancement of Existing Program – demonstrates enhancement and/or innovation of existing program.
- Work Plan and Timeline – work plan and timeline appear reasonable to execute the activity or program.
- Community Support and Involvement – evidence of partnerships with outside organizations and visitor industry partners. The program has broad based community support and is in line with community value and community resources.
- Has required permits, agreements, and approvals secured at the time of application.

# Aloha ʻĀina Evaluation Criteria

2. Program Impact (0-12) *(Key Performance Indicator Form & Expected Results Narrative)*

- Reasonable and significant measures identified demonstrating positive impact on the preservation, protection, and respect of the native plants and animals of Hawaiʻi . Plan to acquire the required measures and targets listed above is clear, resource needs are adequately addressed, use of information will lead to sustainable programs.

3. Organization Capacity (0-4) *(Proposal Narrative)*

- Ability to produce, implement, and execute the program. Has established network. Demonstrated success and expertise necessary to perform the program described. Past performance with the program or related work is clearly described, including past performance with HTA.

4. Program Budget (0-8) *(Budget Form & Budget Narrative)*

- An accurate and feasible budget for the program
- Valid sources of revenue.
- Reasonableness of estimated expenses comparable to similar event/activity.
- Availability of additional funding support to leverage requested award funds.

# Key Performance Indicators (KPI) Form

| Attendance | 2022 Expected Goal | Most Recent Actual Figures: (Specify Year: 20XX) |
|---|---|---|
| No. of on-island residents attending and/or participating in the proposed project | 200 | 350 |
| No. of neighbor-island residents attending and/or participating in the proposed project | 200 | 100 |
| No. of out-of-state residents attending and/or participating in the proposed project detailed by U.S. State | 0 | 0 |
| No. of out-of-state residents attending and/or participating in the proposed project detailed by international country | 0 | 0 |
| **Educational & Learning Outcomes** | **2022 Expected Goal** | **Most Recent Actual Figures** |
| Percentage of participants who shared they learned something new as a result of their participation in the projet | 75% | 60% |
| **Satisfaction Level** | **2022 Expected Goal** | **Most Recent Actual Figures** |
| Percentage who are satisfied | 90% | 85% |
| Percentage who are likely to return to the project in the future | 75% | 75% |
| Percentage of participants that have gained a greater appreciation for [Hawaiian Culture or Natural Resources] | 100% greater appreciation for Hawaiian Culture | 100% |

| Social Media Metrics Specify Platform/s: | 2022 Expected Goal | Most Recent Actual Figures |
|---|---|---|
| Total Posts during program year | 20 | 10 |
| Cumulative Followers | 2500 | 2000 |
| Increase in Followers over program year | 500 | 350 |
| Total Engagement (Facebook likes, Instagram hearts, Tik Tok likes/views etc.) | 500- FB Likes; 300 IG hearts; 1,000 Tik Tok likes, 15,000 Tik Tok Views | N/A |
| **Project Specific Metrics** | **2022 Expected Goal** | **Most Recent Actual Figures** |
| Workshops | 8 | 6 |
| Practitioners presenting | 10 | 8 |
| Number of products made by participants | 400 | 350 |
| Percent of participants who feel they have gained knowledge of a cultural practice | 100% | 90% |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

| B.2. Describe how the data will be collected. What kind of surveys will be administered? How will attendance be tracked and verified? What will be the source of your media metrics? (max 4,000 characters) |
|---|
| Data is collected through pre-and post-surveys at workshops as well as direct feedback from interviews with participants and presenters. Attendance is tracked through sign-in sheets. Social media metrics will be gathered by program analytics available on each site. |

# Program Budget Form

**FUNDING OPPORTUNITY: Kūkulu Ola**
**PROGRAM TITLE: Aloha Workshops**
**APPLICANT: Aloha Nonprofit**

**ITEMIZED BUDGET FORM**

| EXPENSES | HTA CASH Request | OTHER CASH | IN-KIND | TOTAL PROGRAM BUDGET |
|---|---|---|---|---|
| Please list specific program expenses and group expense items by category as appropriate (i.e. Program, Marketing, Administration). | | | | |
| **Program** | | | | |
| Salaries- Program Manager | $ 25,000.00 | $ 50,000.00 | $ 15,000.00 | $ 90,000.00 |
| Supplies | $ 1,000.00 | $ 5,000.00 | | $ 6,000.00 |
| Food | $ 2,000.00 | $ 1,000.00 | | $ 3,000.00 |
| Honorarium for Practitioners | $ 3,000.00 | | | $ 3,000.00 |
| | | | | $ - |
| **Outreach** | | | | |
| Marketing Contract | | $ 2,200.00 | | $ 2,200.00 |
| Outreach Costs | $ 2,000.00 | $ 5,000.00 | | $ 7,000.00 |
| | | | | $ - |
| | | | | $ - |
| | | | | $ - |
| **Administration** | | | | |
| Insurance | $ 1,000.00 | $ 2,000.00 | | $ 3,000.00 |
| Indirect Costs | $ 1,000.00 | $ 2,500.00 | | $ 3,500.00 |
| | | | | $ - |
| | | | | $ - |
| | | | | $ - |
| **TOTAL EXPENSES** | $ 35,000.00 | $ 67,700.00 | $ 15,000.00 | $ 117,700.00 |

| INCOME | HTA CASH Request | OTHER CASH | IN-KIND | TOTAL PROGRAM BUDGET |
|---|---|---|---|---|
| **HTA Request** | $ 35,000.00 | | | $ 35,000.00 |
| **Organizations's Contribution** | | $ 20,000.00 | $ 15,000.00 | $ 35,000.00 |
| **Other Sponsors/Sources:** *(specify sources for both other cash and in-kind support in the lines below)* | | | | $ - |
| XYZ Foundation | | $ 15,000.00 | | $ 15,000.00 |
| County Grant | | $ 20,000.00 | | $ 20,000.00 |
| State Contract | | $ 12,700.00 | | $ 12,700.00 |
| | | | | $ - |
| | | | | $ - |
| **TOTAL INCOME** | $ 35,000.00 | $ 67,700.00 | $ 15,000.00 | **$ 117,700.00** |

**Budget Narrative:** *Please use the space below to include a narrative of the program's expense and income line items. Organizations are also welcome to submit a budget narrative as an attachment to this form.*

Program Manager- Lead manager on the project, this is .25FTE
Supplies- Materials for cultural practitioner
Food- Food for workshops
Honorarium - $500 each, up to 6 practitioners.
Marketing Contract- With ABC Consultant for website work.
Outreach Costs- Include printing, graphic design fees, and staff hours.

Aloha Nonprofit has secured funding from County Grant and a State Contract. We are pending confirmation for a grant from XYZ Foundation. We will make up for any unconfirmed costs with more organization contributions or scale the program back.

# Decisions & Awards

- Proposals are reviewed by Evaluation Committees:
  - HTA & HCF Staff
  - Community
  - Industry
  - Subject Matter Experts
- Evaluators will use the scoring criteria available on the HTA Programs page

www.hawaiicommunityfoundation.org/hta

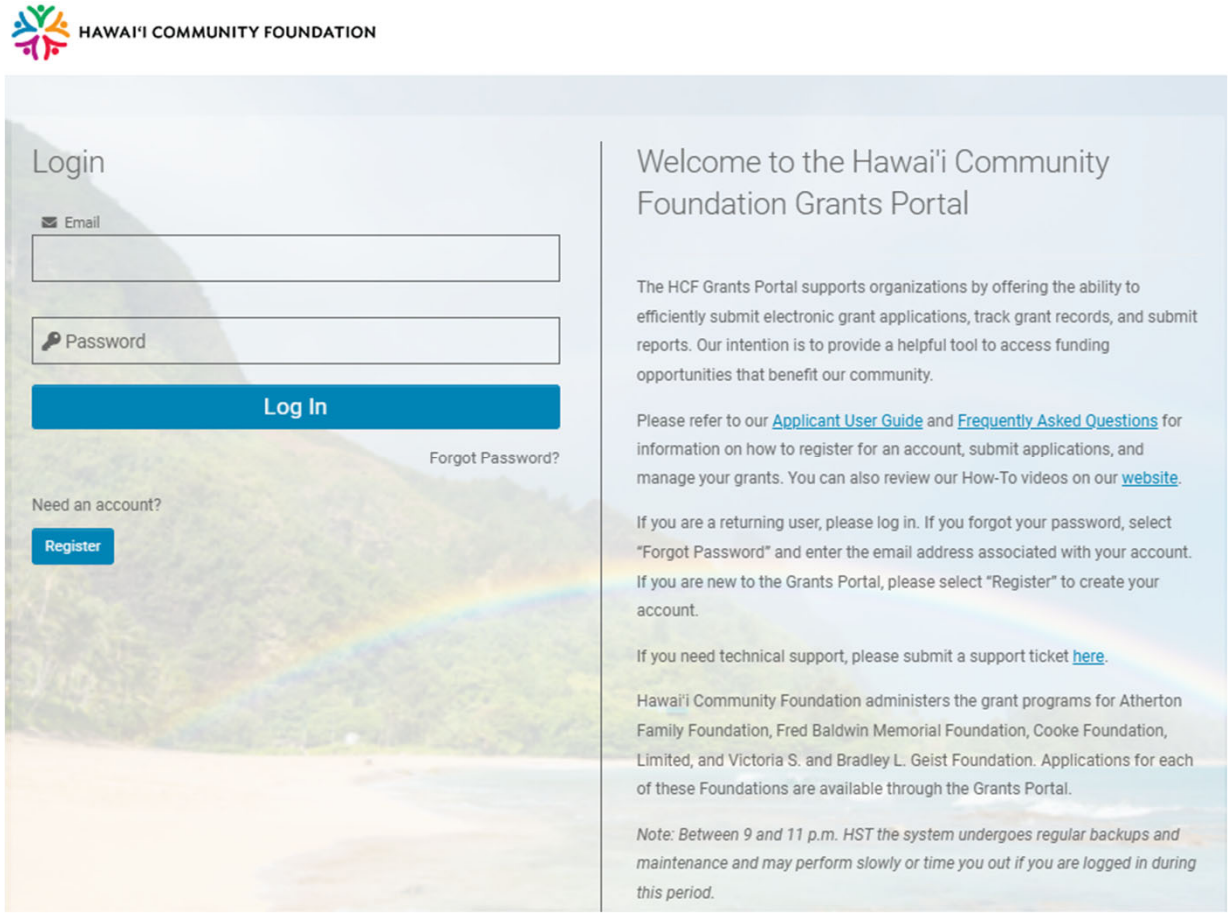
# Important Dates

| | |
|---|---|
| **Distribution of FOs** | **Monday, April 17, 2023** |
| **HTA Applicant Information Briefings** | **April 20, 2023 & May 1, 2023** |
| **Last day to receive technical support to initiate an organization profile** | **Monday, May 22, 2023** |
| **Deadline for application submissions (by 4:00 p.m. HST)** *Technical support will only be provided for submission up to one hour prior to the deadline* | **Wednesday, May 24, 2023** |
| **Notice of Selection or Non-selection** | **Late June 2023** |
| **Funding Awards Delivered & Orientation for Awardees** | **Early July 2023** |

# HCF Grants Portal

HCF's Online Application Platform

# The HCF Grants Portal: https://hawaiicf.smartsimple.com/

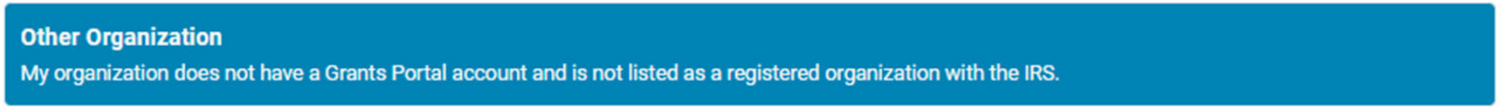


# Instruction for Government Agencies

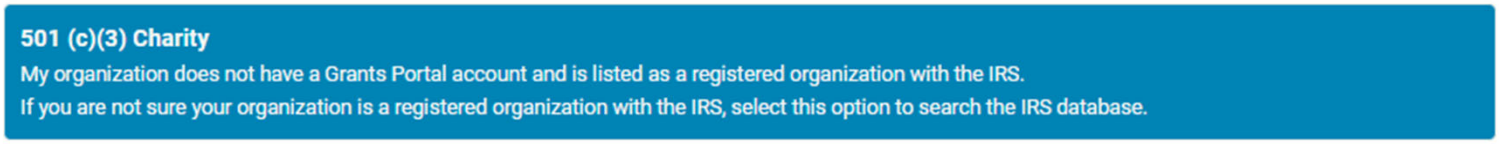
- Because of your shared EIN, your agency needs to be set-up on the back end by HCF staff.
- The fastest way to connect your account with the correct agency is to submit a support ticket with the agency name included
- Questions? Submit a support ticket (also linked on the login screen): https://www.hawaiicommunityfoundation.org/web/support-tickets

# Instruction for Fiscal Sponsors

- The sponsored organization, that is not a 501(c)(3) public charity, must submit the application. Sponsored organizations that do not have an account should register and select “Other Organization”.




- The fiscal sponsor, that is a 501(c)(3) public charity, must also have a certified and submitted Organization Profile. Fiscal sponsor organizations that do not have an account should register using the “501(c)(3) Charity” option




- All fiscal sponsor and sponsored organizations must certify and submit Organization Profiles prior to application submission.

# Instruction for Fiscal Sponsors (cont.)

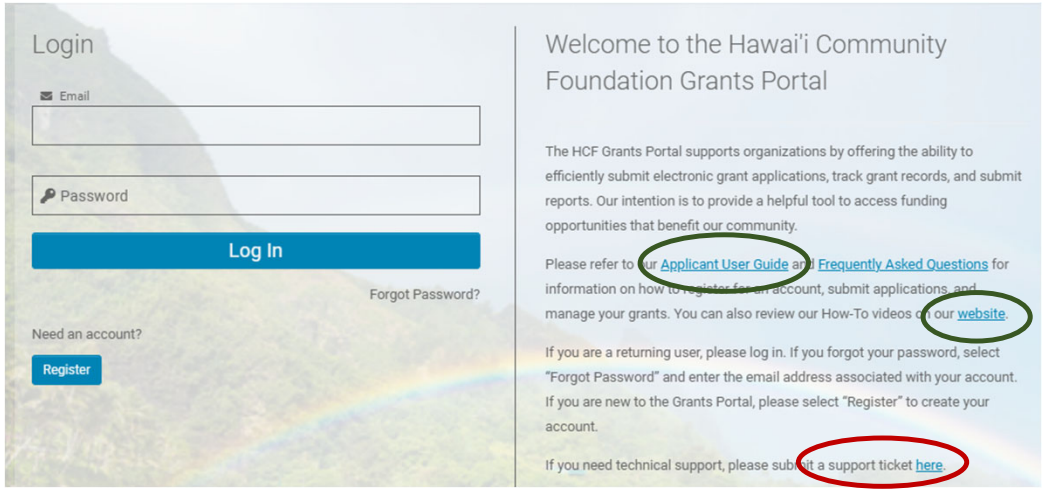
- In the application "Program Overview" section, the applicant (sponsored organization) must select yes to the question "Do you have a fiscal sponsor?" Then type the legal name of your fiscal sponsor into the list. If you cannot find it, contact your sponsoring organization and ask them if they have an account in the HCF Grants Portal.

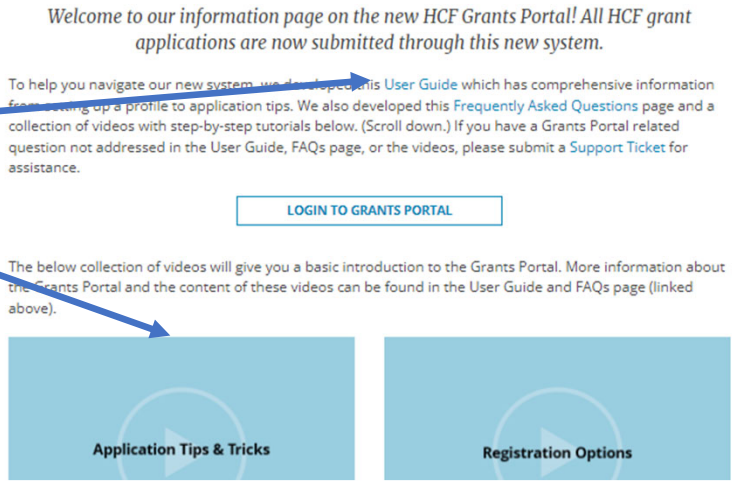
- In the application "Supporting Documents & Certification" section, the applicant (sponsored organization) must upload the completed Resolution and Agreement forms.

# Grants Portal Resources

Applicant resources can be found on our website and login screen to the Grants Portal:

- Step by Step Applicant User Guide & Walk-through videos
- Can't find the answer? Don't wait until you are frustrated! Submit a support ticket.



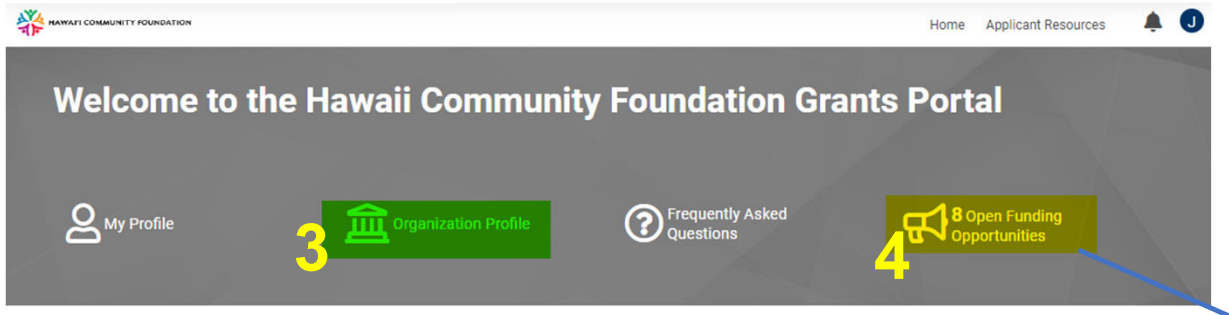



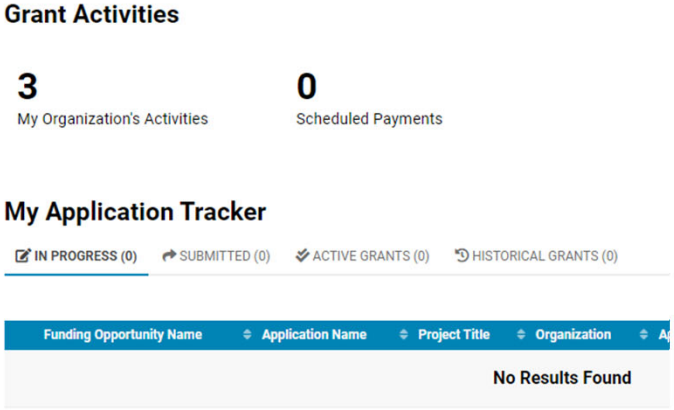

# Basic Tips

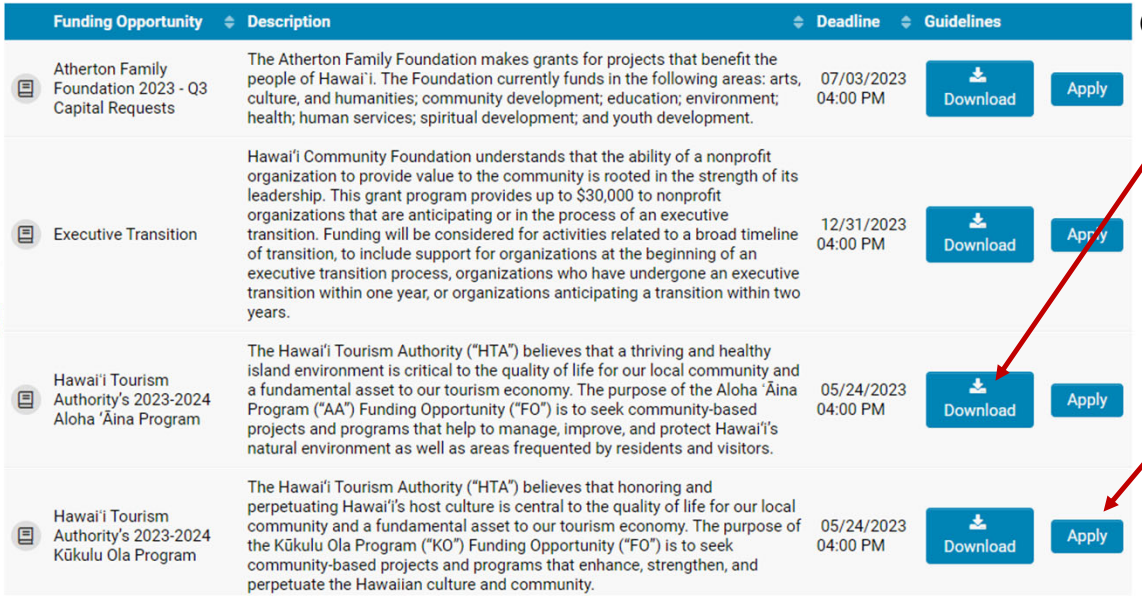
- Use Google Chrome or Mozilla Firefox
- Registration and password reset emails are sent to your inbox or junk folder in 10 minutes maximum. No email? Submit a Support Ticket.

# Getting Started

1. Do not wait until the last minute!
2. Set up your access to the Grants Portal or log in if you already have access
3. Complete your organization profile
4. Begin your application by clicking “open funding opportunities”



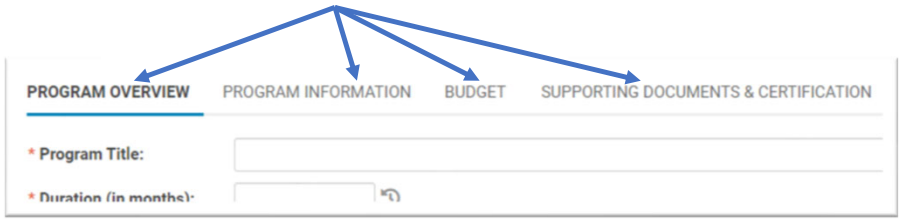




Click to download the Funding Opportunity Guidelines

Click to begin the application process

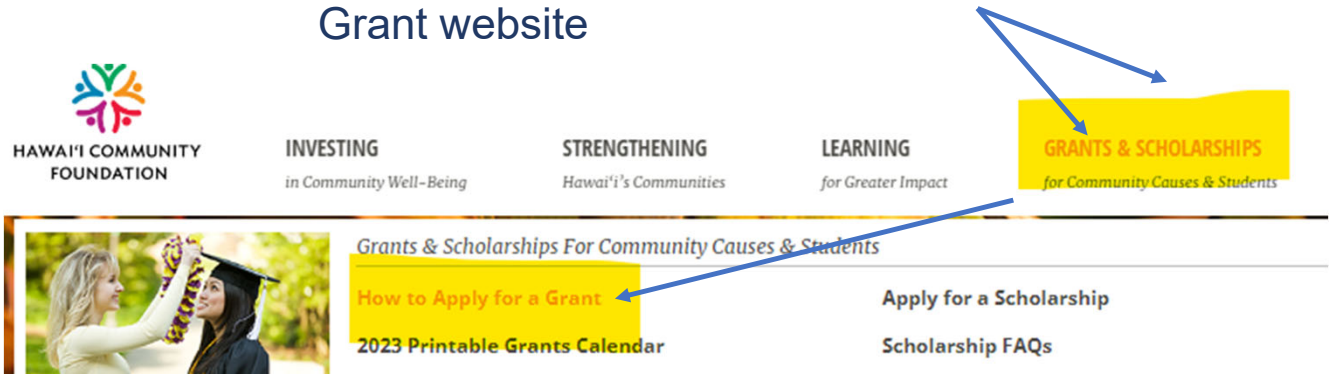
# Application Reminders

Application Tabs




Org Profile Required Tabs

- Drafts that have been started can be found on the Drafts tab in the My Application Tracker
- Complete your Organization Profile
- All uploads need to be PDF documents. Formatting must be considered before submitting a PDF. Organizations will not be given an opportunity to re-submit attachments that are incomplete.
- Navigation tips can be found in the Applicant User Guide and via video on HCF's How to Apply for a Grant website



# 2023-2024 KO/AʻĀ FO Deadline

**Wednesday, May 24, 2023**
**4:00 PM HST**

# Questions & Answers

# Points of Contact

**Kēhau Meyer**
Program Officer, HCF

**ʻIolani Castro**
Program Associate, HCF

**Phone:** (808) 566-5537
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*Please note that emails are preferred. The FO name must be included in the subject line of the email.*

*HCF Grants Portal assistance needed? Review our resources or submit a support ticket.*

# Mahalo!

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