



2025 Impact Report

Holomua Marine Initiative



Hawai'i
Community
Foundation

On the cover: Ke A'o
Hali'i staff and 'ohana
actively stewarding the
coastline ecosystem of
Hāna Maui (credit: KAH)

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Introduction

EMPOWERING COMMUNITIES to engage with management agencies and partners to most effectively mālama the marine areas and resources that underpin all aspects of health, culture, and thriving livelihoods in Hawai'i is the cornerstone of the Holomua Marine Initiative.

With support from the Hawai'i Community Foundation (HCF) Holomua Marine Initiative Pooled Fund, and in partnership with the Hawai'i State Department of Land and Natural Resources (DLNR), nonprofit and community partners, more than 40 local organizations and programs across Hawai'i are continuing to refine their vision, articulate common sense pathways, and strengthen connections toward achieving the collective goal of effectively managed marine resources with strong community engagement and stewardship. The Holomua Marine Initiative continues to rest on a strong foundation in science with partners collaborating and communities informing and conducting data collection and management as well as sharing essential local and indigenous insights to strengthen scientific contributions.

Building a movement through communications and outreach is essential to the success of the Holomua Marine Initiative. Partners and communities are hitting their stride in strengthening knowledge, awareness, and engagement as movement toward achieving the initiative goals accelerates.

The road ahead is bright for the Holomua Marine Initiative. As communities, nonprofit partners, and DLNR continue to collaborate, next steps will include inspiring progress. As the initiative moves forward and the more than 40 community organizations and programs across Hawai'i supported by the Holomua Marine Initiative Pooled Fund progress in their stewardship efforts, HCF will continue to collaborate closely with partners, stakeholders and contributors to design, develop, and share opportunities that make measurable positive impact toward ensuring the achievement of effectively managed marine resources with strong community engagement and stewardship, that underpin the aspirations of Hawai'i's thriving communities.

“We know that our work on land is inherently connected to the ocean’s nearshore marine environments and that thriving lands and oceans lead to thriving communities. Hawai'i Land Trust is deeply grateful to Holomua Initiative’s Laulima Grants program for investing in our work to restore and revitalize Kapoho Loko Ia Kalo at Waihe'e Coastal Dunes and Wetlands Refuge which will one day support the Waihe'e and Waiehu communities with fresh fish and kalo.”

- Hawai'i Land Trust

Laulima Grantee Hawai'i Land Trust working with community to mālama the Waihe'e Coastal Dunes and Wetlands Refuge on Maui (credit: HILT)

Empowering Community Efforts

“As we build stronger pilina with our ‘āina and uphold the kuleana to restore her to a state of ‘āina momona, the Laulima Award provides the essential kako‘o needed to advance our mission of transformation, resource management, and community engagement in the coastal and ocean life of Mokae and Maka‘alaē, through restorative practices centered on kaheka monitoring, limu and ‘opihi surveying, endangered species monitoring, and kilo ‘āina data collection.”

– Ke A‘o Hali‘i – Save Hāna Coast

Sustainable Coastlines and the community in Kahuku remove plastics and abandoned fishing gear from their shorelines.

PARTNERING WITH COMMUNITIES to strengthen capacity, engage with management agencies and partners, and achieve their aspirations to mālama marine ecosystems and resources in Hawai‘i is the priority for the Holomua Marine Initiative Pooled Fund. In partnership with DLNR and nonprofit organizations, communities are continuing progress along their stewardship pathways toward achieving the collective goal of effective nearshore marine management. With impactful and diverse community groups that range from emerging to established organizations, the inspiring work of networks and collaborations such as the Maui Navigation Team, the Makai Watch network, and the Marine Capacity Building Cohorts are engaging, strengthening pilina (connections), sharing mana‘o (perspectives), and supporting management agencies while leading the growth, deepening, and empowerment of community efforts.

The Hawai‘i State Department of Land and Natural Resources (DLNR)

The Hawai‘i State DLNR launched the Holomua Marine initiative with the aim of working closely with communities to effectively manage Hawai‘i State’s nearshore marine resources. The collective aim for DLNR and the communities it serves is to ensure that local marine resources area available and plentiful, today and for future generations. Using a community-based planning approach ensures local knowledge is guiding marine resource management planning at every step. Community based planning approaches include two key pathways: 1. The Division of Aquatic Resources’(DAR’s) Island-wide Navigation Team processes, and, 2. The Division of Conservation and Resources Enforcement’s (DOCARE’s) Makai Watch program.

DAR: Island-wide Navigation Team Process

After a six-month pause following the West Maui Fires in August 2023, the Holomua Marine Maui Navigation Team, a community planning team, resumed meetings to draft management recommendations for the island, based on a holistic approach to nearshore management. They met nine times to refine their proposal ahead of public Information Exchanges aimed at gathering community feedback. Additional progress included:

- The Holomua Marine Initiative hosted three in-person Information Exchanges in September, attracting more than 100 residents in Hāna, Lahaina, and Kahului.

- The Holomua Marine website was updated to better showcase the Maui planning process.
- DAR began planning for the Holomua Marine Initiative for Hawai‘i Island, set for 2025.
- Collaboration with Mālama Pūpūkea Waimea led to the implementation of the Pūpūkea Marine Life Conservation District (MLCD) management plan, which included a kickoff meeting of interjurisdictional partners to address action items.
- DAR increased its social media capacity to improve outreach, including creating engaging video content.

In December 2024, the Maui Navigation Team met with the HCF Holomua Marine Initiative Pooled Fund Advisory Committee to discuss priorities identified through the planning process. Priorities identified by Navigation Teams are envisioned to guide the development of funding opportunities for community stakeholders, which support implementation of recommendations from the process. As the Maui Navigation Team finalizes their recommendations, HCF continues to collaborate closely with DAR and the Maui Navigation Team.

The Goal of the Holomua Marine Initiative

To effectively manage Hawai‘i’s nearshore marine resources through holistic management strategies and partnerships centered around community priorities, cultural practices, and local knowledge.

DOCARE: Makai Watch

THE MAKAI WATCH program is a collaboration between communities and the DLNR Division of Conservation and Resources Enforcement (DOCARE) to monitor shoreline and nearshore marine resource use, educate the public, and encourage compliance with rules and regulations. The program has been in operation for more than two decades and during the last year expanded to include island-wide coordinators on Maui Island and Hawai'i Island. The network of official Makai Watch Community Organizations also expanded to include more than 20 members. The Holomua Marine Initiative Pooled Fund now supports 17 Makai Watch organizations toward achieving community goals for the Makai Watch program.

1. Hanalei Watershed Hui (Kaua'i)
2. He'eia National Estuarine Research Reserve (O'ahu)
3. Hui Aloha Kiholo (Hawai'i Island)
4. Hui Maka'āinana o Makana (Kaua'i)
5. Hui 'Ohana o Hōnaunau (Hawai'i Island)
6. Kalanihale (Hawai'i Island)
7. Kauhakō Ohana Association (Hawai'i Island)
8. Kīpahulu 'Ohana (Maui)
9. Mālama Pūpūkea-Waimea (O'ahu)
10. Manu Iwa o Malanai (O'ahu)
11. Na Moku Aupuni o Ko'olau Hui (Maui)
12. Hui Kahuwai (Hawai'i Island)
13. Ho'āla Kealakekua Nui (Hawai'i Island)
14. Save Honolulu Coalition (Maui)
15. W. H. Shipman (Hawai'i Island)
16. Ke Ao Hāli'i (Maui)
17. Nā Mamo o Mū'olea (Maui)



MAKAI WATCH COMMUNITY ORGANIZATION HIGHLIGHT:

Hanalei Watershed Hui

Established in 1998, the Hanalei Watershed Hui (HWH) is guided by the community-authored Hanalei Watershed Action Plan. HWH convenes community, initiates programs, and coordinates projects to support its mission to address environmental, cultural, and economic priorities of the Hanalei ahupua'a. The Hanalei Makai Watch Program was established in 2003 to support scientific research and rules enforcement in the nearshore environment of Hanalei River and Bay. Volunteers are trained in partnership with management agencies and ecological experts. HWH maintains a Hanalei Makai Watch social media presence and a web page, and has produced the Hanalei Moon and Tide Calendar since 2012 to provide site-specific, accurate tide information and place-specific rules such as the State of Hawai'i DOBOR North Ocean Resource Management Area regulations. The Hanalei Makai Watch Coordinator and volunteers work to educate community and visitors, and to guide credible reporting to enforcement agencies on infractions of rules specific to Hanalei. Activities also include community meetings, public education, tracking observation data, and distributing the Hanalei Moon and Tide Calendar and to Hanalei Elementary School students.

Holomua Marine Capacity Building (CB) Cohorts

Supporting capacity-strengthening in community organizations making key contributions to effective management of nearshore areas and marine resources is a critical component of the Holomua Marine Initiative approach. In December, after two years, the 2023-2024 Maui Marine CB Cohort finalized their cohort activities and shared their experiences and journey through, arguably, the most challenging period for Maui in recent memory. In January, the 2025-2026 Hawai'i Island Marine CB Cohort was launched with 10 community organizations. The Hawai'i Island Cohort includes organizations representing a diverse geographical range and a broad spectrum of organizational missions. All have deep-rooted connections to Hawai'i Island and its marine ecosystems. The Marine CB Cohorts are convened and facilitated by one of Hawai'i's most well respected community-focused nonprofits - Kua'āina Ulu 'Aua-mo (KUA). Already playing a key role in supporting state-wide networks including E Alu Pū, Hui Mālama Loko I'a, and The Limu Hui, KUA provides coordination, facilitation, and technical guidance to Marine CB Cohort members on their journey to strengthen organizational capacity for contributing to effective management of Hawai'i's nearshore areas and marine resources.

“KUA is a backbone organization that supports grassroots growing through shared responsibility.”

- KUA (Convenor/Facilitator of the Holomua Marine Capacity Building Cohorts)

Maui Marine Capacity Building Cohort 2023 - 2024

The 2023 Maui fires caused a variety of barriers for community organizations focusing on marine management on Maui. At the same time, Maui families turned to their nearshore areas and marine resources to help sustain household and community cultural, spiritual, and nutritional needs. Many lessons were learned and continue to be learned. However, even through these challenges, communities and Maui Marine CB Cohort members made inspiring progress and achievements. Final activities and cohort accomplishments included completion of community engagement and education activities, hiring, training and retaining staff and volunteers, strengthening board engagement, and continuing to implement ecosystem restoration activities.



MAUI MARINE CB COHORT MEMBER HIGHLIGHT:

Ka'ehu

Ka'ehu experienced a significant change in leadership and staffing during the last year, resulting in key personnel leaving the organization. Ka'ehu lost its previous executive director, 'āina specialist, and data monitor. However, even through these challenges, Ka'ehu increased the number of organizations hosted at its site, increased acres expanded upon with native plant growth, improved water flow, increased monitoring capabilities for fresh water and salt-water resources, expanded its portfolio of food plants growing on 'āina, and increased activities educating community about land and water.

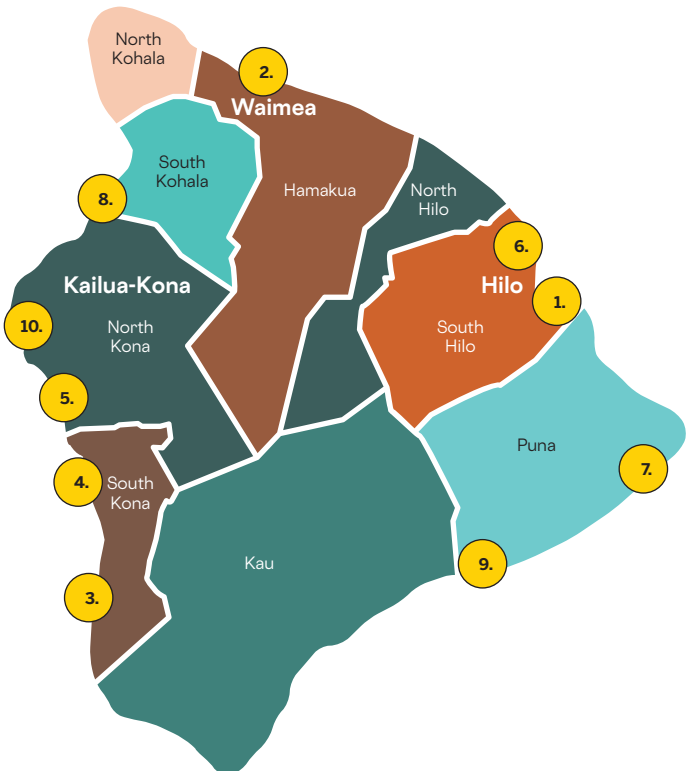


Hawai'i Island Marine Capacity Building Cohort 2025 - 2026

DRAWING ON IMPORTANT LESSONS learned from the Maui Marine Capacity Building Cohort, the Hawai'i Island Marine Capacity Building cohort began their two-year cohort journey this year. The program includes gatherings, learning sessions and exchanges, and targeted capacity building activities while working collaboratively toward achieving effectively managed nearshore marine areas and resources.

Introduction of Hawai'i Island Cohort

1. Hui Ho'oleimaluō
2. Hui Mālama i ke Ala Ulili
3. Kalanihale
4. Kauhako 'Ohana Association
5. Kupa Friends of Ho'okena Beach Park
6. Makahanaloa Fishing Association
7. Men of Pa'a
8. Nakoa Foundation
9. Pōhaku Pelemaka
10. The Kohala Center (stewarding site at Kahalu'u Bay)



Cohort members have developed capacity-building action plans with milestones identified for tracking progress and identified organizational areas where capacity-building support is most needed. KUA is now collaborating with cohort members and experts in Hawai'i to provide capacity strengthening support as identified and needed. This includes:

- Organizational sustainability and succession planning
 - Community engagement
 - Natural and cultural resource monitoring
 - Board and staff engagement and strengthening
 - Strengthening collaboration with government agencies
 - Advocacy
- Milestone activities for the cohort will include:**
- Individual Ho'olauna calls, January 2025 and 2026;
 - In-person cohort retreat gatherings, March 2025 and 2026;
 - Participate in at least two virtual cohort gatherings and trainings per year via Zoom, estimated for January, April, June, October 2025 and 2026 (eight gatherings/trainings will be offered in total during the cohort);
 - At least one targeted capacity building activity with peers or technical experts, timing to be coordinated with KUA; and,
 - Participation in at least one of the following:
 - ✓ The Hawai'i Conservation Conference (HCC), in July 2025 and 2026; and/or,
 - ✓ The annual Hawai'i Association of Nonprofit Organizations Conference (HANOCon), in October 2025 and 2026.

“The discussions gave us time to really focus and talk through our individual hui's strengths and areas that we need to ho'oi-kaika. I feel we have learned a lot about different funding opportunities and collaborations just from talking story with other cohort members and we intend to pursue these opportunities and build pilina to make collaboration possible.”

- Hawai'i Island Cohort member at retreat in Ka'ū.



HAWAI'I ISLAND COHORT MEMBER HIGHLIGHT:

Pōhaku Pelemaka

Pōhaku Pelemaka's mission is to protect, perpetuate, and enhance the intrinsic qualities and heritage of lower Puna, Native Hawaiian wellbeing, and the transmission of intergenerational knowledge and practices in partnership with 'ohana, government, and private sectors. With its focus along the Puna coastline, Pōhaku Pelemaka is designing an 'Ohana Stewardship and Adaptive Management Plan and a Community-based Stewardship Program to implement at Ka'akepa. This community-based organization is also mapping and recording important natural and cultural resources (mauka to makai) to ensure effective management.

Laulima Grants

The Laulima Grants funding opportunity was launched in August 2024. Through this opportunity, more than \$1.2 million has been awarded to 18 organizations across the state of Hawai'i to implement projects addressing five 'umeke (baskets - key focal areas) identified by the HCF Holomua Marine Pooled Fund Advisory Committee. The 'umeke include:

- Capacity:** Programs that strengthen community or organization capacity to deliver results toward effective community co-management of nearshore marine areas. Projects are aimed at strengthening technical capacity, leadership and organizational effectiveness.
- Engagement:** Programs that strengthen community engagement in effective management of nearshore marine areas. Projects focus on education, awareness, and outreach to various stakeholder groups, communications, strategies that broaden inclusivity, and community events that highlight shared core values and kuleana for effective nearshore marine resource management.
- Coordination:** Programs that strengthen coordination and collaboration between diverse groups or agencies to support the achievement of Holomua Marine Initiative goals and objectives. Projects are aimed at cross-sector collaboration, strengthened coordination between state, county, and community entities, and coordination between communities, resource managers and academia.
- Governance:** Programs that lead to the achievement of Holomua Marine Initiative policy goals, good governance, and effective management of nearshore marine areas. Projects are aimed at development of policy and regulations, advocacy, strategic communications, adoption of marine managed areas regimes such as Community-based Subsistence Fishing Areas (CBSFAs) and Fisheries Management Areas (FMAs), and strategies targeted at ensuring community priorities for effective nearshore marine management are adequately reflected in all levels of policy decision-making.
- Data:** Programs that improve data collection, analysis, management, and application to resource management, decision-making, and community awareness and knowledge. Projects aim to strengthen community-based monitoring programs, evaluation of management effectiveness, uplifting and integrating local and traditional knowledge into monitoring, systems to improve data management, and development of intellectual property agreements.
- The diverse array of projects supported through Laulima Grants aim to achieve objectives in all the above-outlined 'umeke.

Find the Laulima grantees on next page.



Laulima Grants

CONTINUED ON FROM PAGE 7

GRANTEE:
Hawaiian Islands Land Trust

Program Location: Maui
‘Umeke (Focal Areas): Capacity, Coordination, Data, Engagement

Improving nearshore water quality through loko i’a restoration at Kapoho, Waihe’e

GRANTEE:
Hui Aloha Kīholo

Program Location: Hawai’i Island
‘Umeke (Focal Areas): Capacity, Coordination, Data, Engagement

Mālama Kīholo: Ensuring Perpetual Co-Stewardship Through Community Engagement and Sustainable Revenue Development

GRANTEE:
Kuleana Coral Reefs

Program Location: O’ahu, Maui
‘Umeke (Focal Areas): Capacity, Coordination, Data, Engagement

Building technical capacity for in-water reef restoration

GRANTEE:
Mālama Maunalua

Program Location: O’ahu
‘Umeke (Focal Areas): Capacity, Coordination, Engagement, Governance

Incorporating community in restoring Maunalua Bay

GRANTEE:
Maui Nui Marine Resource Council

Program Location: Maui
‘Umeke (Focal Areas): Capacity, Coordination, Data, Engagement

Integrated coastal monitoring and community collaboration for leeward maui

GRANTEE:
Sustainable Coastlines Hawai’i

Program Location: O’ahu
‘Umeke (Focal Areas): Capacity, Coordination, Engagement

SCH Kahuku Solutions Center and Coastal Care Project

GRANTEE:
Edith Kanaka’ole Foundation

Program Location: Hawai’i Island
‘Umeke (Focal Areas): Capacity, Coordination, Engagement

Kaiea

GRANTEE:
He’eia National Estuarine Research Reserve, University of Hawai’i – Hawai’i Institute of Marine Biology

Program Location: O’ahu
‘Umeke (Focal Areas): Capacity, Coordination, Engagement, Governance

Revitalizing Kāne’ohe Bay: A Community-Driven Approach to Updating the Master Plan

GRANTEE:
Ho’omalua Ke Kai

Program Location: Kaua’i
‘Umeke (Focal Areas): Capacity, Coordination, Data, Engagement

Kaua’i Coral of Opportunity Restoration and Rehabilitation Initiative

GRANTEE:
Kauhako ‘Ohana Association

Program Location: Hawai’i Island
‘Umeke (Focal Areas): Capacity, Coordination, Data, Engagement

Kauhakō/Ho’okena Ko’a Hānai

GRANTEE:
Ke Ao Hali’i

Program Location: Maui
‘Umeke (Focal Areas): Capacity, Coordination, Data, Engagement

‘Āina aloha

GRANTEE:
Ka Honua Momona International

Program Location: Moloka’i
‘Umeke (Focal Areas): Capacity, Coordination, Engagement

Mālama i na loko i’a o Molokai

GRANTEE:
Kipahulu ‘Ohana Inc.

Program Location: Maui
‘Umeke (Focal Areas): Capacity, Coordination, Data, Engagement, Governance

Mālama i ke kai o Kīpahulu

GRANTEE:
Mālama Pūpūkea-Waimea

Program Location: O’ahu
‘Umeke (Focal Areas): Capacity, Coordination, Data, Engagement, Governance

Implementing the four Marine Holomua Initiative Pillars at Pūpūkea

GRANTEE:
Na Mamo O Muolea

Program Location: Maui
‘Umeke (Focal Areas): Capacity, Coordination, Engagement

Welo mau ana no na hanauna hou

GRANTEE:
Pacific American Foundation (FS To HFACT & Lynker)

Program Location: Statewide
‘Umeke (Focal Areas): Capacity, Coordination, Data, Engagement

Building capacity within Hawai’i’s fishing communities to engage in the Holomua Marine Initiative

GRANTEE:
Reef Guardians Hawai’i

Program Location: Kaua’i
‘Umeke (Focal Areas): Capacity, Coordination, Data, Engagement

Mālama I Ke Kai - Wanini Water Testing Program

GRANTEE:
Resources Legacy Fund

Program Location: Statewide
‘Umeke (Focal Areas): Capacity, Coordination, Engagement, Governance

Holomua Marine Initiative Laulima Grants



LAULIMA GRANTS HIGHLIGHT:

Mālama Maunalua - Incorporating Community in Restoring Maunalua Bay

With support from its Laulima Grant, Mālama Maunalua Bay (MM) is engaging stakeholders, with a particular focus on marginalized Pacific Island communities in the region, to promote sustainable fishing practices, expand a community-led survey to assess resource health, and ensure inclusive management planning for the recently established Maunalua Bay Fisheries Management Area (FMA). This project will make meaningful contribution to the Holomua Marine Initiative goal of effective nearshore management with strong community engagement, particularly toward the management of the Maunalua Bay FMA on O’ahu.

A Strong Foundation in Science

“Knowledge is power, and we hope that, by providing water quality data, members of the community can better understand their unique coastal areas and are inspired to advocate for positive change.”

— Amy Hodges (MNMRC)

MNRC Community
Water Quality testing
(credit: MNRC)

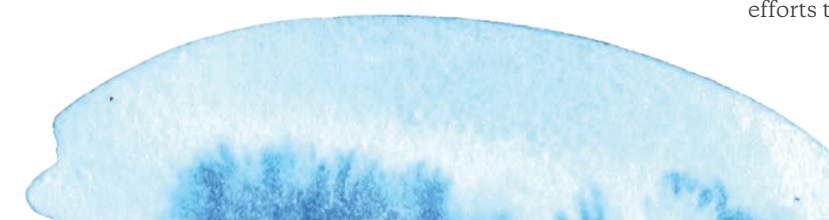
The Holomua Marine Initiative continues to rest on a strong foundation in science with partners collaborating and communities informing and conducting data collection and management as well as sharing essential local and indigenous insights to strengthen scientific contributions. Although the Hawai'i Monitoring and Reporting Collaborative (HIMARC) experienced a significant transition over the last year, relocating its core operations from Arizona State University to the University of Hawai'i, many activities continued to move forward.

HIMARC Updates and Challenges

THIS YEAR, HIMARC transitioned from being based at the ASU to UH. In the wake of the transition, challenges have included the need to recruit new Hawai'i-based staff and make the administrative transition smoothly and successfully. While the transition has delayed some activities, significant progress continues to be made on achieving objectives of the project. Progress has been made in collaborating to combine and calibrate reef monitoring data including:

- Actively engaging all HIMARC data providers in acquiring data collected since 2021 and conducting QAQC (quality assurance and quality control) procedures to check, clean, and update the HIMARC database.
- Providing capacity building support for data science associated with marine monitoring statewide and working closely with the DAR O'ahu team to work through a backlog of data entry and data processing, and discuss options going forward for their data collection and data stewardship.
- Ensuring the long-term viability of the combined database requires regular maintenance, consistent and comprehensive documentation, and improved data ingestion procedures. HIMARC has had major breakthroughs in this area during the last year, with a total overhaul of its benthic database completed, as well as improved documentation and processing scripts created.
- Participating in community and partner discussions regarding the potential needs and solutions for monitoring the effectiveness of management implemented through the Holomua Marine Initiative.

Additionally, draft layers of all land-based pollution and oceanographic drivers, except sediment (which will need a new method for updating), have been completed as HIMARC continues its efforts to quantify drivers of reef condition.



Community Monitoring

THERE IS A SPECIAL FOCUS on integrating community engagement, local knowledge, and indigenous practices to monitoring nearshore marine resources and ecosystems into the Holomua Marine Initiative approach to building a foundation in science. In addition to HIMARC participating in discussions with communities on designing, implementing, and sharing, approaches to data collection and management, other partners including Conservation International, KUA, and community groups are continuing to collaborate to strengthen community monitoring. Highlights include progress in Makai Watch Community Organization's ongoing shoreline and resource use surveys, Laulima-funded community groups conducting water quality testing and reef surveys, Marine Capacity Building Cohorts sharing monitoring experience and expertise, and CI's continued collaboration and sharing of guidelines to protect local and indigenous intellectual property to ensure trust with communities and inform data collection and management agreements between partners. The Community-based Monitoring (CBM) Hui also continues to collaborate to ensure relevant data is collected, and data management processes are informed by community and grounded in strong partnerships. HIMARC and CBM Hui facilitator Conservation International shared their experiences and perspectives with the Holomua Marine Initiative Pooled Fund Advisory Committee during a spring virtual learning session.



COMMUNITY HIGHLIGHT:

Hui Aloha Kīholo (HAK) – Mālama Kīholo

Hui Aloha Kiholo (HAK) was founded in 2007 with a mission to protect, perpetuate and enhance the cultural and natural landscape of Kīholo Bay through collaborative management and active community stewardship. HAK strives to enhance the stewardship of Kīholo's nearshore fisheries. Through its project Mālama Kiholo, supported with a Laulima grant and its Makai Watch project, HAK conducts quarterly nearshore marine monitoring, community engagement and outreach, and collaborative planning with partners including DAR. Comprehensive monitoring of nearshore marine resources will help to inform and enhance adaptive management. Strengthened partnerships will enhance HOK's ability to effectively manage Kiholo's nearshore marine environment and promote pono practices.



Evaluation update: GroundSwell

In 2023, HCF contracted Groundswell to conduct an evaluation of the Holomua Marine Initiative. The evaluation team is collecting qualitative and quantitative data to assess progress toward effective management, improving ecosystem health and abundance, and community perceptions about the Initiative's connection to general well-being. The process includes key informant interviews with stakeholder representatives and partners, focus groups, community surveys, and case studies. GroundSwell continues to conduct evaluation activities with initiative partners and communities. Evaluation results will be presented in 2026.

Building a Movement through Communication and Outreach

“This funding will allow Mālama Maunalua to better engage underserved members of the community, while continuing its restoration of the bay, and commitment to mentoring the next generation of environmental stewards.”

– Mālama Maunalua

Advancements in Communication

EFFECTIVELY MANAGING COMMUNICATIONS to mitigate disinformation and misinformation has been an ongoing challenge for the Holomua Marine Initiative. As seen in previous years, challenges have led to misunderstandings in community and policy makers regarding the goal and intention of the Initiative. These misunderstandings were reflected in heated social media exchanges, resistance to progress in policy, rules, and regulations, and even broad changes in the articulation of the Initiative goal. This year, DLNR and community partners made significant strides in achieving communications objectives. With the support of FutureSwell, a local communications firm that specializes in social media manage-

ment, DAR has improved its Holomua Marine Initiative social media responses and exchanges which has led to a noticeable increase in positive social media posts from the public and almost no negative responses. Additionally, DAR has completed 80 percent of its update of its strategic communications plan. DAR also recruited an effective facilitator for the Maui Navigation Team process, which led to the successful rollout of marine management recommendations to the public in 2024. The Maui Navigation Team members, once hesitant to fully embrace the Initiative, have now taken ownership and leadership of the process and outcomes of the Holomua Marine Initiative Island Navigation process

for Maui. The DLNR DOCARE also held Makai Watch network statewide gatherings and through its outreach, increased the network size to from 14 community organization members to more than 20, with new members from Maui, Lana'i, and Hawai'i Island. Community networks have also prioritized and strengthened advocacy capacity through Marine CB cohort learning sessions coordinated by KUA, as well as through an advocacy network coordinated by Resources Legacy Fund.

Communications and Policy Impact Highlights:

Act 96 signed into law, establishing the first ever climate impact fee, or "Green Fee," in the nation.

Establishment of the Maunalua Bay Fisheries Management Area (FMA) and DAR initiated Chapter 91 rule making process.

Continued constructive discussion to refine the draft Ka'upulehu Marine Management Plan.

Continued refinement of the Maui Navigation Team management plan and recommendations.

Passage of state legislation to support DLNR DOCARE's efforts aimed at protecting Hawai'i's herbivorous fish populations.



COMMUNITY ADVOCACY HIGHLIGHT:

Resources Legacy Fund - Coordinating a Holomua Marine Initiative Advocacy Network

Through the Laulima Grants, an experienced partner - Resources Legacy fund (RLF), is working with a network of community organizations, local nonprofits, academia, and partner agencies to strengthen advocacy efforts toward reaching policy objectives. These efforts are seen in passage of key legislation and increased collaboration to strengthen communications and advocacy capacity. Through this project RLF aims to collaborate with community groups, local nonprofits, and management agency partners to 1) train constituents on funding and lobbying, 2) advise on strategic communication and policy following the elections 3) convene monthly Holomua discussions 4) convene ocean legislative huis, 5) educate lawmakers and 6) coordinate coalition to increase public funding.



The Road Ahead

THE FUTURE IS BRIGHT for the Holomua Marine Initiative. As communities, nonprofit partners, and DLNR continue to collaborate, next steps will include inspiring progress. The Maui Island Navigation process will refine its management planning and recommendations and form the basis for a supporting funding opportunity, and the Hawai'i Island Navigation process is anticipated to begin in the fall of 2025. Science as a foundation to the initiative will continue to strengthen as HIMARC completes its Hawai'i-based recruiting and transition and communities strengthen monitoring experience and data management capacity. DOCARE will continue to expand and strengthen the Makai Watch program as more communities engage and increase capacity. DAR will complete the update of its strategic communications plan and begin implementation. HCF looks forward to the completion and results of evaluation of the Initiative as GroundSwell aims to present results

in 2026. And as the Initiative moves forward, HCF will continue to work closely with stakeholders and the Holomua Marine Initiative Pooled Fund Advisory Committee and contributors to design, develop, release, and support funding opportunities. New funding opportunities will include rolling quarterly small grants beginning in July 2025, an opportunity to support increased fisher engagement in late 2025 or early 2026, and an opportunity in late 2025 to support the recommendations and planning that are the outcome of the Maui Navigation process. Expanding on the more than 40 coastal sites, community organizations, partners and programs it currently funds, the Holomua Marine Initiative Pooled Fund will continue to play a key role in ensuring progress toward the achievement of effectively managed marine resources with strong community engagement and stewardship, that underpin the aspirations of Hawai'i's thriving communities.

Mahalo to our Funder Partners

PHILANTHROPY’S ROLE is vital to launch and sustain the local efforts of this Initiative. Our donors share the passion and vision for a resilient Hawai’i with vibrant reefs and marine life that benefit generations of residents and visitors alike. Mahalo for supporting this unprecedented partnership between government and philanthropy, proving that what we do locally in Hawai’i can demonstrate collaboration and leadership globally.

Current Funders:

Aditi Fund
Anonymous (2)
Dorrance Family Foundation
Flora Family Foundation
Harold K. L. Castle Foundation
Jon and Kim Chen Bock
Kōaniani Fund
Marisla Foundation
Oak Foundation

The ‘ohana of funding partners to the Holomua Marine Initiative has also included Kamehameha Schools, Kōaniani Fund, Oceans 5, The Tiffany & Co. Foundation, the Weissman Family Foundation, and others committed to healthy and abundant nearshore marine ecosystems. Mahalo piha.

Advisory Committee

THE ADVISORY COMMITTEE was formed in July 2020 and is charged with identifying funding priorities best suited for philanthropic support to reach the goals of the Holomua Marine Initiative. The Committee meets quarterly to review proposals and make recommendations to HCF’s Board of Governors on funding, and/or to review progress on existing awards and the status of identified priorities. The Advisory committee consists of representatives from various sectors of the community that share kuleana for the nearshore marine environment in Hawai’i, including marine science, conservation, community organizations, fishers, and cultural experts.

Brian Neilson, administrator, Hawai’i Division of Aquatic Resources, Department of Land and Natural Resources

Eric Co, senior program officer for Ocean and Resiliency, Harold K. L. Castle Foundation

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