

**THE THIRTIETH LEGISLATURE  
APPLICATION FOR GRANTS  
CHAPTER 42F, HAWAII REVISED STATUTES**

Type of Grant Request:

Operating                       Capital

Legal Name of Requesting Organization or Individual: Db:

Keep the Hawaiian Islands Beautiful

Amount of State Funds Requested: \$ 126,799

Brief Description of Request (Please attach word document to back of page if extra space is needed):

This request is for operating funds to renew the statewide "Lend a Hand to Clean Our Land" litter and debris prevention campaign. This will involve statewide educational litter prevention outreach through social/digital media and traditional media. Additionally, litter prevention and waste management workshops and lessons for public school students will be developed and implemented.

Amount of Other Funds Available:

State: \$ 49,500

Federal: \$ 0

County: \$ 0

Private/Other: \$ 38,500

Total amount of State Grants Received in the Past 5 Fiscal Years:

\$ 175,200

Unrestricted Assets:

\$ 38,500

New Service (Presently Does Not Exist):  Existing Service (Presently in Operation):

Type of Business Entity:

- 501(C)(3) Non Profit Corporation  
 Other Non Profit  
 Other

Mailing Address:

743 Waiakamilo Rd, STE H

City: Honolulu                      State: HI                      Zip: 96817

Contact Person for Matters Involving this Application

Name:  
Jordan Muratsuchi

Title:  
Executive Director

Email:  
jmuratsuchi@khib.org

Phone:  
808-284-3168

Federal Tax ID#:  
[REDACTED]

State Tax ID#:  
[REDACTED]

  
\_\_\_\_\_  
Authorized Signature

Jordan Muratsuchi - Executive Director  
\_\_\_\_\_  
Name and Title

1/18/2019  
\_\_\_\_\_  
Date Signed

**received**  
1/18/19 2:25p JB

## Application Submittal Checklist

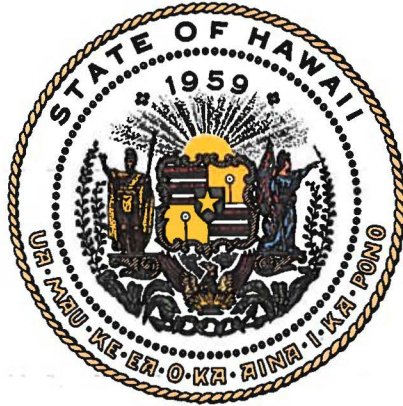
*The following items are required for submittal of the grant application. Please verify and check off that the items have been included in the application packet.*

- 1) Certificate of Good Standing (If the Applicant is an Organization)
- 2) Declaration Statement
- 3) Verify that grant shall be used for a public purpose
- 4) Background and Summary
- 5) Service Summary and Outcomes
- 6) Budget
  - a) Budget request by source of funds ([Link](#))
  - b) Personnel salaries and wages ([Link](#))
  - c) Equipment and motor vehicles ([Link](#))
  - d) Capital project details ([Link](#))
  - e) Government contracts, grants, and grants in aid ([Link](#))
- 7) Experience and Capability
- 8) Personnel: Project Organization and Staffing

  
AUTHORIZED SIGNATURE

JORDAN MURATSUCHI – EXECUTIVE  
DIRECTOR  
PRINT NAME AND TITLE

1/18/2019  
DATE



## Department of Commerce and Consumer Affairs

### CERTIFICATE OF GOOD STANDING

I, the undersigned Director of Commerce and Consumer Affairs of the State of Hawaii, do hereby certify that

**KEEP THE HAWAIIAN ISLANDS BEAUTIFUL**

was incorporated under the laws of Hawaii on 08/24/2008 ; that it is an existing nonprofit corporation; and that, as far as the records of this Department reveal, has complied with all of the provisions of the Hawaii Nonprofit Corporations Act, regulating domestic nonprofit corporations.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Department of Commerce and Consumer Affairs, at Honolulu, Hawaii.

Dated: January 17, 2019

Director of Commerce and Consumer Affairs

**DECLARATION STATEMENT OF  
APPLICANTS FOR GRANTS PURSUANT TO  
CHAPTER 42F, HAWAII REVISED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

- 1) The applicant meets and will comply with all of the following standards for the award of grants pursuant to Section 42F-103, Hawaii Revised Statutes:
  - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant is awarded;
  - b) Complies with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
  - c) Agrees not to use state funds for entertainment or lobbying activities; and
  - d) Allows the state agency to which funds for the grant were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant.
- 2) If the applicant is an organization, the applicant meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
  - a) Is incorporated under the laws of the State; and
  - b) Has bylaws or policies that describe the manner in which the activities or services for which a grant is awarded shall be conducted or provided.
- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
  - a) Is determined and designated to be a non-profit organization by the Internal Revenue Service; and
  - b) Has a governing board whose members have no material conflict of interest and serve without compensation.

Pursuant to Section 42F-103, Hawaii Revised Statutes, for grants used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

Keep the Hawaiian Islands Beautiful  
(Typed Name of Individual or Organization)

  
(Signature)

1/18/2019  
(Date)

Jordan Muratsuchi  
(Typed Name)

Executive Director  
(Title)

## Application for Grants

***If any item is not applicable to the request, the applicant should enter "not applicable".***

### **I. Certification – Please attach immediately after cover page**

#### **1. Certificate of Good Standing (If the Applicant is an Organization)**

If the applicant is an organization, the applicant shall submit one (1) copy of a certificate of good standing from the Director of Commerce and Consumer Affairs that is dated no earlier than December 1, 2018.

[See attached.](#)

#### **2. Declaration Statement**

The applicant shall submit a declaration statement affirming its compliance with Section 42F-103, Hawaii Revised Statutes. ([Link](#))

[See attached.](#)

#### **3. Public Purpose**

The applicant shall specify whether the grant will be used for a public purpose pursuant to Section 42F-102, Hawaii Revised Statutes. ([Link](#))

[This grant will be used for a public purpose pursuant to Section 42F-102, Hawaii Revised Statutes.](#)

### **II. Background and Summary**

This section shall clearly and concisely summarize and highlight the contents of the request in such a way as to provide the State Legislature with a broad understanding of the request. Please include the following:

#### **1. A brief description of the applicant's background;**

[Keep the Hawaiian Islands Beautiful \(KHIB\) is a local 501\(c\)\(3\) nonprofit, volunteer-based organization established in 2008 as the Hawaii state affiliate of Keep America Beautiful \(KAB\). The history of KHIB dates back to the Community Work Day Program initiated on Maui. KHIB's mission is to engage individuals to take greater responsibility for improving the community environment and preserving the beauty of the Hawaiian Islands. This is done through community outreach and education, including providing a support](#)

structure for partner affiliates and organizations and to educate, engage and empower individuals to effect positive changes in their community environments. For more information please visit [www.khib.org](http://www.khib.org).

**2. The goals and objectives related to the request;**

The **goal** of this program is to reduce littering and illegal dumping in the state of Hawai'i, as well as build awareness and understanding of the importance of responsible waste management.

This will be accomplished by renewing and modernizing the successful "Lend a Hand to Clean Our Land" public education campaign, formerly sponsored by the State of Hawai'i. The "Lend a Hand" campaign is a widely remembered series of TV advertisements with supporting collateral that encouraged Hawaii residents to play a role in reducing littering behavior, cleaning up existing litter, and otherwise act as positive environmental stewards.

KHIB strongly believes that the underlying message of encouraging community responsibility to keep our islands clean will continue to resonate with all audiences.

KHIB proposes to renew the "Lend a Hand" campaign and update it for the digital age. KHIB and partners will produce a comprehensive digital advertising campaign to promote the positive steps that all residents can take to reduce litter and clean up our public spaces. KHIB will include actions to engage visitors, such as by partnering with Hawai'i Tourism Authority and hotels.

In addition to advertising, a public school educational program, titled "Keep Our Schools Beautiful", will also be implemented. This component is a series of educational workshops designed to teach youth their role in keeping the Hawaiian Islands beautiful, by ensuring waste is appropriately discarded, and making recycling second nature. By being present at all stages of our keiki's schooling, we are instilling a constant presence and hopefully setting forth a lifestyle choice that participants will make to protect the environment and keep our islands clean. KHIB and affiliates previously developed waste management curriculum which can be adapted to each age group.

The **objectives** identified to reach this goal are:

- Renew the statewide "Lend a Hand to Clean Our Land" public education campaign.
  - Utilize social media (including Facebook, Instagram, and Twitter) to create an online outreach campaign.
  - Create radio messaging to support the digital/social media campaign.

- Include specific focus (~1/3 of messaging) on subgroups known to engage in littering more often than others, as determined from national behavior research performed by Keep America Beautiful and affiliates.
- Baseline survey of residents prior to project initiation and then follow up surveys every three months after to understand public perception and awareness.
- Work with 12 Hawai'i DOE public schools (three each quarter) involving Pre-K through 12<sup>th</sup> grade.
  - Each quarter will focus on three schools in one of four age groups: Pre-K, K-5<sup>th</sup>, 6<sup>th</sup>-8<sup>th</sup>, and 9<sup>th</sup>-12<sup>th</sup> grade.
  - The Pre-K workshops will involve lessons and activities about litter.
  - The K-5<sup>th</sup> grade workshops will provide more advanced litter prevention and disposal lessons, as well as a beautification project (e.g. painting project).
  - The 6<sup>th</sup>-8<sup>th</sup> grade workshops will introduce citizen science data collection to document litter composition and quantity.
  - The 9<sup>th</sup>-12<sup>th</sup> grade workshops will introduce a litter index tool that students can use to document quantities and relative locations of litter around their school. Students will also be taught how to identify common litter sources and vectors, and they will be introduced to behavioral research findings regarding the act of littering.
- Engage businesses, particularly those in the restaurant and tourism/service industry, to publicly support the campaign such as through a pledge or letter or support, with a goal of getting 100 businesses (representing all four counties) to join us.
- Specifically reach out to the hotel industry to collaborate on how to engage the visitor population (e.g. developing in-room advertising).
- Approach Hawai'i Tourism Authority to collaborate in getting messaging to all islands and to target visitors statewide.
- Approach each county mayor with the intent on earning their support for the campaign.
- Develop a website community hub to share information, ideas, and research regarding litter, illegal dumping, and community beautification. A specific use of this hub will be to collect personal (and community) experiences to document and tell the stories that Hawai'i residents struggle with regarding litter, illegal dumping, and overall community blight.
- Develop and distribute logo decals as well as outreach and educational campaign materials such as reusable convenience items (e.g. water bottles, bags etc.) meant to reduce consumption of single-use products. Materials will be distributed widely to nonprofit organizations, education institutions, and community groups that support the goal of the campaign.

### 3. The public purpose and need to be served;

The overall public purpose is to help protect Hawai'i's environment and natural resources particularly by reducing litter and illegal dumping. More specifically, the purpose is to reinvigorate Hawai'i residents regarding their role in litter prevention and to reaffirm the necessity for responsible waste management and environmental stewardship.

There is a strong need for this type of program, as consistent litter abatement efforts have clear financial, aesthetic, and environmental benefits for the State of Hawai'i.

When people intentionally toss unwanted items into the environment or unintentionally permit waste to blow out of vehicles, dumpsters or trash cans, the litter creates an environmental hazard. Wind and weather, traffic, and animals move litter into gutters, lawns and landscaped areas, and parking structures. Litter collected along roadways, vacant lots, and beaches is likely to wash into local waterways and the ocean causing environmental contamination.

The hidden costs of litter include the impact on animals and loss of business due to appearance, while the tangible cost for business, educational institutions, city, county and state government to clean up and prevent litter is estimated at over \$64 million annually for Hawaii. (Number based on Keep America Beautiful Litter Cost Study in 2009 and research conducted by other researchers to update number to 2018 values.)

Littered items of all types can easily make their way into stormwater systems and waterways. This is a particular risk for coastal communities where pathways to waterways are very direct. Litter makes its way to local beaches and becomes marine debris, creating a visible eyesore for local tourism as well as a negative impact on wildlife.

**4. Describe the target population to be served; and**

The target population includes all Hawai'i residents, with additional emphasis on subgroups known to most likely engage in littering behavior. Hawai'i's visitor population will also be targeted.

**5. Describe the geographic coverage.**

The geographic coverage will be the State of Hawai'i (Main Hawaiian Islands).

**III. Service Summary and Outcomes**

The Service Summary shall include a detailed discussion of the applicant's approach to the request. The applicant shall clearly and concisely specify the results, outcomes, and measures of effectiveness from this request. The applicant shall:

**1. Describe the scope of work, tasks and responsibilities;**



The majority of work will be office/computer based but also includes community and business outreach meetings and events. KHIB will leverage resources from Keep America Beautiful and other affiliates that have done similar educational outreach initiatives. Tasks will include: Creation of awareness materials with the "Lend a Hand to Clean Our Land" symbol that currently exists; creation of campaign social media pages with multiple weekly posts; campaign website development; creation of radio messaging; engaging and gaining support of businesses and government leaders; implementation of school litter education workshops.

The Board of Directors, Executive Director, Development Director, and a new Project Manager hire for KHIB will be responsible for overseeing the schedule and operation of the funding request. Development of campaign messaging and materials will be led by the Executive Director and new Project Manager in collaboration with the Communications Coordinator. KHIB's Communications Coordinator will be responsible for executing day to day activities.

**2. Provide a projected annual timeline for accomplishing the results or outcomes of the service;**

By October 2019, KHIB will create and launch the "Lend a Hand to Clean Our Land" social media campaign, create and launch radio messaging, develop a website for the outreach campaign, and will have completed the baseline and second round of public surveys. KHIB will hire a part time Project Manager to assist in managing the grant. KHIB will connect with Hawaii Tourism Authority, businesses, and county mayors for support and collaboration. KHIB will also obtain outreach and educational materials for the litter prevention campaign. Additionally KHIB will have hosted three anti-litter/waste management workshops in public schools.

By January 2020, KHIB will continue the social media and radio PSAs, advertise the campaign website to the public and relevant organizations, start distributing outreach and educational materials, continue to work with businesses and Hawaii Tourism Authority, complete another round of public surveys, and host three more public school workshops.

By April 2020, KHIB will continue and improve upon the campaign PSAs, continue distributing outreach materials to partners and at events, complete another round of public surveys, and host three more public school workshops.

By July 2020, KHIB will continue and improve upon the campaign PSAs, continue distributing outreach materials to partners and at events, complete the last round of public surveys, and host the last three public school workshops. KHIB will compile data into a final report.

After the grant period ends, KHIB plans to continue with the "Lend a Hand" campaign as an ongoing program.

3. Describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results; and

Quality assurance will be the responsibility of the KHIB Executive Director and evaluated by the Board of Directors. This funding request will help sustain this position. KHIB is in compliance with county, state and federal reporting requirements and laws regarding non-profits. Reports and audits are reviewed by contracting agencies, foundations, and the Board of Directors. Local affiliates are assisted in building their capacity to maintain compliance with new regulations and requirements.

Our plan is based on 50 years of scientific research conducted by Keep America Beautiful on how to best measure both quantities of litter and the behavior that produces litter. This deep body of research informs the creation of targeted public education meant to change littering behavior.

#### **Monitoring Results:**

The social media campaign will use ongoing A/B testing to measure the effectiveness of different messages with target audiences by using split samples to compare engagement metrics such as average time spent viewing each message and rates that messages are forwarded and shared.

#### **Evaluating Results:**

To evaluate the reach of the campaign, surveys will be used immediately before the launch of the campaign and every 3 months after. This will provide a baseline for public awareness of the campaign, public knowledge of the problem, and public perception. Follow up surveys will be performed throughout the duration of the program to evaluate changes.

To evaluate the real-world results, we will use Keep America Beautiful's Litter Index methodology to compare relative litter amounts in randomized sites throughout Oahu. We are currently planning our third annual Litter Index for Q1 2019, so we will have a comprehensive baseline with which to compare future changes in visible litter.

#### **Improving Results:**

To improve results, surveys will include questions measuring public perception and memory of campaign PSAs, which will be used to determine messaging and platforms that were most and least effective.

4. List the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency). The measure(s) will provide a standard and objective way for the State to assess the program's achievement or accomplishment. Please note that if the level of appropriation differs from the amount included in this application that the measure(s) of effectiveness will need to be updated and transmitted to the expending agency.

The measures of effectiveness to be reported are:

- a. Metrics from the annual O'ahu Litter Index that indicate relative amounts of litter observed in 90 sites across the island.
- b. Monthly Social Media Metrics.

**Facebook**

Page Likes  
Post Reach  
Engagement  
Video engagement  
Demographics

**Twitter**

Tweets  
Tweet Impressions  
Profile Visits  
Link Clicks  
Mentions  
Followers  
Tweets Linking to You  
Demographics

**Instagram**

Impressions  
Reach  
Profile Views  
Engagement  
Saved

- c. Public Survey Results.
- d. List of businesses and hotels engaged and partnered with.
- e. Number of events hosted, including workshops in public schools.

## **IV. Financial**

### **Budget**

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.
  - a. Budget request by source of funds ([Link](#)),
  - b. Personnel salaries and wages ([Link](#))

- c. Equipment and motor vehicles ([Link](#))
- d. Capital project details ([Link](#))
- e. Government contracts, grants, and grants in aid ([Link](#))

See attached.

2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2020.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$45,000	\$35,000	\$25,000	\$21,799	\$126,799

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2020.

[Keep America Beautiful](#)  
[Hawai'i Community Foundation](#)  
[Private Foundations](#)  
[Hawai'i Tourism Authority](#)  
[Corporate giving](#)  
[Individual giving](#)  
[Fundraising events](#)

4. The applicant shall provide a listing of all state and federal tax credits it has been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.

Not Applicable.

5. The applicant shall provide a listing of all federal, state, and county government contracts, grants, and grants in aid it has been granted within the prior three years and will be receiving for fiscal year 2020 for program funding.

KHIB received a State grant in aid for the fiscal year 2017. This grant was extended an additional year and will be completed on February 28, 2019.

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2018.

\$38,500

## **V. Experience and Capability**

1. **Necessary Skills and Experience**

The applicant shall demonstrate that it has the necessary skills, abilities, knowledge of, and experience relating to the request. State your experience and appropriateness for providing the service proposed in this application. The applicant shall also provide a listing of verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.

KHIB is the Hawai'i State Affiliate in the Keep America Beautiful (KAB) system and represents affiliates located throughout the main Hawaiian Islands. KAB has operated through local affiliates for twenty years in Hawaii, and KHIB was formed in 2008 to expand the KAB mission, including the administration of grants and supporting the efforts of these affiliates. The work supported by KHIB includes, but is not limited to, litter cleanups, recycling programs, graffiti education and removal programs, park and roadside improvements, classroom demonstrations, native plant restoration and marine and ocean cleanup and monitoring programs.

Through grants and partnerships, KHIB has proven that it has the ability to assume an increased statewide presence on the issues and projects relating to environmental education, solid waste initiatives and other programs concerning the health of our environment. The proposed goal and objectives in this request align directly with KHIB's mission to prevent and remove mismanaged solid waste.

As part of the KAB system, KHIB has access to resources from KAB headquarters and the affiliate network. There are organizations in this network that have experience managing similar outreach campaigns, and they will be solicited for ideas, best practices, and lessons learned. Additionally, KHIB has strong relationships with several litter abatement professionals that can, and likely will, be tapped for advice as needed.

Related projects/Contracts:

- Hawai'i State GIA FY17
- 2017 O'ahu Litter Index
- 2018 O'ahu Litter Index

## **2. Facilities**

The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the request. If facilities are not presently available, describe plans to secure facilities.

KHIB has its main office in Kalihi on O'ahu and additional storage space nearby. Employees work from the office and also work remotely, since the majority of KHIB's work is of a computer-based nature. KHIB meets clients and holds

meetings at the office in Kalihi, however with the recent and anticipated continued growth of KHIB, additional facility space is being sought.

## **VI. Personnel: Project Organization and Staffing**

### **1. Proposed Staffing, Staff Qualifications, Supervision and Training**

The applicant shall describe the proposed staffing pattern and proposed service capacity appropriate for the viability of the request. The applicant shall provide the qualifications and experience of personnel for the request and shall describe its ability to supervise, train and provide administrative direction relative to the request.

Oversight of this grant would come from the Executive Director, Board of Directors, Development Director, and a Project Manager (new hire). KHIB's Communications Coordinator would also be involved and would take responsibility for daily activities. KHIB has sought employees who have appropriate skills and experience to match the duties of their positions, and who have familiarity with Hawai'i's environmental issues.

KHIB's Executive Director holds a Master's Degree in natural resources and environmental management, and has nearly five years of experience with KHIB. He has performed surveys, data counts, and geospatial research on litter in Hawai'i. He has also assisted in performing social research in Hawai'i communities, focused on resource management. He has experience in educational outreach, public engagement, and teaching.

KHIB's Development Director has over 10 years of experience in program management, fundraising, community involvement and staff development. She has experience managing a budget of over \$7 Million. She also has extensive experience working with communities in Hawaii. Furthermore she is adept at working and communicating with multiple stakeholders at a time.

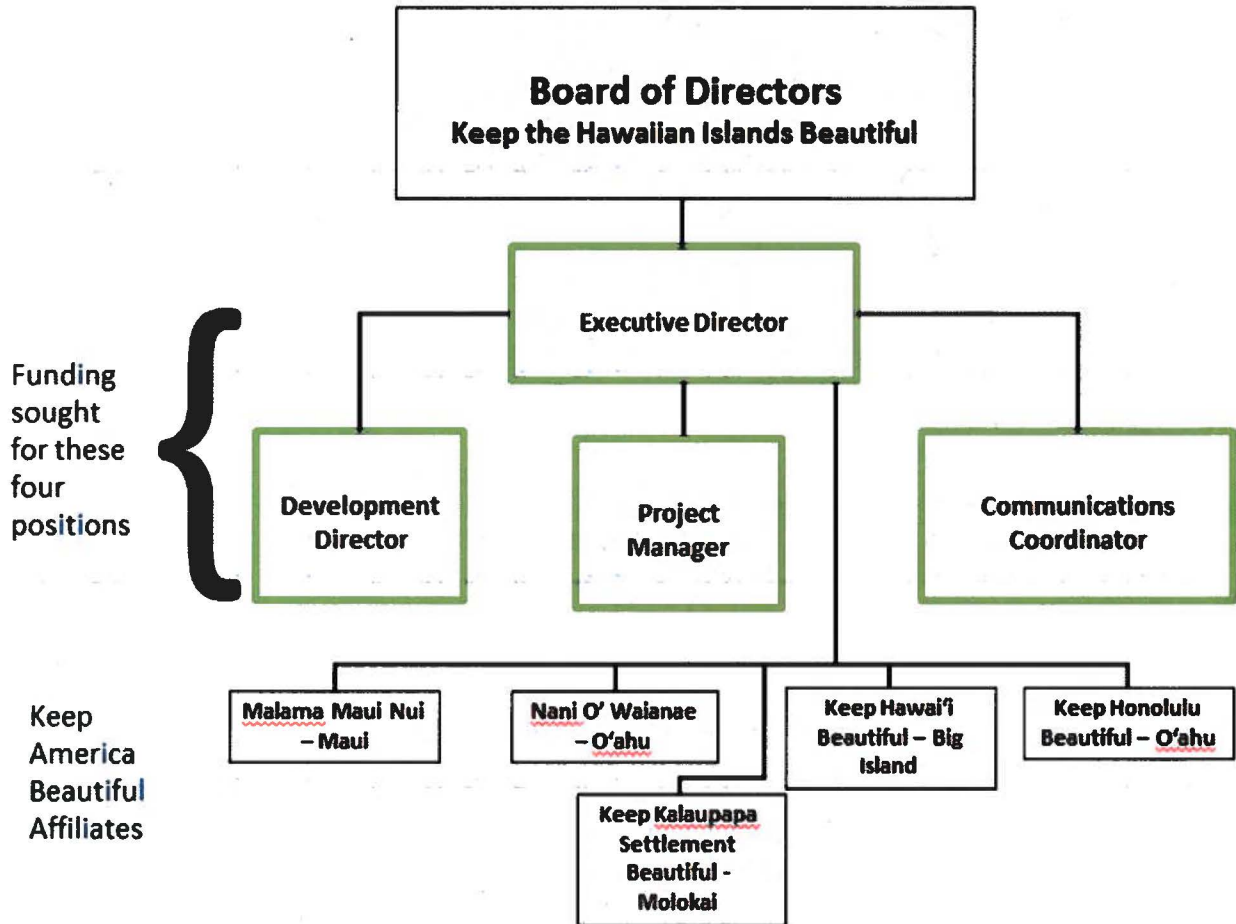
KHIB's Communications Coordinator holds a Bachelor's Degree in Communications and is experienced in digital communication. She has managed social media accounts and webpages for multiple organizations.

KHIB will hire an appropriate part time Project Manager to assist in oversight.

As an affiliate of Keep America Beautiful, KHIB has access and takes advantage of professional training in managing assets, managing volunteers, and running programs. All staff receive training on the history and work of KHIB.

### **2. Organization Chart**

The applicant shall illustrate the position of each staff and line of responsibility/supervision. If the request is part of a large, multi-purpose organization, include an organization chart that illustrates the placement of this request.



### 3. Compensation

The applicant shall provide an annual salary range paid by the applicant to the three highest paid officers, directors, or employees of the organization by position title, not employee name.

- Executive Director (full-time): \$48,000 - \$60,000
- Development Director (part-time, < 20 hrs/wk): \$10,000 - \$23,400
- Communications Coordinator (part-time, < 20 hrs/wk): \$6,000 - \$14,976

## VII. Other

### 1. Litigation

The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgement. If applicable, please explain.

KHIB is not party to any outstanding litigation or legal action.

## **2. Licensure or Accreditation**

The applicant shall specify any special qualifications, including but not limited to licensure or accreditation that the applicant possesses relevant to this request.

KHIB is the certified Hawai'i state affiliate of Keep America Beautiful. KAB affiliates Malama Maui Nui (Community Work Day Program), Keep Hawaii Beautiful, and Nani O Waianae have been continuously certified by KAB since March of 1993.

## **3. Private Educational Institutions**

The applicant shall specify whether the grant will be used to support or benefit a sectarian or non-sectarian private educational institution. Please see [Article X, Section 1, of the State Constitution](#) for the relevance of this question.

Not Applicable.

## **4. Future Sustainability Plan**

The applicant shall provide a plan for sustaining after fiscal year 2019-20 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2019-20, but
- (b) Not received by the applicant thereafter.

For the situation where KHIB receives funding for fiscal year 2019-20 but not thereafter, it is KHIB's intent to be fully capable of supporting itself and programs implemented through diverse fundraising strategies. KHIB has put in place a stronger foundation for active fundraising, and will continue to strengthen that. This includes KHIB's recent employment of a Development Director to focus on fundraising events, grant writing, and donation seeking. KHIB is also expanding the Board of Directors to bring in more resources and opportunities.

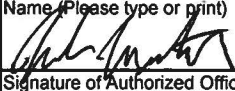
Additionally, once the anti-litter campaign (grant activity) is established there should be reduced baseline costs to sustain the program.



## BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2019 to June 30, 2020

Applicant: Keep the Hawaiian Islands Beautiful

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)
<b>A. PERSONNEL COST</b>				
1. Salaries	20,699			
2. Payroll Taxes & Assessments	3,600			
3. Fringe Benefits	5,000			
<b>TOTAL PERSONNEL COST</b>	<b>29,299</b>			
<b>B. OTHER CURRENT EXPENSES</b>				
1. Training, inter-island travel, & related	8,000			
2. G&A, rent, insurance, utilities	12,000			
3. Social & digital media promotion	15,000			
4. Radio promotion	25,000			
5. Education, outreach, & campaign materials	20,000			
6. Office expense & supplies	1,500			
7. Telecommunication, IT	6,000			
8. Professional/Contracted services	10,000			
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
<b>TOTAL OTHER CURRENT EXPENSES</b>	<b>97,500</b>			
<b>C. EQUIPMENT PURCHASES</b>	<b>0</b>			
<b>D. MOTOR VEHICLE PURCHASES</b>	<b>0</b>			
<b>E. CAPITAL</b>	<b>0</b>			
<b>TOTAL (A+B+C+D+E)</b>	<b>126,799</b>			
<b>SOURCES OF FUNDING</b>		Budget Prepared By:		
(a) Total State Funds Requested	126,799	Jordan Muratsuchi	808-284-3168	
(b) Total Federal Funds Requested	0	Name (Please type or print) <span style="float: right;">Phone</span>		
(c) Total County Funds Requested	0		1/18/2019	
(d) Total Private/Other Funds Requested	0	Signature of Authorized Official <span style="float: right;">Date</span>		
<b>TOTAL BUDGET</b>	<b>126,799</b>	Jordan Muratsuchi - Executive Director Name and Title (Please type or print)		

**BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES**

Period: July 1, 2019 to June 30, 2020

Applicant: Keep the Hawaiian Islands Beautiful

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Executive Director	1	\$55,000.00	15.00%	\$ 8,250.00
Development Director	0.5	\$23,400.00	10.00%	\$ 2,340.00
Communications Coordinator	0.5	\$14,976.00	30.00%	\$ 4,492.80
Project Manager	0.5	\$18,720.00	30.00%	\$ 5,616.00
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
<b>TOTAL:</b>				20,698.80
<b>JUSTIFICATION/COMMENTS:</b>				

## BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2019 to June 30, 2020

Applicant: Keep the Hawaiian Islands Beautiful

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				

**JUSTIFICATION/COMMENTS:** Not Applicable

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				

**JUSTIFICATION/COMMENTS:** Not Applicable

## BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2019 to June 30, 2020

Applicant: Keep the Hawaiian Islands Beautiful

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OTHER SOURCES OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2017-2018	FY: 2018-2019	FY:2019-2020	FY:2019-2020	FY:2020-2021	FY:2021-2022
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
<b>TOTAL:</b>						
<b>JUSTIFICATION/COMMENTS: Not Applicable - No Capital Improvements</b>						

**GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID**

Applicant: Keep the Hawaiian Islands Beautiful

Contracts Total:

175,200

	<b>CONTRACT DESCRIPTION</b>	<b>EFFECTIVE DATES</b>	<b>AGENCY</b>	<b>GOVERNMENT ENTITY</b> (U.S. / State / Haw / Hon / Kau / Mau)	<b>CONTRACT VALUE</b>
1	GIA - Grant in Aid (Operating)	7/1/2016 - 2/28/2019	Department of Labor and Industrial Relations - Office of Community Services	State	175,200
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3					
4					
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