

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

KULIA K. TOLENTINO-POTTER, PRESIDENT

JANUARY 16, 2020

PRINT NAME AND TITLE

DATE

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

Type of Grant Request:

Operating Capital

Legal Name of Requesting Organization or Individual: Dba:

Pōhāhā I Ka Lani

Amount of State Funds Requested: \$ 297,628

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

The goal of the project is to protect & promote the cultural heritage of Waipi'o Valley through cultural education service learning activities at critical and unique geographical and cultural heritage sites. The objectives of the project are to: 1) Expand the Community Steward Membership Program for social, volunteer, and financial support for the Waipi'o Valley rimlands; 2) Expand the Visitor Volontourism Program for visitors to participate in stewardship and support financially; 3) host regular educational groups for cultural education and stewardship; and 4) host quarterly community workdays.

Amount of Other Funds Available:

State: \$ 0

Federal: \$ 0

County: \$ 0

Private/Other: \$ 0

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

\$ 3,400

Unrestricted Assets:

\$ 17,000

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:

P.O. Box 412

City: State: Zip:

Kurtistown HI 96760

Contact Person for Matters Involving this Application

Name: Jesse K. Potter	Title: Executive Director
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Email: pohahaikalani@gmail.com	Phone: 808-966-4617
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Federal Tax ID#:

[REDACTED]

State Tax ID#

[REDACTED]



Authorized Signature

[REDACTED] Kauhi Tolentino-Potter, President

Name and Title

01/15/2020

Date Signed



Pōhāhā I Ka Lani

"to revitalize and advance indigenous Hawaiian culture"
a 501c3 non-profit organization

January 16, 2020

TO: The Senate Committee on Ways and Means

RE: Pōhāhā I Ka Lani's GIA Application

Aloha mai,

We sent out our GIA application earlier today and noticed these two forms were left behind. Please include these two forms with Pōhāhā I Ka Lani's application to allow the application to be complete.

Please contact me with any questions at pohahaikalani@gmail.com or (808) 936-9610.

Sincerely,

Jesse Keone Potter
Executive Director, Pōhāhā I Ka Lani

CC:

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

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Name: Jesse K. Potter	Title: Executive Director
Email: pohahaikalani@gmail.com	Phone: 808-966-4617

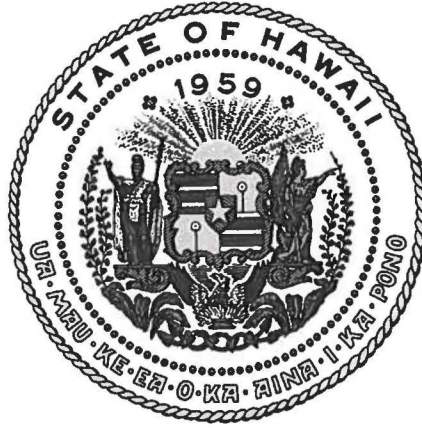
Federal Tax ID#: 80-0380686	State Tax ID# W176854121-01
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Authorized Signature

Kūlia Kauhi Tolentino-Potter, President
Name and Title

01/15/2020
Date Signed

received
1/17/2020 2:23pm



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

POHAHA I KA LANI

was incorporated under the laws of Hawaii on 02/17/2009 ; 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 14, 2020

Catherine P. Awai-Cole

Director of Commerce and Consumer Affairs

received
1/17/20 20 *11:17 am*

State GIA Fiscal Year 2021 Grant Application Proposal

Submitted by: Pōhāhā I Ka Lani

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)

See the attached Certificate of Good Standing. Pohaha I Ka Lani's Certificate of Good Standing is dated January 14, 2020.

2. Declaration Statement

See the attached Declaration Statement. Pohaha I Ka Lani complies with Section 42F-103, Hawaii Revised Statutes.

3. Public Purpose

Pursuant to Section 42F-102, Hawaii Revised Statutes

The project set forth by Pōhāhā I Ka Lani will continue to be offered to the general public. Pōhāhā I Ka Lani has worked with many schools locally and visiting schools, organizations from different parts of the world and has ongoing mālama 'āina days, workshops and gatherings that all are welcomed to attend. The programs we offered and will continue to offer have will be in a safe setting and programs are designed to best serve individual groups for particular hostings.

**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS PURSUANT TO
CHAPTER 42F, HAWAI'I 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, Hawai'i 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, Hawai'i 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, Hawai'i 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, Hawai'i 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.

Pohaha I Ka Lani
(Typed Name of Individual or Organization)
Kūlia Kauhi Tolentino-Potter January 15, 2020
(Signature) (Date)

Kūlia Kauhi Tolentino-Potter President
(Typed Name) (Title)

Application for Grants

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2. Declaration Statement

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3. Public Purpose

Pursuant to Section 42F-102, Hawaii Revised Statutes, the public purpose for this grant is for

II. Background and Summary

1. A brief description of the applicant's background:

Pōhāhā I Ka Lani is a Hawaiian-led organization whose mission is to revitalize and advance indigenous Hawaiian culture. Established in 2001, the organization initiated place-, cultural-, and experiential-based education work in Waipi‘o Valley and other areas of Hawai‘i Island. The organization has successfully strengthened the relationship between the Hawaiian community and the visitor industry by striving to mālama the Hawaiian culture and creating educational experiences that are respectful and accurate.

Pōhāhā I Ka Lani has a longstanding commitment to mālama ‘āina through physical stewardship of land and collaboration with communities, government, and private agencies to preserve the Waipi‘o Valley area.

Since 2007, Pōhāhā I Ka Lani has served as leaseholder of sacred lands at Nāpo‘opo‘o and Apua near Hi‘ilawe falls. In 2016, Pōhāhā I Ka Lani became the stewards of the County of Hawai‘i PONC parcel at Koa‘ekea (Waipi‘o Valley Lookout area). In 2019, Pōhāhā I Ka Lani also became the stewards of the 2,100 acres of the rimlands of Waipi‘o Valley. More than 7,000 residents and visitors participated in the programs and projects we offered. In return for the knowledge received, participants helped with restoration efforts of ancient taro patches, removal of invasive trees and plants and reforesting the area with native, endemic and beneficial trees and plants.

Visit the website www.pohahaikalani.com for photos and information about this work. Board members and personnel include expert Hawaiian educators, natural resource managers, cultural practitioners, science educators, and agricultural leaders with extensive land stewardship experience. Members have impressive academic and cultural backgrounds including in depth knowledge of Waipi‘o, Hāmākua history, land stewardship, and traditional practices, including local songs, hula, and chants.

2. The goals and objectives related to the request:

The goal of the project is to protect & promote the cultural heritage of Waipi‘o Valley through cultural education service learning activities at critical and unique geographical and cultural heritage sites. The project will improve the integrity of: 1) Koa‘akea – the Waipi‘o Valley Lookout area – a County of Hawai‘i Public Access, Open Space, Natural Resource Conservation parcel; 2) the ancient village site of Nāpo‘opo‘o and the Apua area with the famous Ti House –both located below Hi‘ilawe Waterfall area; and 3) Mahiki, Lalakea, Kilohana, Waikaileo, Puakalehua, Waiholoa – the rimlands above Waipi‘o Valley. Project activities will improve the integrity of Waipi‘o Valley as a destination and elevate the value perception of the historical significance of the area.

The proposed project will honor and preserve the cultural heritage of Waipi‘o Valley through participatory cultural education protect and cultivate native ecosystems with native,

endemic, and indigenous plant species that are culturally & ecologically significant, as well as used for medicine (lā'au lapa'au) and traditional foods ('ai pono). The project will educate participants that are residents or visitors of the cultural heritage of Waipi'o Valley through sharing of oral histories & legends, mele, hula, and traditional food and medicine practices. The project will connect residents and visitors with authentic and accurate knowledge of Hawaiian culture of Waipi'o Valley is protected.

The objectives of the project are to: 1) Expand the Community Steward Membership Program for social, volunteer, and financial support for the Waipi'o Valley rimlands; 2) Expand the Visitor Voluntourism Program for visitors to participate in stewardship and support financially; 3) host regular educational groups for cultural education and stewardship; and 4) host quarterly community workdays.

As a grassroots organization, the applicant has demonstrated its knowledge and ability to conduct similar projects with a high degree of community support and involvement. This project will allow the applicant to provide an enhanced experience for residents and visitors and continue these significant cultural and land stewardship practices in the future.

The project looks to further embody the translation of Pōhāhā I Ka Lani, which is the emergence of intelligent stewardship to perpetuate and advance Hawaiian resources. As the Waipi'o Valley rimlands are our organizations largest and newest land stewardship, at over 2,000 acres, a sustainable social and economic model is needed to care for them in perpetuity. The project aims to establish a sustainable, eco-conscious stewardship model that engages residents in co-stewardship through a community steward membership program and facilitates reciprocal & respectful visitors through ecotourism/voluntourism opportunities.

3. The public purpose and need to be served:

This project addresses two issues: 1) the increasing tourist traffic to & into Waipi'o Valley; and 2) the ecological security of the Waipi'o Valley rimlands with thousands of 'ōhi'a trees threatened by Rapid 'Ōhi'a Death. This project is vitally important to cultivate reciprocal relationships between those who visit the wahi pana of Waipi'o Valley, through cultural education & service learning opportunities protect cultural & ecologically important areas. These lands need a holistic and sustainable way to ensure the ecological and cultural integrity.

Waipi'o Valley over the years is increasingly being inundated with tourists at the Waipi'o Valley Lookout and into the valley. Commercial tour vans are increasing their visits to the Waipi'o Valley Lookout. Furthermore, tourists are also more and more traveling the island independent of commercial tours and are fueled by online information that is often erroneous and encouraging of trespassing in private and/or sacred areas. The current Waipi'o Valley access road often poses a dangerous situation due to increased tourist vehicle and hiker foot traffic. Tourists once in Waipi'o Valley are often aware of areas due to online sources giving misinformation, such as illegal trespassing to Hi'ilawe waterfall and Nanaue waterfall, trespassing through numerous private properties, farms & residences. The County of Hawai'i

Resources Rangers at the Waipi‘o Valley Lookout are only able to provide accurate & appropriate information to a limited number of tourists because the increasing number of tourists make it difficult to reach all of the visitors arriving at the Lookout and descending into Waipi‘o Valley by foot or vehicle. Sigange is limited in Waipi‘o Valley, and tourists often ignore the signage. Hi‘ilawe waterfall has seen reduced traffic since educational signage has been installed, yet tourists & residents still trespass. A more active engagement is needed.

The Waipi‘o Valley rimlands are an ecologically sensitive area that is often trespassed by residents and tourists. The area contains the remnants of native ecosystems with thousands of ‘ōhi‘a trees that are being threatened by the devastating fungal diseases *Ceratocystis lukuohia* and *Ceratocystis huliohia*, collectively & commonly known as Rapid ‘Ōhi‘a Death (ROD). Nearby areas of Waimea, Kalopā, and Laupāhoehoe have been confirmed to have ROD, and Hawai‘i Island in its entirety is the ground zero for ROD with infections reported across Hawai‘i Island and large infected areas in Puna. Trespassing residents & visitors potentially traffic in ROD via foot or ATV/UTV trying to access the known waterfall & pond areas above Waipi‘o Valley, a private and ecologically sensitive area. Residents generally have common knowledge of the area and visitors receive misinformation of the area online, both demographics entirely or largely unaware of the impacts of their actions in regards to spreading ROD and endangering the large area of ‘ōhi‘a trees.

This project builds upon nearly two decades of Pōhāhā I Ka Lani’s cultural perpetuation and stewardship initiatives in Waipi‘o Valley. Pōhāhā I Ka Lani offers meaningful, enriching opportunities to mālama ‘āina and understand the significance of Waipi‘o Valley as a wahi pana. Waipi‘o Valley is protected and honored through implementation of stewardship and cultural education activities, resulting in the creation of respectful actions of residents and visitors. Through our programs, we hope that participants will be moved at a deeper level to protect and care for Hawai‘i and its fragile environment, and understand & respect the Hawaiian culture. Pōhāhā I Ka Lani’s efforts are driven by our organization founders cultural & genealogical connection to this wahi pana above and the historic valley below.

4. Describe the target population to be served:

Our target audience is: a) the residents of nearby communities and Hawai‘i Island at large; b) educational, cultural, and community organizations from Hawaii & beyond; c) visitor industry; and d) relevant government agencies.

Hawai‘i Island residents at-large are familiar with the Waipi‘o Valley and the Waipi‘o Valley rimlands via either: a) general awareness of Waipi‘o Valley; b) history with the area from the sugar plantation era; c) hunting for feral pigs in the area; d) ocean access; and/or e) hiking. However deeper cultural knowledge and ecological knowledge is needed to cultivate a sense of kuleana among residents who could help protect and improve Waipi‘o Valley.

Organizations who would like to participate in stewardship would be solicited to help with participate in stewardship activities. Many organizations return upon request, and we intend to reach to more organizations as our organizations expands with staffing.

The visitor industry will be solicited for visitors interested in cultural ecotourism & voluntourism experiences to participate and support stewardship. Visitors can provide a significant source of support in the stewardship activities of our stewarded cultural sites and their native ecosystems. The ecotourism & voluntourism opportunities for tourists allow them to learn about the ecology & culture while supporting the stewardship monetarily and physically (if able).

Relevant government agencies who can provide support and spread awareness, and as well participate, would be engaged in this project. In the past, the US Forest Service, local firefighters, and other government agencies have participated in our programs as community give-backs or volunteer service activities.

5. Describe the geographic coverage.

Pōhāhā I Ka Lani's programs are focused in and above Waipi'o Valley, located in the Hāmākua, District 1 of Hawai'i Island. Waipi'o Valley and the Waipi'o Valley rimlands are ecologically and culturally significant areas, where famous myths & legends are rooted, sacred waters flow from Mauna Kea into Waipi'o Valley, and the remnants of the once thriving native species exist along the cliffside after the sugar plantation era cleared historical and ecological resources. Post-sugar plantation era brought the monocropped planting of Eucalyptus trees and later tour operations that ignored the natural & cultural resources of these lands. Native & endemic species such as 'Ōhi'a, Lama, Kolea, 'Ōlapa, 'Ala'alawainui, Kopiko, and others remain in the area, but have been uncared for with invasive species pressuring them. 'Ōhi'a is especially threatened with the fungal disease R.O.D., and is in danger of being tracked in by trespassing residents & visitors. Furthermore, multiple landslides occurred along the cliffs due to overuse and negligence. Pōhāhā I Ka Lani was awarded stewardship of the Kamehameha Schools owned Waipi'o Valley rimlands in 2018, and our stewardship began in 2019.

The following TMK numbers are for the rimlands that we steward (Total 2,127.4 acres): TMK 348003006 (1,742.40 acres), TMK 348003008 (7 acres), TMK 348004001 (141.8 acres), TMK 348004003 (219.4 acres), TMK 348008001 (8.5 acres), TMK 348008019 (8.8 acres). As these rimlands are our organizations largest and newest land stewardship, at over 2,000 acres, a sustainable social and economic model is needed to care for them in perpetuity.

The following TMK numbers are for the Bishop Musuem lands that we steward in Waipi'o Valley (Total 22.69 acres): TMK 4-9-009-018 (15.73 acres), TMK 4-9-009-020 (0.7 acres), TMK 4-9-009-032 (5.5 acres), TMK 4-9-008-006 (0.38 acres), TMK 4-9-008-005 (0.38 acres). These lands contain ancient archeological terrace systems that date back 800-1,200 years old, the Hi'ilawe river & Nāpo'opo'o waterhead, and the famous Ti House.

The TMK number for the Waipi‘o Valley Lookout parcel we steward through Hawai‘i County PONC Stewardship Program is TMK 4-8-04:06 (1.804 acres). This parcel is adjacent to the Waipi‘o Valley Lookout parking lot, the County of Hawai‘i Resource Ranger kiosk, and the entrance point of the Waipi‘o Valley access road.

Key to our proposals for stewardship of the parcels listed above was ensuring the ecological & cultural integrity of the areas, which are intimately linked. Recent research supports this, asserting that indigenous peoples & institutions “can shape sustainable human-landscape relationships in many places” (Garnett et al., 2018).

III. Service Summary and Outcomes

1. Describe the scope of work, tasks and responsibilities:

Pōhāhā I Ka Lani proposes the continuation & expansion of cultural stewardship of the culturally, ecologically, & geographically areas under our stewardship in and above Waipi‘o Valley. Pōhāhā I Ka Lani will serve 1,000 – 1,500 Hawaii residents, 12 – 24 organizations, and 500 – 1,000 visitors. The core of this proposal is to implement a model stewardship program that would ensure the continued, expanded and sustainable stewardship of important Waipi‘o Valley overall sites while including a holistic opportunity for visitors to participate via voluntourism.

The scope of work, tasks, and responsibilities that Pōhāhā I Ka Lani will conduct under this program are in the following categories: 1) Outreach & Marketing; 2) Community Steward Membership program; 3) Organizational hosting; 4) Open-community workdays; 5) Visitor voluntourism program; and 6) Site maintenance.

Details of the six (6) categories are below:

1. Outreach & Marketing

Pōhāhā I Ka Lani staff will work with Hilo photographer & strategic marketing consultant Andrew R. Hara to develop outreach & marketing media materials, make website improvements, and develop a marketing plan for our proposed program expansion. Andrew Hara has worked extensively in Hawaii, the US, and internationally on impressive projects, and has committed to working with Pōhāhā I Ka Lani. The outreach & marketing will be targeted towards the demographics mentioned, i.e. nearby communities surrounding Waipi‘o Valley, Hawai‘i island public, outer island residents, organizations in Hawai‘i and beyond, and U.S. mainland & international visitors. An improved website will include more dynamic media (video, high-resolution photos, etc.), digital forms, social media integration, and redesigned layout. Through our website, social media platforms (Facebook, Instagram, YouTube, etc.), and other media marketing, we will expand & improve our digital presence to garner participants in our programs, i.e. the Community Steward Membership program; educational, cultural, community organizations; Hawai‘i resident in general; and Hawai‘i visitors. Video and high

quality photo media are known to generate far more interaction with online marketing, and our staff currently does not have the expertise and resources to create this type of media.

2. Community Steward Membership Program

The community steward membership program address the love residents have for the waterfall & pond areas by educating them of the ecological issues, and soliciting them to contribute financially and volunteer as community stewards. There will be an emphasis on Hawai'i island 'ohana to become members so as to cultivate generational kuleana. Members will be provided: 1) access by request to the rimlands to participate in stewardship activities; and 2) discounts on Pōhāhā I Ka Lani merchandise and events.

3. Organizational Hosting

Pōhāhā I Ka Lani will host organizations via solicitation or request by the organization at either of the three (3) sites based on various factors, including the organizations learning & service interests, logistics, and weather. Organizational hosting will be regular with 2 – 4 plus hostings per month.

4. Open Community Workdays

Quarterly open community workdays will be held 1 – 2 times a quarter at one of the three (3) sites depending on site need. Community workdays will be open to the general public, with marketing for the workdays aimed nearby community members, Hawai'i island residents, and even outer island residents and Hawai'i island visitors. Community workdays will also serve as a means to solicit individuals and 'ohana for the Community Steward Membership Program.

5. Visitor Voluntourism Program

The Visitor Voluntourism Program will provide holistic means for tourists to learn about the ecology & culture of Waipi'o Valley while supporting the stewardship monetarily and physically (if able). Visitors will be marketed to through online & social media channels, along with partnerships with industry organizations and vendors. Visitors also have the potential to become Community Steward Members, supporting our organizations stewardship efforts remotely through financial donations.

6. Site Maintenance

Pōhāhā I Ka Lani staff will conduct regular site maintenance of areas for safety of participants, primarily upkeep of gravel/dirt roads and foot trails around the site. As our site in Waipi'o Valley and the rimlands site above the valley have areas that are accessible only by 4x4 vehicle and/or foot, upkeep is important for safety of participants.

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

Pōhāha I Ka Lani has the capacity, experience, and commitment necessary to implement the proposed program successfully. The timeline for the program is a 12-month period, commencing when the State issues an official Notice to Proceed.

The timeline will consist of two phases, running concurrently. The first phase will last approximately 1 month, occurring in the first month of the timeline. The second phase will last 12 months, the entirety the timeline for funding.

In Phase I (Outreach & Marketing), the consultation, design, and implementation will occur by program staff and Andrew R. Hara. This Phase will be implemented immediately to allow for the improvement and expansion of our outreach & marketing with the assistance of professional services that will greatly expand the impact and success of our program. This will be aimed primarily Partnerships will developed with educational

In Phase II (Implementation), the scope of work categories 2-6 will be implemented, and bolstered upon the completion of Phase I's outreach & marketing work. This phase will be a continuation and expansion of the program, as the program is currently limited by staffing and financial resources.

The timeline, major tasks, and milestones for the program are outlined below:

Phase I: Month 1 (Outreach & Marketing Phase)

- Review of Community Steward Membership Program and Visitor Voluntourism Program
- Consultation meeting with Andrew Hara to plan outreach & marketing.
- 8-hours of site visits for photo & video recording with Andrew Hara.
 - Site visits be coordinated with program participants at each of the three (3) sites.
- Collaborative development of outreach & marketing campaign with Andrew Hara to be implemented through website and social media channels.

Major Tasks & Milestones for Phase I:

- Redesigned website
- Collection of high resolution photography
- 1 professional made promotional video
- Launch of outreach & marketing campaign

Phase II: Months 1-12 (Implementation Phase)

- Continued implementation of the Community Steward Membership Program and the Visitor Volontourism Program.
- Hosting of educational, cultural, and community organizations
- Hosting of quarterly community workdays
- Maintenance of sites for safety.
- Expand and develop new partnerships with educational, cultural, and community organizations and the visitor industry.

Major Tasks & Milestones for Phase I:

- Serve 500 – 1,000 Hawaii residents, 12 – 24 organizations, and 150 – 250 visitors.
- 50 Hawai‘i island residents enrolled in the Community Steward Membership Program.
- Hosted 12 different organizations
- 90% of participants satisfied with the experience.
- 90% of participants report willingness to return for future participation.
- 90% of participants report a greater understanding & appreciation for Waipi‘o Valley’s cultural heritage and it’s natural resources.
- 10,000 square feet of invasive species cleared.
- 100 outplanted native plants

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

Pōhāhā I Ka Lani’s Quality Assurance & Evaluation Plan (QAEP) will be implemented to ensure all requirements of grants & contracts will be met on time and successfully. The QAEP will have multiple methods of monitoring of program activities and measurement of progress towards the programs goals & objectives.

Records Review

Intake forms and participation forms will be reviewed to assess the number of participants, their demographics, organizations participation or partnership, and any increases or decreases in participation by individuals and/or organizations. Intake forms would include a digital or physical hosting request form to be completed by individuals or organizations directly requesting participation in our programs. Participation forms include the required individual liability waivers that participants submit with their name, contact info, residence, age, ethnicity/race (optional), organization participating with (if applicable), and whether they are a returning participant.

Participant Surveys

Post-participation surveys will be sent to participants digitally to be completed to ask for degrees of satisfaction, willingness to return, and level understanding & appreciation for Waipi‘o Valley’s cultural heritage and it’s natural resources. Surveys will also include open-ended questions for participant comments, including a indication for leaving a comment as a complaint. Demographic information collected in the participation liability waiver form will also be collected in post participation survey.

Participant Complaints

Complaints received via post-participation surveys, verbally, or in writing will be recorded separately and discussed immediately with administrative staff and the Board of Directors. Complaints will be assessed for legal implications and program improvements, and any necessary adjustments to the program implementation will be made and recorded.

Output & Outcome Measures and Performance Indicators

Pōhāhā I Ka Lani will provide for regular measurement, reporting, and analysis the following output, outcome measures, and performance measurements for the program quality assurance and evaluation.

Monthly, Quarterly, and Annually:

- Number of Hawai‘i Island residents participating.
- Number of outer-island residents participating.
- Number of U.S. mainland individuals participating.
- Number of international individuals participating.
- Number of individuals & families enrolled in the Community Steward Membership Program.
- Number of different organizations worked with.
- Number of organizational hostings per month.
- Survey results of participants satisfaction, willingness to return, and increased understanding & appreciation.

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.**

Project-Specific Measures	Expected Goal
No. of enrolled community steward members	50
No. of community steward member participants in workdays	40
No. of visitors participating in voluntourism experience	250
No. of different organizations participating	12

in stewardship	
No. of groups hostings for stewardship	12
No. of individuals participating in stewardship	1,000
Sq. ft of invasives cleared	10,000 sq. ft.
Number of outplanted native plants	100

Satisfaction Level	Expected Goal
Percentage who are satisfied	90
Percentage who are likely to return to the project in the future	90
Percentage of participants that have gained a greater understanding & appreciation for Waipi‘o Valley’s cultural heritage and it’s natural resources.	90
Attendance	Expected Goal
No. of on-island residents attending and/or participating in the proposed project	500
No. of neighbor-island residents attending and/or participating in the proposed project	50
No. of out-of-state residents attending and/or participating in the proposed project detailed by U.S. State	150
No. of out-of-state residents attending and/or participating in the proposed project detailed by international country	100

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](#))

Please See Attachment 1

2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2021.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
150,000	150,000	150,000	150,000	600,000

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2021.

- County of Hawai‘i PONC Stewardship
- Hawai‘i Tourism Authority Aloha ‘Āina Program
- Hawai‘i Tourism Authority Kūkulu Ola Program
- Hawai‘i Tourism Authority Community Enrichment Program
- Office of Hawaiian Affairs
- Administration for Native Americans SEDS
- Hawai‘i Community Foundation

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 2021 for program funding.

- County of Hawai‘i PONC Stewardship
- Hawai‘i Tourism Authority Aloha ‘Āina Program
- Hawai‘i Tourism Authority Kūkulu Ola Program
- Hawai‘i Tourism Authority Community Enrichment Program
- Office of Hawaiian Affairs
- Administration for Native Americans SEDS
- Hawaii Community Foundation
- Bank of America

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2019.

\$17,000

V. Experience and Capability

1. Necessary Skills and Experience

The applicant has achieved great success implementing previous projects. Board Members will fulfill volunteer project roles of Natural Resource Specialist Dave Sansone BA, Cultural Specialist Ku Kahakalau PhD, Education Specialist Drew Kapp MA, cultural specialist Hans Keoni Wilhelm Hui Alaka‘i JD and EdD, and education & youth specialist Kau‘ilani Trainer. The organization has been delivering these services to communities for years, and has a strong personnel capacity and management protocols to ensure success and participant satisfaction. Select cultural practitioners will be engaged from Hawai‘i Island to plan, facilitate, and evaluate the outcomes of workshops for completion of Objective 3. Qualified contractor will be hired to provide tree removal services, repair of rockwalls for completion, removal of trees, and installation of a composting toilet for Objective 2.

2. Facilities

Pōhāhā I Ka Lani currently has no facilities. Tents are currently utilized for workshops, gatherings, mālama ‘āina days, and camps. We do have plans for facilities in the near future to allow participants to seek coverage from the weather and for a more secure setting. Tents doesn‘t last too long in the extreme weather conditions.

We have met with a relator and an on-going search for land in the Hāmākua has already taken place. The current parcels that we steward are not owned by Pōhāhā I Ka Lani so we are looking to purchase land to build a covered area and a dorm like setting for our on-going educational groups that camp at our farm. We are doing our best to save up funds to allow for such a purchase.

VI. Personnel: Project Organization and Staffing

1. Proposed Staffing, Staff Qualifications, Supervision and Training

Please see Attachment 2 for job descriptions and qualifications.

2. Organization Chart

Please see Attachment 3

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.

\$64,666.66

VII. Other

1. Litigation

None

2. Licensure or Accreditation

Pōhāhā I Ka Lani does not have any special licensure or accreditation relevant to this request.

3. Private Educational Institutions

Pōhāhā I Ka Lani will not use the grant to support or benefit a sectarian or non-sectarian private educational institution.

4. Future Sustainability Plan

Pōhāhā I Ka Lani is in the process of implementing multiple revenue streams outside of public and private grant funding. These revenue streams include: guided cultural hikes of the Waipi'o Valley rimlands, fee-based hostings of organizations who have available budgets, and merchandise sales.



Pōhāhā I Ka Lani

P.O. Box 412
Kurtistown, HI 96760

**Executive Director
Minimum Qualifications / Roles & Responsibilities**

Executive Director Minimum Qualifications

1. Experience
 - Minimum of 2 years of experience in organizational management, program coordination and development, community outreach, fiscal management of programs, and grant writing and completion.
2. Education
 - Bachelors degree in Business/Marketing, Communication, Organizational Management, or a related field.
3. Additional Qualifications
 - Effective leadership skills.
 - Effective communication and organizational skills.
 - Grant writing abilities.
 - Outreach and marketing skills.

Executive Director Roles and Responsibilities

- Perform the administrative and managerial duties of Pōhāhā I Ka Lani, including but not limited to budgeting, leadership, and program coordination, development, and marketing.
- Secure funding for programs through various means, including but not limited to grants, donation solicitation, fundraising campaigns, and program revenue initiatives.

- Work with program directors to accomplish program missions, providing support and guidance.
- Ensure completion of grant goals in coordination with program directors.
- Manage the production of grant materials, including grant reports, budget, record keeping, and all other documentation.
- Manage organizational communications including: website, newsletter, advertising, and outreach.
- Approve usage of contracted services as deemed necessary.
- Provide progress reports to Pōhāhā I Ka Lani Board of Directors at quarterly board meetings.
- Position selection to be determined by Board of Directors.



Pōhaha I Ka Lani

P.O. Box 412
Kurtistown, HI 96760

**Program Director
Minimum Qualifications / Roles & Responsibilities**

Program Director Minimum Qualifications

1. Experience
 - Minimum of 2 years experience in a organizational position related to meeting project goals, communicating with outside groups, collaborating with staff, and other integrated organizational experiences
 - Minimum of 2 years experience in an educational setting, preferably with youth, teaching Hawaiian culture.
2. Education
 - Bachelors degree in Hawaiian Studies, Communications, Business/Marketing and/or related field.
3. Additional Qualifications
 - Effective communication and organizational skills.
 - Advertising and outreach coordination ability.

Program Director Roles and Responsibilities

- Perform management and operation of Program
- Ensure completion of grant goals and production of materials in coordination with Board of Directors.
- Manage program budget expenditures and revenue, submitting documentation to

financial service/bookkeeping provider.

- Perform program community outreach efforts and advertising to solicit participants for community work days and organizational participation.
- Ensure cultural appropriateness of program, including cultural protocol for program staff and participants.
- Develop program curriculum and cultural protocol to be used for hostings.
- Ensure hosting of groups are coordinated and planned responsibly, with adequate support of resources and staff, including direct hosting support.
- Train other staff to increase their overall cultural knowledge to better educate participants.
- Ensure each participant signs a Release of Indemnity and Liability Waiver Form if they have not prior to site visit.
- Responsible for the selection, hiring, and management of all other program staff members.
- Position selection to be determined by Board of Directors.



Pōhāhā I Ka Lani

P.O. Box 412
Kurtistown, HI 96760

**Project Assistant
Job Description**

Project Assistant Minimum Qualifications

Education

- Associate's or Bachelor's degree in a relevant field required, such as Hawaiian Studies, agriculture, environmental studies, and/or education studies.

Experience

- Minimum 2 years' relevant work experience in the cultural education and/or plant cultivation fields.

Additional Minimum Qualifications

- Collaborative working style and team-player attitude
- Positive and encouraging personality
- Able to work independently with little supervision
- Highly motivated with a strong work ethic
- Reliable, trustworthy, and committed to team's success

Project Assistant Primary Duties and Responsibilities

Office Work

- Work with Project Manager to plan and coordinate hostings, including transportation, equipment, and food needs along with proposed work plan.
- Complete any necessary administrative tasks, such as research and email
- Report to Project Manager for support, making recommendations to improve program based on participant experiences.

Field Work

- Work with Project Manager to develop and implement project goals and objectives on-site.
- Play a primary role in co-hosting participants on-site in a culturally appropriate manner.
- Guide participants through their hosting experience safely and responsibly.
- Report site and project updates verbally and in written form to Project Manager.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2020 to June 30, 2021

Applicant: Pohaha I Ka Lani

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)
A. PERSONNEL COST				
1. Salaries	185,500	0	0	0
2. Payroll Taxes & Assessments	33,668			
3. Fringe Benefits	22,260			
TOTAL PERSONNEL COST	241,428			
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	0		0	
2. Insurance	5,000		0	
3. Lease/Rental of Equipment	12,000		0	
4. Lease/Rental of Space	9,000		0	
5. Staff Training	1,000		0	
6. Supplies	10,000			
7. Telecommunication	3,600			
8. Utilities	0			
9. Marketing & Consulting	12,000			
10. Portable Toilet Rental	3,600			
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	56,200		0	
C. EQUIPMENT PURCHASES	0			
D. MOTOR VEHICLE PURCHASES	0			
E. CAPITAL	0			
TOTAL (A+B+C+D+E)	297,628			
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	297,628	Jesse K. Potter, Executive Director 808-966-4617		
(b) Total Federal Funds Requested	0	Name (Please type or print) Phone		
(c) Total County Funds Requested	0			
(d) Total Private/Other Funds Requested	0	43,846		
TOTAL BUDGET	297,628	Signature of Authorized Official Date		
		Kulia K. Tolentino-Potter, President		
		Name and Title (Please type or print)		

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2020 to June 30, 2021

Applicant: Pohaha I Ka Lani

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	\$65,000.00	50.00%	\$ 32,500.00
Program Director	1	\$65,000.00	100.00%	\$ 65,000.00
Project Assistant	1	\$44,000.00	100.00%	\$ 44,000.00
Project Assistant	1	\$44,000.00	100.00%	\$ 44,000.00
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
TOTAL:				185,500.00

JUSTIFICATION/COMMENTS:
 The Executive Director oversees and performs administrative duties to assist the the Program Director, works with Board of Directors, and oversees project staff. The Program Director implements the goals and objectives of the project relative to each specific project site, and the Project Assistants helps the Program Director with office and field work.

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2020 to June 30, 2021

Applicant: Pohaha I Ka Lani

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
N/A	0.00	\$0.00	\$ -	0
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				
JUSTIFICATION/COMMENTS:				

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
NA	0.00	\$0.00	\$ -	0
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				
JUSTIFICATION/COMMENTS:				

BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2020 to June 30, 2021

Applicant: Pohaha I Ka Lani

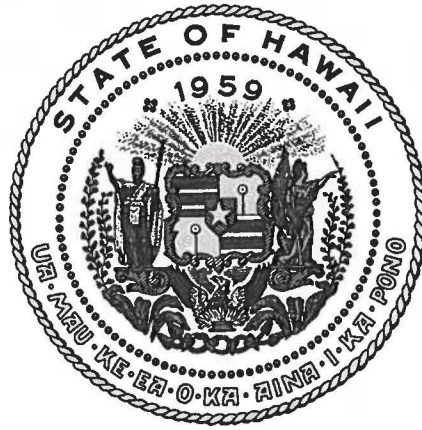
FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OTHER SOURCES OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2018-2019	FY: 2019-2020	FY: 2020-2021	FY: 2020-2021	FY: 2021-2022	FY: 2022-2023
PLANS			0			
LAND ACQUISITION			0			
DESIGN			0			
CONSTRUCTION			0			
EQUIPMENT			0			
TOTAL:			0			
JUSTIFICATION/COMMENTS Not applicable						

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Applicant: Pohaha I Ka Lani _____

Contracts Total: 257,250

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S. / State / Haw / Hon / Kau / Mau)	CONTRACT VALUE
1	Hawaii Tourism Authority Aloha Aina Program	01/01/2020 - 12/31/	State, HTA	State	100,000
2	Hawaii Tourism Authority Kukulu Ola Program	01/01/2020 - 12/31/	State, HTA	State	75,000
3	Hawaii Tourism Authority Community Enrichmen	01/01/2020 - 12/31/	State, HTA	State	12,250
4	PONC Stewardship Program	01/01/2020 - 12/31/	County	Haw	70,000
5					
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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

POHAHA I KA LANI

was incorporated under the laws of Hawaii on 02/17/2009 ; 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 14, 2020

Director of Commerce and Consumer Affairs



received
1/17/20 20 11:17 am

State GIA Fiscal Year 2021 Grant Application Proposal

Submitted by: Pōhāhā I Ka Lani

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)

See the attached Certificate of Good Standing. Pohaha I Ka Lani's Certificate of Good Standing is dated January 14, 2020.

2. Declaration Statement

See the attached Declaration Statement. Pohaha I Ka Lani complies with Section 42F-103, Hawaii Revised Statutes.

3. Public Purpose

Pursuant to Section 42F-102, Hawaii Revised Statutes

The project set forth by Pōhāhā I Ka Lani will continue to be offered to the general public. Pōhāhā I Ka Lani has worked with many schools locally and visiting schools, organizations from different parts of the world and has on-going mālama 'āina days, workshops and gatherings that all are welcomed to attend. The programs we offered and will continue to offer have will be in a safe setting and programs are designed to best serve individual groups for particular hostings.