

House District _____

Senate District _____

THE TWENTY- FOURTH LEGISLATURE
HAWAI'I STATE LEGISLATURE
APPLICATION FOR GRANTS & SUBSIDIES
CHAPTER 42F, HAWAI'I REVISED STATUTES

Log No: 116-0

For Legislature's Use Only

Type of Grant or Subsidy Request:

GRANT REQUEST – OPERATING

GRANT REQUEST – CAPITAL

SUBSIDY REQUEST

"Grant" means an award of state funds by the legislature, by an appropriation to a specified recipient, to support the activities of the recipient and permit the community to benefit from those activities.

"Subsidy" means an award of state funds by the legislature, by an appropriation to a recipient specified in the appropriation, to reduce the costs incurred by the organization or individual in providing a service available to some or all members of the public.

"Recipient" means any organization or person receiving a grant or subsidy.

STATE DEPARTMENT OR AGENCY RELATED TO THIS REQUEST (LEAVE BLANK IF UNKNOWN): _____

STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN): _____

1. APPLICANT INFORMATION:

Legal Name of Requesting Organization or Individual:
Hui Makua O Kawaiaha'o
Dba:
Hui Makua O Kawaiaha'o
Street Address:
880 Mission Lane
Honolulu, HI 96813
Mailing Address:
Same as above

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name SUNSHINE TOPPING
Title Chair of fundraising committee
Phone # (808) 383-3825
Fax # (808) 599-4653
e-mail sunshinetopping@yahoo.com

3. TYPE OF BUSINESS ENTITY:

- NON PROFIT CORPORATION
- FOR PROFIT CORPORATION
- LIMITED LIABILITY COMPANY
- SOLE PROPRIETORSHIP/INDIVIDUAL

7. Requesting funds to help the Hui Makua O Kawaiaha'o continue to hold our highly successful "E Malama I Ke Kai" ocean safety and awareness day long festival in May of 2009.

4. FEDERAL TAX ID #: _____

5. STATE TAX ID #: _____

6. SSN (IF AN INDIVIDUAL): _____

8. FISCAL YEARS AND AMOUNT OF STATE FUNDS REQUESTED:

FY 2008-2009 \$ 30,000.00

9. STATUS OF SERVICE DESCRIBED IN THIS REQUEST:

- NEW SERVICE (PRESENTLY DOES NOT EXIST)
- EXISTING SERVICE (PRESENTLY IN OPERATION)

SPECIFY THE AMOUNT BY SOURCES OF FUNDS AVAILABLE AT THE TIME OF THIS REQUEST:

STATE \$ 30,000.00
FEDERAL \$ _____
COUNTY \$ _____
PRIVATE/OTHER \$ _____

TYPE NAME & TITLE OF AUTHORIZED REPRESENTATIVE:

AUTHORIZED SIGNATURE

BRANDON WONG / President
NAME & TITLE

1/30/2008

DATE SIGNED

Application for Grants and Subsidies

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

I. 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. Include the following:

1. A BRIEF description of the applicant's background;
2. The goals and objectives related to the request;
3. State the public purpose and need to be served;
4. Describe the target population to be served; and
5. Describe the geographic coverage.

II. 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.

1. Describe the scope of work, tasks and responsibilities;
2. The applicant shall provide a projected annual timeline for accomplishing the results or outcomes of the service;
3. The applicant shall describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results; and
4. The applicant shall 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.

III. Financial

Budget

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.
2. The applicant shall provide its anticipated quarterly funding requirements for the fiscal year 2008-2009.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant

IV. Experience and Capability

A. 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.

B. 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. Also describe how the facilities meet ADA requirements, as applicable.

V. Personnel: Project Organization and Staffing

A. 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.

B. 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 organizational chart that illustrates the placement of this request.

VI. Other

A. 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.

B. Licensure or Accreditation

Specify any special qualifications, including but not limited to licensure or accreditation that applicant possesses relevant to this request.

From Cover: Descriptive Title of Applicants Request:

E Malama I Ke Kai is a tremendous undertaking, held at the Kapiolani Park Bandstand. Last year, the festival enjoyed the attendance of approximately 7,000 people. A program of this magnitude requires support both from the community and financial support as well. As E Malama I Ke Kai is now in its 10 year, we have been very fortunate to receive financial support from the HTA grant in the past. This year, however, we are hoping to increase the award amount from the years past because there are many new elements being added. We are endeavoring to add an "Ocean Safety" component, involving Oahu County Life Guards, Fire, and Police Departments as exhibitors. Keiki will be able to sign up for free swimming lessons taught by City and County Lifeguards, and surf lessons taught by professional surfers. We are going to have a dedicated website (www.huimakuaokawaiiahao.org), and a live webcast of the program. Also, this year, E Malama I Ke Kai will be taped and played on Olelo.

This event also serves as the major fundraiser for Pūnana Leo o Kawaiaha'o. Over the years, funds collected from food booths, the silent auction and the *keiki* rides have paid for everything from the school's playground, computers and copier to books and basic supplies. Due to limited supply of materials that specifically support a Hawaiian Language Based educational platform, some of the costs also include translation of children's books, and other documents used as educational tools.

I. Background and Summary

Hui Mākua o Kawaiaha'o (Hui Mākua) is a 501(c) (3) volunteer organization that assists and supports the renowned non-profit educational corporation Pūnana Leo o Kawaiaha'o in providing quality early education in a Hawaiian context. Understanding that a child's opportunities are greatly broadened by quality early education, Hui Mākua works to improve the quality of life for the native people of Hawai'i as well as the community at large. Funds raised by the Hui Makua are used to serve the education of keiki at Punana Leo o Kawaiaha'o. Funds cover maintenance, upgrades to the facilities, equipment, shelter, playground equipment and maintenance, huaka'i (field trips), expensive tools (vacuum, lawn mowers, sprinklers), and landscaping.

The goals and objectives of this request are twofold. The initial goal is to secure funding that will allow the Hui Makua O Kawaiaha'o to continue to hold the annual E Malama I Ke Kai Event. The goals of the event are to reach out to both the local residents, and tourists, and to educate them on several core native Hawaiian cultural values, including caring for our ocean, and ourselves while enjoying the ocean, the importance of the Hawaiian language to cultural preservation, and giving visitors a sense of the strength of the native Hawaiian community through our keiki. For the 2009 event, our objective will be to serve 10,000 visitors, establish 150 booths for information, cultural practitioners, and educators, and to educate the visitors on our culture through care for the ocean, and our language.

E Malama I Ke Kai is a free day-long event whose ultimate purpose to be served is both to promote ocean awareness in terms of: biological and ecological complexion, recreational uses and safety, and fragility and preservation, and to give visitors an expanded appreciation and understanding of the ocean as an integral part of our Hawaiian culture.

Established in 1995 and a registered non-profit since 2001, Hui Mākua has successfully presented the free family event *E Mālama I Ke Kai* (EMIKK) since 1998. In that year, Hui Mākua and the *kumu* (teachers) of Pūnana Leo o Kawaiaha'o created a sustainable program to instill within the *keiki* the value of caring for the ocean and to engage the greater community. The target population to be served through EMIKK is to reach 10,000 local residents, and visitors.

II. Service Summary and Outcomes

1. The scope of work primarily revolves around the planning and execution of a 1 day festival, tentatively scheduled for May 16, 2009. The work is completely volunteer driven, the team comprised of current, future, and past parents of children attending Punana Leo O Kawaiaha'o preschool.
2. A detailed work plan for the 2008 festival is attached (see Exhibit A). The work plan for 2009 will be similar, although some of the names and committees may change. This work plan includes a timeline as well.
3. Quality assurance is difficult to quantitatively measure for a one day event such as E Malama I Ke Kai. However, our goals are to serve 10,000 visitors, make sure that the entertainment, food, and informational booths are well attended, and provide value. These will be measured by comment cards that we will encourage visitors to complete and return to us. These cards help us to decide which things ad value, and which not to continue in following years.
4. The measures of effectiveness for the purposes of the evaluation will be:
 - a. Number of visitors to the event - target 10,000
 - b. Revenue generated by booth participants during the event (food booths, craft booths, keiki rides and games – target to meet their expectations/evaluation criteria
 - c. Number of participants in the surf and swim lessons - 100
 - d. Number of participants in the beach cleanup- 50
 - e. Media coverage of the event – to be covered by all major news stations, also a live feed of event on Olelo
 - f. State to be mentioned on all PR efforts

III. Financial

1. **Budget-** Please see attached budget, using suggested budget form.

2. **N/A.** There are no quarterly funding requirements. Funding is required one time, as it is a one-day event.

IV. Experience and Capability

A. Necessary Skills and Experience:

Each year, *E Mālama I Ke Kai* is produced by a knowledgeable and dedicated group of volunteers. The event is organized by several *komike* (committees) each led by and experienced *Alaka'i* and *kāko'o*. Mei Jeanne Wagner, Joe Awong, and Sunshine Topping among many others will be providing leadership.

Mei Jeanne is a senior vice president at Starr Seigle Communications with many years of experience in producing major events. For more than a decade, she presented shows in the continental U.S. Having worked with such acts as the American Ballet Theatre, Aretha Franklin, Elton John, the Rolling Stones and the Washington Opera as well as having worked on the *Tibetan Freedom Concert*, *The Capitol Jazz Fest* and *The Washington Post Shakespeare Festival*, she is well versed in the intricacies of producing successful events that attract large crowds. Her expertise lies in marketing and promotions. She is going to be volunteering as our Volunteer Consulting *Alaka'i* on the project, and has been working as an *Alaka'i* on this event for several years.

Joe Awong, *Alaka'i*, is a *Makua* whose son is in his second year of attendance at Punana Leo o Kawaiāha'o. This is Joe's second year heading up the project. Joe has 15 years of experience in event coordination, sound and lighting, and promotion for major events at the Waikiki Shell, Neil Blaisdell Arena, and other venues throughout the islands. He has proven relationships with a variety of vendors, and it is through those relationships that we are able to keep costs to a minimum, and in kind services exceed expectations every year.

Sunshine Topping, *Kako'o*, is the *Makua* of two daughters currently attending Punana Leo o Kawaiāha'o. She is a Manager with Sandwich Isles Communications, and has over 10 years of experience working with Event Coordination in the areas of fundraising, recruiting volunteer staff, and community relations. She is active in the Native Hawaiian Community, and sits on the Hawaiian Way Fund Board, the Hui *Makua* o Kawaiāha'o Planning Committee, and is a member of several non-profit organizations.

All of the *Makua* have a wealth of strengths to add to the planning and execution of the EMIKK festival. Duane DeSoto is a professional surfer who will be coordinating much of the ocean safety element. Malia Ka'aihue, and Lu'ukia Wong are both professors of Hawaiian History, and "History of Surfing" courses in the UH school system. They are coordinating the cultural activities, and beach clean up's. BJ Peloso is a Hawaiian

Historian, and Hawaiian Language Translator, who will be developing educational materials. There are many other Makua, and Kupuna who will be lending their expertise to this very important project, each with a unique area of specialization.

B. Facilities:

The event will be held at the Kapiolani Park Bandstand, and the area surrounding it. This is an ideal venue for the event, because it can support the large numbers of visitors that we attract, and because it is in a very high traffic area, thus attracting visitors and locals alike. We have been holding the event in this location for 10 years now, and it is truly ideal for supporting our goals and objectives. The area is accessible to all visitors, and both the park and restaurant facilities meet ADA requirements.

V. Personnel: Project Organization and Staffing: NA – No paid staff, staffed entirely of volunteers.

VI. Other

A. Litigation:


The Hui Makua O Kawaiaha'o is not subject to any pending litigation of any kind.

B. N/A

BUDGET REQUEST BY SOURCE OF FUNDS
(Period: July 1, 2008 to June 30, 2009)

App

Hui Makua O Kawaiaha'o

BUDGET CATEGORIES	Total State Funds Requested (a)	(b)	(c)	(d)
A. PERSONNEL COST				
1. Salaries	0			
2. Payroll Taxes & Assessments	0			
3. Fringe Benefits	0			
TOTAL PERSONNEL COST	0			
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	2,000			
2. Insurance	2,000			
3. Lease/Rental of Equipment	20,500			
4. Lease/Rental of Space	0			
5. Staff Training	0			
6. Supplies	11,700			
7. Telecommunication	0			
8. Utilities	0			
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	36,200			
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	36,200			
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	30,000	Joe Awong	(808) 478-4008	
(b)		Name (Please type or print)	Phone	
(c)			1-30-2008	
(d)		Signature of Authorized Official	Date	
TOTAL REVENUE	30,000	Brandon Wong, President		
		Name and Title (Please type or print)		

Work Plan

Requestor: Hui Makua O Kawaiaha'o

Project Title: E Malama I Ke Kai

Activities	Responsible Individuals	Timeframes	
		Begin	End
Hawaiian Food/Hospitality Booth	Ohana Pei and Akana	11/1/2007	5/17/2008
Entertainment/Decorations	Ohana Crail-Naluai	11/1/2007	5/17/2008
Craft Booths/ Swim and Surf Lessons	Ohana Desoto	11/1/2007	5/17/2008
Keiki Rides	Ohana Fox	11/1/2007	5/17/2008
Silent Auction	Ohana Paloma	11/1/2007	5/17/2008
Security/T-Shirts	Ohana Cuban and L. Wong	11/1/2007	5/17/2008
Exhibits	Ohana Hirahara	11/1/2007	5/17/2008
Sponsors/Promotions	Ohana Topping and Tafuna	10/1/2007	4/1/2008
Keiki Games	Ohana S. Wong and K. Wong	5/1/2008	5/17/2008
First Aid	Ohana K. Wong and Akana	5/1/2008	5/17/2008
Logistics	Ohana Cho and Awong	6/1/2007	5/20/2008

Exhibit A