

**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:

Sustainable Coastlines Hawaii

Amount of State Funds Requested: \$ 295,240

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

Sustainable Coastlines Hawai'i is the leading beach cleanup, marine debris and plastic pollution education specialists in the State. With a mission to inspire local communities to care for their coastlines, SCH protects our most valuable resources. This grant is intended to expand our capabilities through staffing and education/outreach efforts that enhance our large-scale cleanups and move our community towards a more sustainable way of life. In FY2021 we will clear moe debris from our remote coastlines and engage more community members then ever before.

Amount of Other Funds Available:

State: \$ 50,000

Federal: \$ \_\_\_\_\_

County: \$ \_\_\_\_\_

Private/Other: \$ 225,000

Total amount of State Grants Received in the Past 5

Fiscal Years: \$ 60,000

Unrestricted Assets:

\$ 225,000

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:

2909 Waialae Ave #19

City: Honolulu                      State: Hi                      Zip: 96822

Contact Person for Matters Involving this Application

Name:  
Rafael Bergstrom

Title:  
Executive Director

Email:  
rafael@sustainablecoastlineshawaii.org

Phone:  
808-445-2085

Federal Tax ID#:

██████████

State Tax ID#

██████████



Authorized Signature

Rafael Bergstrom - Executive Director

Name and Title

1/16/20

Date Signed

**received**  
1/17/20 DC 12:40 pm

## 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

RAFAEL BERGSTROM – EXECUTIVE DIRECTOR  
PRINT NAME AND TITLE

1/16/20  
DATE



**STATE OF HAWAII  
STATE PROCUREMENT OFFICE**

**CERTIFICATE OF VENDOR COMPLIANCE**

This document presents the compliance status of the vendor identified below on the issue date with respect to certificates required from the Hawaii Department of Taxation (DOTAX), the Internal Revenue Service, the Hawaii Department of Labor and Industrial Relations (DLIR), and the Hawaii Department of Commerce and Consumer Affairs

**Vendor Name:** **Sustainable Coastlines Hawaii**

**DBA/Trade Name:** **Sustainable Coastlines Hawaii**

**Issue Date:** **01/11/2020**

**Status:** **Compliant**

Hawaii Tax#: W49587846-01

New Hawaii Tax#:

FEIN/SSN#: XX-XXX6726

UI#: No record

DCCA FILE#:

**Status of Compliance for this Vendor on issue date:**

<b>Form</b>	<b>Department(s)</b>	<b>Status</b>
A-6	Hawaii Department of Taxation	Compliant
	Internal Revenue Service	Compliant
COGS	Hawaii Department of Commerce & Consumer Affairs	Exempt
LIR27	Hawaii Department of Labor & Industrial Relations	Compliant

**Status Legend:**

<b>Status</b>	<b>Description</b>
Exempt	The entity is exempt from this requirement
Compliant	The entity is compliant with this requirement or the entity is in agreement with agency and actively working towards compliance
Pending	The entity is compliant with DLIR requirement
Submitted	The entity has applied for the certificate but it is awaiting approval
Not Compliant	The entity is not in compliance with the requirement and should contact the issuing agency for more information

**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.

Sustainable Coastlines Hawaii

\_\_\_\_\_  
(Typed Name of Individual or Organization)

  
\_\_\_\_\_  
(Signature)

Rafael Bergstrom

1/16/20  
\_\_\_\_\_  
(Date)

Executive Director

\_\_\_\_\_  
(Typed Name)

\_\_\_\_\_  
(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, 2019.

ATTACHED

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

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

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](#))

YES

### **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;**

Sustainable Coastlines Hawai'i (SCH) is a grassroots, locally grown nonprofit organization run by a small team of dedicated staff, supported by passionate core volunteers, and extended through a vast community of coastal advocates across all our islands. Our mission is to inspire local communities to care for their coastlines. To do so, we coordinate large scale coastal cleanups, educational programs, public awareness campaigns, partner with businesses and government agencies, and facilitate other interested groups to run their own cleanups. Since our inception in 2011, we've brought together 35,000 volunteers

to remove 500,000 pounds of debris from Hawaii's coastlines and educated over 40,000 students about plastic pollution and coastal stewardship.

2. The goals and objectives related to the request;

SCH wants to turn off the tap on plastic pollution while building a community that maintains a clean and accessible coastline. Turning off the tap means helping all people of Hawaii understand that solutions lie in changing our behavior and not just cleaning up the mess we create as a global community. Our organization uses large scale cleanups as an educational tool to inspire this behavior change that protects our islands and serves as a model for island Earth. A sustainable coastline is one that is free from trash including plastics, derelict fishing gear, and other debris that can harm people and wildlife alike. Each of our large-scale coastal cleanups regularly host hundreds of volunteers while our outreach/education programs reach over 30,000 individuals annually. Participating in a SCH cleanup leads to behavioral changes aimed at improving the quality of our coastlines.

Based on this background SCH's main objectives for fiscal year 2021 are as follows:

- Objective 1: Expand our cleanup efforts to reach more volunteers (6000), remove more debris (100,000 lbs.), respond to trouble areas as they arise, be more sustainable by sourcing local food and talent, and build on an incredible state of momentum generated during 2019.
- Objective 2: Innovate our education program technologically, informationally, and interactively. Our goal in 2020 is to turn off the tap and thus we will transition from a focus on explaining the plastic pollution problem to be the leaders in offering solutions.
- Objective 3: Build our SustainEvents Program: Our Waste Diversion team will continue to effectively separate different waste components at large events including innovating in composting; Reduce the necessity for shipping plastics off island for recycling or end of life destinations like incineration; Research the future opportunities for plastic re-use in public space (i.e. – park benches, play structures, etc.).
- Objective 4: Build more robust scientific data collection techniques at cleanups to better track debris type, weight, and counts.

3. The public purpose and need to be served;

SCH is working on one of the largest environmental and social crises of our time – the epidemic of plastic pollution that already exists on our coastlines and marine ecosystems and continues to grow. Our organization is the Hawaii leader in cleaning up the plastic that washes ashore and activating citizens to stop the pollution at its source. According to the United Nations, since the 1950s, the production of plastic has outpaced that of almost every other material and by 2050 plastic production will occupy 20% of global fossil fuel use. Much of the plastic we produce is designed to be thrown away after being used only once. As

a result, plastic packaging accounts for about half of the plastic waste in the world. Plastic arrives in Hawaii from all over the world, but the United States and the EU continue to house the corporations associated with 95% of plastic production.

Issues associated with plastic pollution range from concerns over human health, to climate change, to financial loss, to environmental damage. Recent studies indicate that humans are ingesting a credit cards worth of plastics every week due to the perpetual presence of plastic particles in water and air. Scientific analysis shows that plastics collect toxic pathogens that can leach into the creatures that consume them, including the seafood we consume as humans. There is also growing concern around the amount of microplastics found in the oceans. These are particles and fibers of plastic less than 5mm in diameter commonly originating in our clothes, hand soaps, facial cleansers and exfoliators. Microplastics pass through our terrestrial filtration systems and end up in the ocean and can be ingested by sea life.

Production of plastics is based in the extraction and manipulation of fossil fuels, leading to climate impacts. In addition to the added impact of transportation, recent studies conducted by University of Hawai'i Mānoa researchers also demonstrate that as plastics degrade in the sun, they release methane gas, the most potent of green house gases. Our state has begun to address issues of carbon neutrality and sustainable development goals – both concepts that SCH will collaborate with partners on through direct cleanup action and educational outreach. Our ability to cope with plastic waste is already overwhelmed as seen by the closing of recycling markets in China and Thailand. Even when recycling markets were open, only 9% of the nine billion tons of plastic the world has ever produced has been recycled. Most ends up in landfills, dumps, incinerators, or in the environment.

Plastic pollution presents dangers to marine wildlife, navigation, and tourism economies. Marine plastic pollution has impacted at least 267 species worldwide, including 86% of all sea turtle species, 44% of all seabird species and 43% of all marine mammal species. The impacts include fatalities as a result of ingestion, starvation, suffocation, infection, drowning, and entanglement. Plastics accumulate in the marine environment and don't biodegrade; they simply break up into smaller pieces of plastic that look suspiciously like food sources for many marine animals. Studies from municipalities across the country indicate that coastal counties are spending millions of dollars annually to clean plastic out of stormdrains, streams, and off beaches. The associated costs rise into the billions across the world just to cleanup plastic.

4. Describe the target population to be served; and

Our hands-on cleanups are designed to serve the entire population of Hawaii and its visitors as we use our extensive reach through social media (nearly 100,000 followers across platforms), news media, and collaboration with partners to invite the entirety of the community to events. In 2019 we reached 30,000 community members through outreach campaigns, 11,000 students in classrooms, and had over 5000 volunteers engage directly in beach cleanups.



While work is done on the coastlines it is imperative that we draw connections to the issues of waste that begin in our homes and extend from mauka to makai. Through education and outreach programs in schools our target demographic is the youth of the main Hawaiian Islands with an emphasis on underserved communities on Oahu, Kauai, Molokai, Maui, and Hawaii Island.

5. Describe the geographic coverage.

Our programs focus on coastal areas around most of the State of Hawaii with a focus in underserved communities. Hand's on cleanups will take place on each of the main Hawaiian Islands 2020/2021. We focus on some of the most remote and underserved areas of coastlines where marine debris accumulates in high amounts. We have success in these areas through a variety of public/private partnerships. In addition to working with businesses and schools, we work directly with city and county departments, Department of Land and Natural Resources (DLNR), and the National Oceanic and Atmosphere Association (NOAA). While the physical, on-the-ground work of coastline cleanups is done in Hawaii, the geographical reach of SCH extends globally through education and outreach. SCH volunteers take with them knowledge, images, and experiences in Hawaii and spread these across the world.

### **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;

Beach Cleanups: We host large scale coastal cleanups that are unique in that they make community service fun – energizing thousands of volunteers to participate through a festival atmosphere with educational and cultural value conveyed throughout. As more people visually experience plastic pollution, they begin to realize the importance of everyday actions as meaningful mechanisms of change.

Our cleanups have large logistical challenges that require extensive partnerships, long-term planning, and coordination across sectors. At each cleanup we expect to haul in the range of 10,000-40,000 lbs. of debris from remote locations using a fleet of trucks, containers, helicopters, and boats. We deploy hundreds of volunteers, innovate with contests to build sand-sifters (to remove microplastics from sand), bus visitors to cleanups to help them understand the fragile ecosystems they are impacting, bring local musical talent to sites across Hawaii, and use local organic farms and chefs to feed our volunteers. In fiscal year 2021 we plan to make our events even more sustainable by sourcing only locally. We will be purchasing a flat bed truck to assist in the transport of marine debris.

Whether it's someone who regularly walks the coastlines of Hawaii, or someone who lives in the back of a valley, or a visitor from a land locked state, the collective effect of an SCH cleanup is knowing that each of us are a part of the consumer culture that produces this pollution and thus we are all where the solutions begin. Testimonials from first time volunteers echo this sentiment; hundreds of individuals reach out through email, phone calls, and social media to describe how our programs changed their life.

Innovative Education & Outreach: SCH's mobile Education Station is a converted van that opens up into a mobile classroom. It is used to conduct educational outreach in schools, community groups, businesses and even government facilities targeting thousands of students and community members. The education station is designed to get students out of the classroom to engage in games, hands-on demonstrations, and an immersive experience that bends traditional methods of teaching. During FY2021 we will be making innovative updates to our van. While historically our efforts in education and outreach have focused in on plastic pollution, we understand a stark reality that our coastlines are in jeopardy of the impacts of climate change and sea level rise. Our next step in our outreach curriculum will draw the connections from the fossil fuel use in the plastic industry and consumer consumption to the impending threats of climate change.

We use the power of trained part-time and volunteer educators to conduct classroom presentations and set up interactive outreach tables at events. These opportunities give the public valuable knowledge needed to turn off the tap of plastic before it arrives on our beaches. In FY2021 we will be launching a new website, incorporating new survey technology, building new interactive games to include in our mobile station, and collaborating with film makers on educational videos.

Event Greening & Reuse: Our SustainEvents/Waste Diversion program takes aim at events and inspires businesses to reduce their impacts on landfills and the incinerator by separating compost and recyclables from the waste stream. This service is highlighted by serving at key events like the Vans Triple Crown of Surfing which also meets educational goals as we reach local and global communities. Our Ocean Plastics Program works with brands like Parley for the Oceans to repurpose the plastic debris we find into products. The focus on reuse of discarded items is one of the pivotal points to effective waste management after refusing and reducing. In 2020/21 we aim to bring this whole program in house to Hawaii versus sending the debris to the mainland to be processed. This will create jobs and opportunities for Hawaii and also serve as a model to be expanded elsewhere in the world.

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

Months 1-2:



- Honolulu Public Meeting
- Honolulu "Town" Cleanup @ Magic Island
- Educational Tour 1 (3 week Honolulu Tour – focus in Title 1 Schools)
- Purchase Flatbed Truck for Waste Diversion Operations
- Bishop Museum Education Events and SustainEvents
- Molokai Education Tour
- Molokai, Mo'omomi Cleanup

Months 2-4:

- West O'ahu Community Meeting
- West O'ahu Educational Tour (2 weeks)
- Mākuā Cleanup w/ Na Kama Kai
- SustainEvents: Hawaii Food and Wine Festival
- Kalaupapa Cleanup
- Sustainable Ghostlines Annual Fundraiser
- Hawaii Island Education Tour (1 Week)
- Hawaii Island Cleanup
- Composting Systems launch and Media Day
- SustainEvents: Vans Triple Crown of Surfing
- North Shore O'ahu Community Meeting
- North Shore O'ahu Cleanup

Months 5-8:

- SustainEvents Volcom Pipe Pro
- Kauai Education Tour
- Kauai Cleanup
- Windward O'ahu Education Tour
- Makapuu 10<sup>th</sup> Anniversary Cleanup
- Maui Education tour
- Maui Cleanup

Months 9-12

- East O'ahu Community Meeting
- Earth Day Windward Cleanup & Festival
- Lanai Education Tour
- Lanai remote areas cleanup
- Scientific Reporting Period (Public Release)

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

When implementing our beach cleanups, we take cues from the community as to what areas are most in need. Meeting with community

leaders, schools, and government officials, we can effectively identify the best location to launch our events. Certain locations across the state are sensitive to large groups, protocol, and exposure. We make sure our intentions are understood and our presence is welcome. We have successfully navigated challenging situations on the North Shore of O'ahu and Molokai along with the South Shore of Hawai'i Island. With every location we work in we make sure to engage and learn from the community that we serve. When we consider a location we identify who is already doing similar work to us in the community. We share our intentions with these groups or individuals and ask if we'd be welcome and if so, would they be interested in collaborating with us. By only cleaning where we are welcome and by doing so through collaboration, we are able to learn the complexities and shared knowledge that will make our work much easier. From basics like access points, roads, currents, accumulation points, disposal locations to more complex issues like cultural sensitivities and protocol, we are able to get more work done.

During FY2021 we will be implementing new pre and post surveying methods for cleanups, education programs, scientific data, and waste diversion. Our work necessitates community feedback to stay ahead of trends and find pathways towards innovation. Over the past year our organization has continued to show increased capacity to host the State's largest volunteer beach cleanups. Since May of 2017 we have brought together over 10,000 volunteers to remove 200,000 pounds of debris. These efforts left beaches cleaner, communities invigorated, and individuals empowered to clean. More importantly these big efforts allowed individuals to recognize the power of their wallets in being proactive in keeping beaches clean through reduced consumption of plastics. During the year ahead we will also focus on scientific data collection – increasing our effectiveness in informing policy, being a source for researchers, and accurately portraying the issue of plastic pollutions.

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.

SCH operates on very tangible measures of success that are easy to track and reflect the expanding reach of our work. In part (3) of this section we referenced some of the statistics or metrics that we use to understand our progress. The below list is some of our benchmarks that we report on through our website, social media, and outreach materials:

- Number of volunteers reached at cleanups

- Amount (in weight) of trash/debris removed from our shorelines (measured for each event and cumulatively for the year)
- How much plastic has been diverted to be upcycled into other materials
- Amount of recyclables or compostables diverted from cleanups or waste management events
- Number of schools and students reached through education and outreach
- Growth of following on social media outlets
- Growth of student and community ambassador program
- Number of small scale cleanups executed through sharing SCH tools and knowledge
- Amount of presentations conducted in our community
- Amount of tabling events attended for outreach and education purposes

#### **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](#))
  
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
\$103,810	\$63,810	\$63,810	\$63,810	\$295,240

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2021.
  - 1) Private and Corporate Sponsorship: \$300,000
  - 2) Individual Donations: \$50,000
  - 3) 11<sup>th</sup> Hour Racing Grants: \$75,000
  - 4) Frost Family Foundation Grants: \$50,000
  - 5) Hawaii Community Foundation Flex Grant: \$50,000
  - 6) Hawaii Tourism Authority Aloha Aina: \$75,000
  - 7) Ward Village Foundation Grant: \$75,000
  - 8) Castle Foundation Grant: \$50,000



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.

See Attached Form

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

\$225,000

## **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.

SCH has proven to be the community leader in beach cleanups and marine debris education over the past 9 years. No other organization has united as many communities around the issue of plastic pollution and brought together more volunteers than SCH. Given our success in this field we have developed the strongest core team of volunteers and small group of employees to execute the projects laid out in this grant application. From our board members, to the executive director, to the operations and waste diversion managers we have a collection of scientists, business savvy members, experienced volunteers in waste management, and community organizers with years of experience in the field. Since our inception in 2011 we've brought together over 35,000 volunteers to remove 502,138 pounds of debris from Hawaii's coastlines and educated over 40,000 students about plastic pollution and coastal stewardship. SCH cleanups are like no other, not only in terms of size but also in terms of community collaboration. Each large-scale cleanup includes a large multifaceted contingent of community organizers, organizations, schools, community groups, and local government. In order to reach a wider range of people, instead of "preaching to the choir", we include live entertainment, food, guest speakers, treasure hunts, and giveaways.

### **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.

SCH operates out of a variety of locations, but primarily uses a home office or Co-Working space to conduct daily business. The Executive Director has a full-time membership at the Impact Hub Honolulu and grant funding has helped support bringing other staff into the co-working space. Impact Hub is also be a location for stakeholder meetings and community gatherings. SCH also has a mobile education station that will continue to be used to take our outreach around the islands. Grant funds will also be used to maintain and update the education capabilities of this unit. Given our incredible growth in the last year we will be securing full time office-space in FY2021 in order to improve operational efficiency and have more access for public conversations. Grant funds will help secure shelters, community gathering spaces, and containers for marine debris as needed.

## **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.

SCH currently has three full-time employees and one part time. Additionally, SCH has a well-qualified board of directors who serve as supervising agents to all grants and community work. Our board of directors has added members from many sectors of Hawaii's circular economy movement as well as those with strong financial management oversight. As described above the operations of SCH are carried out through an incredible core of dedicated volunteers and by thousands of other volunteers across the State.

The goal of adding additional funding through the grant in aid is to move our part-time employee to full time and to add more part time education and outreach specialists by the middle of fiscal year 2021. Currently the staffing and extremely qualified members of the SCH team are:

- Rafael Bergstrom, Executive Director: Our Executive Director served as a Chapter Coordinator for Surfrider Foundation for 5 years before joining SCH in 2020. During his first year our organization doubled its revenue and increased operational capacity significantly. In 2013 he completed a Master's Degree in Natural Resources Management from the University of Hawai'i at Mānoa. Through this diversified education and work experience, Rafael has a full tool set of community organizing, outreach, scientific method integration, fundraising and



grant writing, and marine debris education work. Rafael has spent a lifetime connected to protecting the natural world as a volunteer with organizations across the states. He also holds a bachelor's degree from the University of California San Diego with a Major in Communications and double minor in History and Political Science. In addition to his work in the environmental field, Rafael is an accomplished photographer having published works with National Geographic, The Atlantic, Hana Hou!, and at variety of locations doing photo shows.

- Rebecca Mattos: Education and Outreach Manager – Rebecca joined the SCH staff in 2018 and brings with her over 15 years of experience in education and community organizing. Rebecca also has 10 years of experience volunteering and working with other non-profits and is published as a contributor on research studies in the field of marine debris. In 2020 Rebecca was able to grow our education program to reach 11,000 students across the state. In just a short time as SCH interim operations manager during our organization transition she took the lead on these key organizational components:
  - Financial (Banking, Managing donations, payments/invoicing)
  - Insurance/Liability
  - Social Media
  - Account Management
  - Event Planning & Execution
  - Admin
  - Partnerships/Sponsorships
  - Fundraising
  - Coordinate Core Volunteer Meetings
- Rachael Roehl: Operations & Waste Diversion Manager – Rachael has been a long-time core volunteer for SCH as she worked on her Bachelor's in Sustainability Studies at UH Mānoa. She has four years working experience in administrative assistance and outreach in the environmental field and in 2018 took on the role of waste diversion manager, successfully executing the task for the 2018 Triple Crown of Surfing. In 2019 Rachael began work as the Operations Manager – successfully navigating a full slate of event related necessities including community coordination, permitting, equipment rentals, volunteer coordination, travel itineraries, and web updates. Rachael works closely with partners and donors such as Vans, Volcom, and WSL to make sure the work of SCH is understood and connected to the incredible surf industry of Hawai'i.
- Kahi Paccaro, Founder & Core Volunteer – Kahi served as Executive Director of SCH since its inception in 2011 and after recently taking a new job in the ocean plastics field, will be a lead in the core volunteer crew of SCH. After a successful early career centered around opulence and money and traveling around the world as a result of this success, he realized that his success was a result of the overconsumption lifestyle. He didn't want a legacy of success to be the result of trashing someone else's home. In his travels he saw the glowing green rivers of Shenzhen, the floating trash dumps of Manila, and dozens of other sadly polluted locations around the World. Being a surfer, the 18 month journey he was on was to the best waves in the world, but many of the best waves in the world center

around river mouths and points of land that jut out into the ocean. Ironically this is also where large accumulations of debris occur. The trash was everywhere he went and the vast majority of it was plastic. Upon returning to his home in Hawai'i, Kahi made it his mission to protect the coastlines of Hawai'i from the pollution he had seen globally. He is a marine debris and plastic reuse expert having attended conferences and speaking engagements around the globe. SCH is thriving and expanding because of the dedication Kahi put in to the work for nearly a decade.

## **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.

Please See Attached

## **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: \$80,000  
Operations Manager: \$60,000  
Education & Outreach Manager: \$60,000

## **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.

Not Applicable

### **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.

Not Applicable

### **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.

No, this grant will not support or benefit a sectarian or non-sectarian private educational institution.

#### **4. Future Sustainability Plan**

The applicant shall provide a plan for sustaining after fiscal year 2020-21 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2020-21, but
- (b) Not received by the applicant thereafter.


Our financial model requires a diversified method to allow our programs and staffing to function. Our rise in visibility has positioned SCH as a desirable organization to give to through corporate sponsorships & individual donations. During 2019, 50% of funding came from corporate contributions, while 12% came from individual giving. Given the attention that SCH is garnering, these revenue streams are projected to increase. Additionally, we project an increase to 25% in individual donations by mid 2020 as we have spent little time optimizing this sector. We are currently working on new website platforms, giving software, and increased circulation of our impact reports through emailing lists. Our event and program services income came in at 16% for 2019. This sector will continue to grow as our green events expand to more year-round services. Our strategic plans for 2020/21 will involve the percentage of this revenue increasing once we have moved past some of the up-front capital costs required to effectively run waste diversion. Our corporate cleanup program, a negligible income source in years past, is already expanding in 2019/20 and we expect to see this increase to 5% of income immediately, with potential for much larger growth in 2020/21. Grants made up 20% of our income in 2019 (a 13% increase from years past) and this continues to be an opportunity for major growth. 2020 is the first year SCH will have three full time employees and thus leveraging unrestricted funding towards support will mean a necessity for grants to energize our programs. Our event greening waste diversion costs will increase this year and we will apply for grants such as the Ward Village Foundation, Frost Foundation, 11th Hour Racing, Castle Foundation, HTA Aloha Aina (contract) and others to find mechanisms to diversify our funding streams that will serve to advance our mission. The GIA would be an incredible addition to assuring our programs are maximized in 2020/2021.

## BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2020 to June 30, 2021

App

Sustainable Coastlines Hawaii

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	142,000			108,000
2. Payroll Taxes & Assessments	22,720			17,280
3. Fringe Benefits	8,520			6,480
<b>TOTAL PERSONNEL COST</b>	<b>173,240</b>			<b>131,760</b>
<b>B. OTHER CURRENT EXPENSES</b>				
1. Airfare, Inter-Island				7,000
2. Insurance	5,000			
3. Lease/Rental of Equipment				
4. Lease/Rental of Space	20,000			
5. Staff Training	7,000			
6. Supplies				60,000
7. Telecommunication				
8. Utilities				
9. Education Van Updates	20,000			10,000
10 Contract Services: Educators	40,000			20,000
11 Equipment: Waste Diversion				100,000
12 Contract Services: Waste Diversion				50,000
13 Technology/Innovation Updates				15,000
14 Media Production				25,000
15				
16				
17				
18				
19				
20				
<b>TOTAL OTHER CURRENT EXPENSES</b>	<b>92,000</b>			<b>287,000</b>
<b>C. EQUIPMENT PURCHASES</b>				
<b>D. MOTOR VEHICLE PURCHASES</b>	<b>30,000</b>			
<b>E. CAPITAL</b>				
<b>TOTAL (A+B+C+D+E)</b>	<b>295,240</b>			<b>418,760</b>
<b>SOURCES OF FUNDING</b>		Budget Prepared By:		
(a) Total State Funds Requested	295,240	Rafael Bergstrom <span style="float: right;">808-445-2085</span>		
(b) Total Federal Funds Requested		Name (Please type or print) <span style="float: right;">Phone</span>		
(c) Total County Funds Requested				
(d) Total Private/Other Funds Requested	418,760	Signature of Authorized Official <span style="float: right;">Date</span>		
<b>TOTAL BUDGET</b>	<b>714,000</b>	Rafael Bergstrom - Executive Director		
		Name and Title (Please type or print)		







## BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2020 to June 30, 2021

Applicant: Sustainable Coastlines Hawaii

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
Not Applicable			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>			\$ -	

JUSTIFICATION/COMMENTS:

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
Flatbed Truck	1.00	\$30,000.00	\$ 30,000.00	30000
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>	1		\$ 30,000.00	30,000

JUSTIFICATION/COMMENTS:

Our SustainEvents & Beach Cleanup Operations Hual large amounts of debris and waste and need additional capacity.

## BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2020 to June 30, 2021

Applicant: Sustainable Coastlines Hawaii

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						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
<b>TOTAL:</b>						
<b>JUSTIFICATION/COMMENTS:</b>						
NOT APPLICABLE						

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

Applicant: Sustainable Coastlines Hawaii

Contracts Total: 60,000

	<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	HTA CEP	1/19-12/19	HTA	State	10,000
2	HTA Alona Aina	1/20-12/20	HTA	State	50,000
3					
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## Sustainable Coastline Hawaii Organizational Chart

2020 - 2021

