

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:
Hawai'i Agricultural Foundation Hawai'i Agricultural Foundation

Amount of State Funds Requested: \$ 425,728

Brief Description of Request (Please attach word document to back of page if extra space is needed):
The Hawai'i Agricultural Foundation's Educational and Outreach program grant will work to address the need to increase local food production and garner greater overall community support for local agriculture through agricultural education programs and Public Awareness and Outreach initiatives.

Amount of Other Funds Available:	Total amount of State Grants Received in the Past 5 Fiscal Years:
State: \$ _____	\$ <u>1,255,000</u>
Federal: \$ _____	Unrestricted Assets:
County: \$ _____	\$ <u>1,025,057 (estimated)</u>
Private/Other: \$ _____	

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:
3538 Waialae Avenue, #203
City: State: Zip:
Honolulu HI 96816

Contact Person for Matters Involving this Application	
Name: Denise Yamaguchi	Title: Executive Director
Email: deniseyamaguchi@hawaiiagfoundation.org	Phone: 808-386-2538

Federal Tax ID#: [REDACTED]	State Tax ID# [REDACTED]
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<u>Denise Yamaguchi</u> <small>Denise Yamaguchi (Jan 20, 2022 12:03 HST)</small> _____ Authorized Signature	Denise Yamaguchi, Executive Director _____ Name and Title	01/20/22 _____ Date Signed
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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

Denise Yamaguchi
Denise Yamaguchi (Jan 20, 2022 12:03 HST)

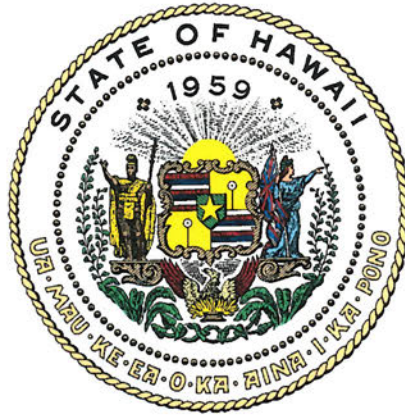
AUTHORIZED SIGNATURE

DENISE YAMAGUCHI, EXECUTIVE DIRECTOR

PRINT NAME AND TITLE

01/20/22

DATE



Department of Commerce and Consumer Affairs

CERTIFICATE OF GOOD STANDING

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

HAWAII AGRICULTURAL FOUNDATION

was incorporated under the laws of Hawaii on 07/26/2007 ; 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: December 09, 2021

Director of Commerce and Consumer Affairs



**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS PURSUANT TO
CHAPTER 42F, HAWAII REVISIED 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. This restriction shall be registered, recorded, and indexed in the bureau of conveyances or with the assistant registrar of the land court as an encumbrance on the property. Amounts received from the repayment of a grant under this subsection shall be deposited into the general fund. [L 1997, c 190, pt of §3; am L 2007, c 184, §1; am L 2014, c 96, §7]

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

Hawai'i Agricultural Foundation

(Typed Name of Individual or Organization)

Denise Yamaguchi

Denise Yamaguchi (Jan 20, 2022 12:03 HST)

(Signature)

1/20/2022

(Date)

Denise Yamaguchi

(Typed Name)

Executive Director

(Title)

I. Certification

3. Public Purpose

(1) The name of the requesting organization or individual;

Hawai'i Agricultural Foundation (HAF)

(2) The public purpose for the grant;

The public purpose of the **Hawai'i Agricultural Foundation's Educational and Outreach program** grant is to support the State's goal to increase local food production and address the need for Hawai'i to become more food secure and self-sufficient. This also supports the State Department of Agriculture's published mission to promote the conservation, development and utilization of agricultural resources in the State. Furthermore, the grant supports the *Increased Food Security and Food Self-Sufficiency Strategy Plan* prepared by DBEDT Planning and DOA in 2012 that identified a need to build the agricultural workforce and continue the "Green Jobs Initiative" which provides workforce development services for the agricultural, energy, natural resources and related industries in order to increase food production.

(3) The services to be supported by the grant;

With support from this grant, HAF will: 1) sustain and redesign its current K-12 ag education programs in public schools across the state to encourage students to choose and commit to ag-related careers, 2) create workshops for new farmers that will provide technical assistance needed such as food safety, new innovations and technologies, and business, 3) create educational forums that bring design thinkers and thought leaders together for meaningful discussions on agriculture and natural resource management to create a greater awareness and appreciation for local products and our agricultural industry.

(4) The target group; and

Target populations to be served will include public school students, the community at-large, and the agricultural industry.

(5) The cost of the grant and the budget. [L 1997, c 190, pt of §3; am L 2014, c 96, §6]

\$425,728

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, 2021.

2. Declaration Statement

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

3. Public Purpose

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

II. Background and Summary

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

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

The Hawai'i Agricultural Foundation (HAF) is a non-profit charitable organization created to promote agriculture and farming. Created in 2007, the mission of HAF is to support and sustain Hawai'i's agricultural industry by addressing critical needs and services of farmers and the industry, by better connecting farmers with the community and vice-versa. This involves educational and outreach programs in the community, as well as direct marketing, technical, educational and in-the-field support for farmers.

2. The goals and objectives related to the request;

The goal of HAF's Education and Outreach Program supports the State's goal to increase local food production and address the need for Hawai'i to become more food secure and self-sufficient. The program also supports the State Department of Agriculture's published mission to promote the conservation, development and utilization of agricultural resources in the State. Furthermore, the grant supports the

Increased Food Security and Food Self-Sufficiency Strategy Plan prepared by DBEDT Planning and DOA in 2012 that identified a need to build the agricultural workforce and continue the “Green Jobs Initiative” which provides workforce development services for the agricultural, energy, natural resources and related industries in order to increase food production.

The objectives of HAF's Education and Outreach are to (1) support new and established farmers with education, resources and technology to help them build capacity and scale; (2) promote and sustain agricultural education in our public schools; (3) build capacity and leadership in agriculture and natural resource teachers; (4) develop more effective partnerships between industry and academia; (5) continue on going forums that bring design thinkers and thought leaders together for meaningful discussions on agriculture and natural resource management to create a greater awareness and appreciation for local products and our agricultural industry.

3. The public purpose and need to be served;

The COVID-19 pandemic and its impact on the supply chain revealed to the greater public with dismay the imperfections of our local food system and our dependence on imports. For more than two decades, Hawai'i has relied on imports for 90% of its food. With sunshine year-round and an abundance of agricultural lands, Hawai'i should be able to grow more of its own food supply to safeguard the islands' food security, overall sustainability and economy. According to the report on Economic Impacts of Increasing Hawai'i's Food Self Sufficiency published by the University of Hawai'i at Manoa College of Tropical Agriculture and Human Resources (CTAHR), replacing just 10% of imported food would make immense economic impacts, amounting to approximately \$313 million going into the local economy. For Hawai'i's ag industry to succeed in the 21st century, new technologies, innovations and approaches need to be considered. And, new attitudes need to be formed about agriculture.

There is a stigma attached to agriculture. Most local families today are descendants of parents and grandparents who were part of the plantation workforce of the early 1900s. As time passed, many of those local families worked hard so their children could achieve an education, so they didn't have to work in agriculture. It's ironic, but as a community, we created a situation where agriculture is not a top career option.

For Hawai'i's ag industry to flourish, a different path and approach needs to be developed to create a workforce of individuals with the skills and knowledge to imagine, create, and develop a new kind of agricultural industry. With support from this grant, HAF will: 1) sustain and redesign its current K-12 ag education programs in public schools across the state to encourage students to choose and commit to ag-related careers, 2) create workshops for new farmers that will provide technical assistance needed such as food safety, new innovations and technologies, and business, 3) create educational forums that bring design thinkers and thought leaders together for meaningful discussions on agriculture and natural resource management to create a greater awareness and appreciation for local products and our agricultural industry.

4. Describe the target population to be served; and

Target populations to be served will include the existing and new farmers, public school students, and the community at-large.

5. Describe the geographic coverage.

Geographic coverage is the entire State of Hawai'i.

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;

Farmer Workshops

HAF currently licenses lands on its 220-acre Ag Park in Kunia to 20 small and immigrant farmers (who were alleged victims of human trafficking). The original intent of the HAF Ag Park at Kunia was to provide small farmers with access to land and then to help them scale their farms. When the ag park opened in 2011, there were very few small farmers and HAF partnered with Pacific Gateway Center to help about 17 farmers who were alleged victims of human trafficking. They lack many basic skills such as the English language, math, writing, general business knowledge, as well as desire, to scale their operations. HAF will continue to work with these immigrant farmers, as well as other new farmers, help them gain knowledge and skills in farming and business so they can succeed, with the ultimate goal of scaling up. In 2023, HAF will host at least two workshops on new farm innovations, farming practices, food safety or business to help them build capacity to scale their operation.

Tasks	Responsibility
Identify Greatest Need for Farmer Knowledge	HAF
Develop Workshop	HAF
Coordinate Workshop	HAF
Evaluate Workshop	HAF
Follow-up to Determine Effectiveness of Workshop	HAF

K-12 Pathway to Ag

Since 2014, HAF has developed a K-12 agriculture educational continuum to bring awareness of the importance of ag while encouraging careers in ag to build a pipeline of future farmers who can meet the state's future food supply needs. Primarily targeting elementary and middle schools that have a natural resource pathway in the high schools, HAF educational programs include ***Where Would We Be Without Seeds*** (Grades 1-2), ***Veggie U*** (Grades 4-5), ***D.I.G.*** (Grades 6-12), ***In the Fields*** (Grades 9-12), ***H₂O To Grow*** (Grades 6-8), ***Young Entrepreneurs Program*** (Grades 6-12) and ***Future Farmers of America*** (Grades 7 – 12). These programs spark interest in students from elementary school through high school. HAF delivers these programs through teacher trainings and supervised ag experiences for classes who complete the curriculum.

The grant will allow HAF to add and expand two programs to its K-12 Pathway to Ag, ***Young Entrepreneurs Program*** and ***H₂O To Grow***. With funding, it will support 25 teams in the ***Young Entrepreneurs Program*** and 5 schools with ***H₂O To Grow*** for students to develop agriculture related innovations, engage with industry partners, and explore ag related careers. In addition, it will continue to provide funding to support the ***Future Farmers of America (FFA)*** program and the public schools that participate in the Conference.

The ***Young Entrepreneurs Program (YEP)*** offers middle and high school students (grades 6-12) an opportunity to create real-world profitable small businesses with a goal of promoting locally-sourced value-added agricultural products. The student teams build a business end-to-end, from concept to business plan, production execution, marketing, sales, and fulfillment. The program allows students to combine 21st Century Learning Skills with innovation and design that helps build an entrepreneurial mindset and increase financial literacy while instilling an appreciation for agriculture and its related industries. HAF will provide curriculum, professional development, sales marketplaces/event, travel/transportation, and marketing support to participating teams. All profits from the sales are remitted back to the school programs. Prior to the pandemic, HAF hosted an in-person venue for students to showcase and sell their product(s). During the pandemic, HAF pivoted to provide an online platform. Moving forward, HAF will continue to host an online marketplace, as well as an in-person marketplace that will bring all 25 teams together to one statewide event to maximize student learning in an authentic retail environment.

H₂O To Grow explores sustainable agriculture through a hydroponic system. Middle school students engage with inter-disciplinary, hands-on, project-based learning as they learn to grow food while conserving resources. Each standards-aligned lesson helps students meet a core academic requirement, while also fostering deep knowledge about gardening, food production, and health and wellness. Students will also earn a Food Safety Certification.

Future Farmers of America (FFA)

FFA activities at the state and national levels build capacity and leadership in natural

resource teachers and students. Working with the DOE, HAF will continue to support FFA activities and training as a professional development tool for DOE teachers using grant funds to provide subsidies for teachers from 10 public schools to cover the cost of hiring substitute teachers, hotel accommodation, meals, and transportation to the FFA State Convention.

Tasks	Responsibility
Market HAF's program to DOE and Charter Schools with focus on schools and feeder schools already implementing HAF's ag programs	HAF/DOE/Charter Commission
Teacher training / Professional development programs for ag education programs including YEP and H₂O To Grow	HAF
Provide classroom supplies and equipment, start-up funds, curriculum for programs	HAF
Ag field trip to students in H₂O To Grow and marketplace events for YEP	HAF/Participating teachers
Provide on-going 1 on 1 coaching and support	HAF
Evaluation of Ag Programs through site visits, surveys, and pre/post Assessment	HAF
FFA Conference	HAF/DOE

Public Awareness and Outreach Initiatives

Through Public Awareness and Outreach Initiatives, HAF will continue to support the local agricultural industry by creating a greater consumer demand for local products by facilitating a deeper connection between farmers and community, and vice versa.

EAT THINK DRINK

HAF's EAT THINK DRINK (ETD) event series takes place three times a year and engages diverse audiences. The events have become widely popular among millennials, Gen X and others who are not necessarily tied to the ag industry. While there is much collaboration in the industry, there is also divisiveness. Misinformation, fear-based tactics about ag issues such as GMO and pesticides have made it difficult to work together to reach the shared goal of increasing local food production. ETD serves as common ground for the community to learn about the food we eat, the people who produce it and how the community can come together to address issues at hand. Each event features a keynote speaker, panel discussion, audience Q&A and food and beverage portion of the event with local chefs creating dishes around the theme of the event and incorporating at least one local ingredient.

For 2023, HAF will host four events that will discuss the most pressing food and agricultural issues at that time. Past themes have included farm to school, food innovation, food systems, regenerative agriculture, nutrition, agricultural lands, among others.

Tasks	Responsibility
Bring public and private partners together for planning	HAF
Secure location for events	HAF
Determine theme and program	HAF
Invite speakers	HAF
Provide marketing support for workshops	HAF
Conduct overall evaluation on effectiveness	HAF

Localicious Hawai'i Campaign

Localicious Hawai'i started in 2014 to promote restaurants that were committed to buying from our local farmers, ranchers and fishermen. The annual campaign pivoted in 2020 to Food-A-Go-Go to support all restaurants, and later all farms, farmers markets, CSAs, value-added producers and agricultural tours and experiences, that were negatively affected by the pandemic. In 2021, HAF continued with Food-A-Go-Go as a one-week initiative to support the struggling restaurant industry. Moving forward from 2022, HAF will return to Localicious, but this time as a year-long campaign versus a month-long campaign. Mission aligned, the renewed program will promote restaurants and businesses buying from our local producers with an emphasis not only on locals, but also on the visitor market. With growing negative resident sentiment toward visitors, Localicious will show a direct connection to how visitors can support our local agricultural industry. A September 3, 2021 article in the Journal of Risk and Financial Management cited that nearly 80% of all visitors to Hawai'i are willing to pay more to support local food to support Hawai'i's farming industry. Of that total, 20% said they would pay up to 16% more for their food bill. Through the Localicious mobile-friendly website directory, the public will have access to up-to-date information on local businesses (restaurants, farms, farmers markets, CSAs, value-added producers, tours and experiences). This information will offer visitors and residents a way to connect with our farmers, ranchers and fishermen either directly through the farms or indirectly through their dining preferences and value-added purchases, which in turn, supports our local economy. HAF will drive consumers to Localicious year-round through strategic partnerships with the travel industry and its media partners, as well as through a combination of in-room TV advertising, digital marketing, social media and traditional media strategies, including owned, paid and earned. HAF will use targeted campaigns and tactics to reach the greatest number of visitors, as well as residents. The digital strategies will include TV advertising, search ads, search engine optimization, social media promotions, an influencer cohort, and email marketing. To demonstrate the power of an integrated marketing campaign, HAF ran Food-A-Go-Go Week in 2021 and over 24 days and reached 904,000 users (website and social media) or an advertising equivalency of \$90,000 on social media, as well as media coverage including an audience of 499,856,199, a total publicity value of \$1,142,428 and an ad equivalency

value of \$380,810. HAF will use a similar integrated marketing approach to target visitors and residents year-round. HAF has also secured Sysco Hawai'i, Hawaiian Airlines, Bank of Hawaii, World Elite Mastercard, KHON, KITV, HNN, KUMU 94.7 and Star-Advertiser as partners that will provide both cash and in-kind support as a match for the project.

Task	Responsibility
Recruitment Preparation	HAF
Localicious Leadership Council Meeting	HAF
Localicious business recruitment	HAF
Obtain logos, dish photos and descriptions from all participating businesses	HAF
Update website with business information, dish photos and descriptions	HAF
Launch Localicious website platform and Food-A-Go-Go Week	HAF/Web consultant
Create and distribute Localicious window cling/stickers	HAF
Hire digital and social consultant	HAF
Create digital and social media plan	HAF
Create digital ads	HAF/Social Digital Consultant
Content development for IG and FB-posts drafted for participating businesses	HAF/Social Digital Consultant
Content scheduling and posting	HAF/Social Digital Consultant
PSA script and storyboard development - draft	HAF
PSA production - confirm filming locations, talent, shoot, editing, approval	HAF
PSA production for radio – script and record	HAF
Schedule chef interviews, talking points and send to chefs ahead of scheduled interview	HAF
PSA delivery to local TV stations, in-room TV	HAF
PSA delivery to local radio stations	HAF
Negotiate with print media	HAF

Design and create ads	HAF
Run ads	HAF
For Food-A-Go-Go Week (2 – 3 times per week)	HAF
For N. America Market (1 time per week)	HAF
Survey Localicious businesses (after Food-A-Go-Go Week)	HAF
Follow-up survey Localicious businesses (second survey)	HAF
Google Analytics Reports	HAF
Media Reports (TV, Radio, Print, In-Room)	HAF
Social Media Reports	HAF
Final Report to Partners/Sponsors	HAF

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

HAF will complete the scope of work within one year from the date grant funds are released.

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

HAF regularly engages with a myriad of constituents to ensure it is addressing the needs of the communities it serves, seeking feedback, input and consultation to improve upon its current initiatives. With respect to challenges farmers face, HAF works with the government, Hawai'i Department of Education, private entities and nonprofit organizations to ensure it is up to date on industry needs. HAF will also survey all of its major stakeholders in each of its programs, including farmers for feedback on its workshops, teachers, students and industry leaders for feedback on its educational programs, ETD participants and attendees for feedback on event and content and Localicious businesses, sponsors and the users for feedback on the effectiveness on the Localicious campaign.

K-12 Pathway to Ag

Quantitative metrics for success to measure HAF's education programs include the number of teachers and students participating.-Qualitative metrics for success include changes in teacher and student perceptions and knowledge about agriculture, regenerative farming, and agriculture as a career option as evidenced by interviews, surveys, and pre-post assessments. Through regular teacher surveys and other qualitative methods, HAF determines the effectiveness of its curriculum, student engagement and attitudes towards local agriculture. Feedback has led to improvements

in programming. The number of schools and classrooms implementing the programs and students served indicates the success of each education program.

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.

Farmer Workshops

HAF will host two workshops that host 20 farmers for each workshop for a total of 40 farmers. Qualitative metrics will be obtained through surveys with farmers.

K-12 Pathway to Ag, 2022-2023 school year

Young Entrepreneurs (Grades 6-12)

HAF currently serves 370 students on 19 teams in this program and will work to expand to at least 400 students on 25 teams for the 2022 - 2023 school year using grant funds.

H₂O To Grow (Grade 6-8)

HAF currently serves 261 students at 3 middle schools in this program and will work to expand to at least 435 students at 5 middle schools in the 2022 - 2023 school year using grant funds.

Future Farmers of America (FFA) (Grades 7-12)

HAF will continue to support FFA activities and training as a professional development tool for DOE teachers using grant funds to provide subsidies for teachers from 10 public schools to cover the cost of hiring substitute teachers, hotel accommodation, meals, and transportation to the FFA State Convention.

Public Awareness and Outreach Initiatives

EAT THINK DRINK

HAF will host four events with 12 speakers and a minimum of 200 attendees at each event. Qualitative metrics will be obtained through surveys with attendees.

Localicious Hawai'i

HAF will have more than 350,000 users of the Localicious directory, host at least 350 Localicious businesses and reach 250,000,000 media impressions valued at \$500,000. Qualitative metrics will be obtained through surveys with attendees and participants.

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 2023.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$106,432	\$106,432	\$106,432	\$106,432	\$425,728

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2023.

HAF is seeking funding in the fiscal year 2023 from the following:

- Hawai'i Community Foundation
- McInerney Foundation
- Bank of Hawaii Foundation
- Ama Olukai Foundation
- Annie Sinclair Knudsen Memorial Fund
- Atherton Family Foundation
- Kukio Community Fund
- County of Hawai'i
- County of Kauai
- County of Maui
- G.N. Wilcox
- S.W. Wilcox
- Sysco Hawai'i
- Lendlease – Island Palm Communities
- Mahi Pono
- Hawaiian Electric Company
- Hawai'i Gas
- Alexander & Baldwin
- Kamehameha Schools
- Ulupono Initiative
- Ward Villages 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.

N/A

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 2023 for program funding.

See attached page 20 titled, "GOVERNMENT CONTRACTS, GRANTS, AND /OR GRANTS IN AID

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2021.

The estimated balance of unrestricted current assets as of December 31, 2021 is \$1,025,057.

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.

Established in 2007, HAF has worked to address the need for Hawai'i to become more food sustainable through three areas that deal with the supply and demands of agriculture. Its Farmer Assistance Programs support the viability of supporting farmers with training/educational working, infrastructure, and technology. Through its Education Programs, HAF has promoted agricultural careers and developed a K-12 continuum for public school students. The programs have grown from serving 160 students in its beginning stages to over 22,000 students collectively over the last seven years. HAF's Public Awareness and Outreach Initiatives are centered around community education such as the EAT THINK DRINK events series, which have consistently become a sold-out success. The annual Localicious campaign has grown from 58 businesses to 1,700 and has raised \$31,000 for HAF's K-12 ag education programs in its first year of 2014 to over \$65,000 in 2019. The annual campaign pivoted in 2020 to Food-A-Go-Go to support all restaurants, and later all farms, farmers markets, CSAs, value-added producers and agricultural tours and experiences, that were negatively affected by the pandemic. In 2021, HAF continued with Food-A-Go-Go as a one-week initiative to

support the struggling restaurant industry. From 2022 moving forward, HAF will return to Localicious, but this time as a year-long campaign versus a month-long campaign.

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.

HAF has an office location in the Kaimuki area of Honolulu and operates a 220-acre agricultural park in Kunia. HAF contracts Second City Property Management to handle day-to-day operations of the ag park.

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.

HAF is managed by an Executive Director Denise Hayashi Yamaguchi who reports to a 10-member Board of Directors. Finance Advisor Bartt Tsuruda oversees all financial reporting and budgeting for the organization. Director of Development and Marketing, Trina Nakamura manages funding, oversees marketing communications for HAF and its Public Awareness and Outreach Initiatives. Communications & Development Assistant Chasity Real assists with creating strategies to maintain HAF's relations with major stakeholders and media partners. This includes assisting with campaign reporting, newsletters, events, social media – and the execution of HAF's grants, sponsorships, and donors. Donna Therrien, Director of Education oversees and manages all statewide educational programs. K-12 Education Programs are led by Education Programs Manager, Elizabeth Stanton. All staff report directly to the Executive Director. See qualifications below:

Denise Hayashi Yamaguchi, Executive Director

Prior to working for the HAF, Ms. Yamaguchi was a consultant to the Hawai'i Farm Bureau Federation where she helped craft the language, vision and mission of the Foundation. She has more than nineteen years working as a consultant and executive with non-profit organizations specializing in strategic planning, fund development, marketing, government affairs, public relations and community relations. Her past employers and clients include NCL America, Bishop Museum, Japanese Cultural Center, Hawai'i Foodbank, U.S. Senator Daniel K. Inouye, 3Rs, Artisans' Farmers Alliance, Durrant Media Five, Hawai'i Institute for Public Affairs, Hawai'i Farm Bureau

Federation, Coast Guard Foundation, Hawai'i Forest Industry Association, U.S.S. Battleship Missouri Association, and the State of Hawai'i Procurement Office.

Bartt Tsuruda, Finance Advisor

Mr. Tsuruda serves as the financial advisor for HAF and oversees all financial reporting and budgeting for the organization. He is a certified public accountant and has more than 30 years in accounting and financial management experience.

Trina Nakamura, Director of Development and Marketing

Ms. Nakamura brings a decade of experience in sales, marketing, event management, oversee and implement various fundraising campaigns, and grant writing and management. At HAF she provides leadership for the execution and monitoring of a comprehensive development and marketing plan.

Donna Therrien, Director of Education

Ms. Therrien brings over 30 years of public education experience which spans from classroom teacher, resource teacher, and administrator. With her passion for education, she has designed and delivered workshops to teachers all over the world. Ms. Therrien holds a master's degree from the University of Hawai'i and has earned National Board Certification. She is a recognized leader in the best practices of science education, instructional pedagogy and virtual instruction.

Elizabeth Stanton, Education Programs Manager

Ms. Stanton currently manages HAF's education programs and grants. She coordinates training, communicates with teachers and other stakeholders, and ensures all data is collected and reported. Prior to her tenure with HAF, she was the Educational Program Director for the Japan-America Society of Hawai'i.

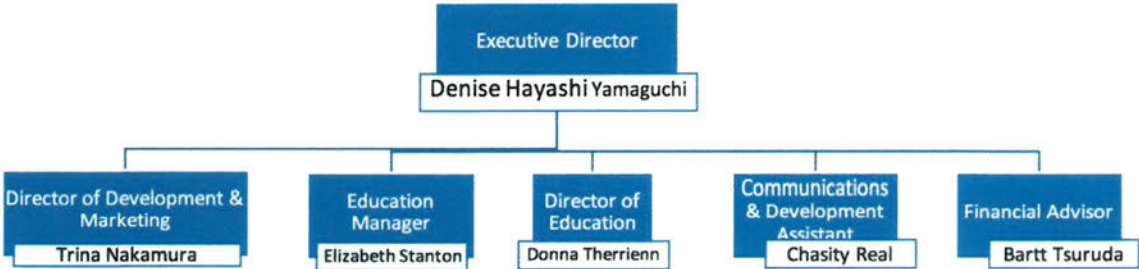
Chasity Real, Communications and Development Assistant

Ms. Real assists with creating strategies to maintain HAF's relations with major stakeholders and media partners. This includes assisting with campaign reporting, newsletters, events, social media—and the execution of HAF's grants, sponsorships, and donors.

2. Organization Chart

The applicant shall illustrate the position of each staff and line of responsibility/supervision. If the request is part of a large, multi-purpose organization,

include an organization chart that illustrates the placement of this request.



3. Compensation

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

- Executive Director \$135,000 - \$150,000
- Director of Development \$75,000 - \$90,000
- Director of Education \$70,000 - \$85,000

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.

N/A

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.

N/A

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.

This grant will not benefit a sectarian or non-sectarian private educational institution.

4. Future Sustainability Plan

The applicant shall provide a plan for sustaining after fiscal year 2022-23 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2022-23, but
- (b) Not received by the applicant thereafter.

HAF has received City and County of Honolulu Grant in Aid Funding in the past and will proactively increase efforts to increase funding through additional corporate sponsorships, foundations and private donors. Its programs are currently sponsored by Sysco Hawai'i, Mahi Pono, Kamehameha Schools, Central Pacific Bank, Alexander & Baldwin, Southern Wine and Glazers, Bayer, Lendlease, Hawai'i Gas, Hawaiian Electric Company, Ulupono Initiative, Hawai'i Community Foundation, and other private individual donors.

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES Period: July 1, 2022 to June 30, 2023

Applicant: Hawaii Agricultural Foundation

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

JUSTIFICATION/COMMENTS:

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
N/A			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				

JUSTIFICATION/COMMENTS:

BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS Period: July 1, 2022 to June 30, 2023

Applicant: Hawaii Agricultural Foundation_N/A

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: 2020-2021	FY: 2021-2022	FY:2022-2023	FY:2022-2023	FY:2023-2024	FY:2024-2025
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
TOTAL:						
JUSTIFICATION/COMMENTS:						

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Applicant: Hawaii Agricultural Foundation

Contracts Total:

829,661

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1	Contract C. 68533- 2019 Grant In Aid (Operating) —Ag 2020	07/01/2019-12/31/2021	Dept of Agriculture	State	400,000
2	Contract C. 69365 - CIP Grant In Aid Construction of Student Education Center	07/01/2019 - 12/24/2021	Dept of Agriculture	State	175,000
3	City and County of Honolulu Contract Number:	10/01/2021 - 09/30/2022	Office of Com Svcs.	Honolulu County	199,661
4	Contract C.006646—Building Ag Ed from K-12	09/11/17-06/30/18	Dept of Research & Dev	Hawaii	25,000
5	Contract C.007344—Deepening K-12 Ag Ed	11/7/18-06/30/19	Dept of Research & Dev	Hawaii	15,000
6	Contract C. 009585 - Innovation: D.I.G. into Ag Education	10/01/21- 09/30/22	Dept of Research & Dev	Hawaii	15,000
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Hawaii Ag Foundation GIA FY2023 Application

Final Audit Report

2022-01-20

Created:	2022-01-20
By:	Denise Yamaguchi (info@hawaiiagfoundation.org)
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