





## 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

KANU HAWAI'I

was incorporated under the laws of Hawaii on 08/22/2006 ; that it is an existing nonprofit corporation; and that, as far as the records of this Department reveal, has complied with all of the provisions of the Hawaii Nonprofit Corporations Act, regulating domestic nonprofit corporations.

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

Dated: January 19, 2023

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

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

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

**Kanu Hawaii**  
\_\_\_\_\_  
(Typed Name of Individual or Organization)

  
\_\_\_\_\_  
(Signature) 1/19/2023  
\_\_\_\_\_  
(Date)

**Keone Kealoha** **Executive Director**  
\_\_\_\_\_  
(Typed Name) (Title)

## 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

KEONE KEALOHA, EXECUTIVE DIRECTOR

PRINT NAME AND TITLE

1/19/2023

DATE

## Application for Grant

*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, 2022.

See attached.

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

The applicant shall submit a declaration statement affirming its compliance with **Section 42F-103, Hawaii Revised Statutes.**

See attached.

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

The applicant shall specify whether the grant will be used for a public purpose pursuant to **Section 42F-102, Hawaii Revised Statutes.**

Kanu Hawaii confirms that the requested grant will be used for a public purpose pursuant to Section 42F-102, Hawaii Revised Statutes.

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

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

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

##### **Mission Statement**

Kanu Hawaii provides tools and opportunities for people to connect with one another – to take action that builds more compassionate and resilient communities across Hawaii.

##### **Overview**

Kanu Hawaii began in 2006 with a focus on catalyzing collective, community action through personal commitments. Kanu Hawaii started as a movement of everyday people, working to protect and promote the things that make Hawaii special – a connection to the 'aina, a culture of aloha, and local self-reliance.

Kanu Hawaii is a values-based organization that seeks to cultivate connection between people, community, and 'aina. Our values of kuleana, aloha, pono, and malama 'aina are deeply rooted in our mission to provide tools and opportunities for people to connect with one another - to take action that builds more compassionate and resilient communities across Hawaii. Through empowering both individual and collective action, Kanu addresses critical environmental, sustainability, equity, and community challenges.

Based in Honolulu, Kanu Hawaii provides services across the state. Through Volunteer Week Hawaii (and this year moving to Volunteer Month Hawaii) and Pledge To Our Keiki, Kanu has provided services and assisted in planning volunteer events on seven Hawaiian Islands - Hawai'i Island, Maui, Moloka'i, Lana'i, Kaho'olawe, O'ahu, & Kaua'i.

#### PROGRAMS

Kanu has a long history of implementing statewide campaigns and building community networks. Since 2007, Kanu has amassed a membership base of more than 19,000 individuals throughout the state of Hawaii.

Kanu Hawaii has been an effective leader and convener in the volunteer response management space over the past five years. From 2018 to 2019, Kanu grew Volunteer Week Hawaii significantly to include more than 78 partner organizations, 89 volunteer events, and 4,350 volunteers in C&C. In addition, we expanded the scope of the campaign to include not only nonprofits and community organizations, but also local businesses, elected leadership, the visitor industry, schools, and government agencies. In response to COVID-19, VWH 2020 expanded its approach to how volunteers could be engaged by launching the Respond with Aloha (in person) volunteer management platform and in 2021 launched Kokua Exchange (virtual) volunteer management platform to respond to socially distanced volunteerism needs. Through the quick response to COVID-19, VWH 2020 engaged a total of 5,195 C&C volunteers.

#### STAFFING

Kanu's lone salaried staff consists of the Executive Director, and the professional contracted staff includes the two Volunteer Month Hawaii team members (Volunteer Month Hawaii Project Manager and Volunteer Month Hawaii Events & Partnership Coordinator). Additionally, we seasonally scale up to support the annual April event during January through June, with a peak coming closest to April (March-May) with 2-4 additional people.

Our Executive Director has over a decade of community organizing and volunteer management experience. Keone oversees and shapes all of our program areas and works to ensure that our daily operations and campaigns stay true to our mission. The Volunteer Project Manager works full-time on Volunteer Month Hawaii, conducts the majority of our outreach, and maintains an ongoing dialogue with all partners to ensure the mutual benefit of all stakeholders. Our part-time Volunteer Month Coordinator has extensive community engagement experience.

## BOARD OF DIRECTORS

Our board represents professionals that work in tech, marketing, energy, sustainability, and education. Given their diverse backgrounds, all board members are well-suited to contribute their expertise to our program areas such as offering marketing support and resources, shaping digital materials, broadening partnerships within and beyond the nonprofit sector, and encouraging their employers to engage in campaigns. Our board is committed to the long-term prosperity of Kanu and helps to shape the future direction of the organization and contribute resources to do so. We aim to expand our board and staff in the near future to continue building our capacity.

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

**Program:** *Pledge To Our Keiki – Empowering Youth Leadership and Voice To Keep Hawaii Pono*

### Call to Action

The Pledge To Our Keiki Initiative (Pledge) is Hawaii’s first statewide campaign to invite everyone—both residents of and visitors to Hawaii—to commit to caring for the places we love and call home.

Spearheaded by Kanu and supported by the Harold K.L. Castle Foundation, the Pledge is modeled after the Palau Pledge, the first island nation to ask visitors (and residents) to act in socially and environmentally responsible ways while in Palau. What started as a request from their youth has turned into a movement that has inspired millions of people all over the world, all without spending a single dime.

In 2019, students at Mālama Honua Public charter school in Waimanālo and Aka’ula School on Moloka’i gathered in 2019 and drafted a pledge that was called the Pledge To Our Keiki (Pledge).

This Pledge speaks to the future of Hawaii and how our children want us to help them take care of and safeguard their future. By engaging students, residents and visitors in signing on to and living the tenants of this Pledge, we hope to change the current course we are on to one of more abundance and opportunity for Hawaii’s next generation.

### Outcomes

- **GOAL 1:** To create highly engaged and educated youth in cultural preservation and environmental conservation
  - **OBJECTIVE 1 - SIGN:** 10,000 Hawaii K-12 students will sign-on to the Pledge To Our Keiki by December 2023, as measured by the number of online Pledge sign-ons recorded.
  - **ACCOMPLISHMENT:** Through adaption of the Pledge To Our Keiki Initiative and its innovative curriculum, Kanu Hawaii’s coordination with teachers and schools will provide

Hawaii students with place-based learning unit lessons to adapt the Pledge as part of a class project. This curriculum will be a tool for students to think critically about what conservation means for the places that are important to them and express creatively how they want others to take care of those places.

- **GOAL 2:** To create collective action that reflects the values of the Pledge
  - **OBJECTIVE 2 - DESIGN:** 10% of Hawaii’s keiki will participate in the Design Challenge, with 8,700 submissions in the 1st annual cycle (January - June 2023).
  - **ACCOMPLISHMENT:** To encourage students to think critically about the Pledge’s relevance in their own lives, students will be encouraged to participate in the Challenge following completion of their learning objectives. Through participation in the Design Challenge, students will submit creative expressions of their wahi pana, sacred spaces, and why they’re important to care for.
  
- **GOAL 3:** To create cultivated connections taking action in our communities
  - **OBJECTIVE 3 - SERVE:** During and prior to Volunteer Month Hawaii, 100 school classrooms will plan and execute service projects, with 8,000 student volunteer participants in Conservation Service Projects, for 20,000 hours of community service impact in April 2023.
  - **ACCOMPLISHMENT:** By turning conservation awareness into collective action with a youth-led and community focus, Volunteer Month Hawaii youth and adult volunteers will bring awareness and conservation action to unique sites throughout Hawaii that hold significant cultural, intrinsic, and/or natural resource value.

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

#### **Need & Opportunity**

The impacts of climate change, ever-increasing tourism and our own carelessness have contributed to a critical environmental and economic tipping point for Hawaii. This current trajectory is unsustainable, and while our young people are aware of and worry about the future predicament they will be faced with, they also are unsure and often feel helpless to get involved and take action. Collectively, we can build their confidence and competence as future citizens and leaders by finding ways to connect their classroom learning to these very real and complex issues they live with in their communities—and by creating meaningful opportunities for them to take action where they feel most comfortable.

While the Hawaii Department of Education holds a huge influence on the children of Hawai'i, it does not currently have the capacity, understanding or infrastructure to engage students in hands-on, action oriented and community engaging environmental action or resiliency initiatives and are in need a partnership to help build and institute such an effort with them.

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

**Unduplicated Numbers to be Served:**

In 2023, an unduplicated 87,500 students, ages 5-17 years old, expect to be served through the Pledge To Our Keiki program.

**Increase over Previous Volumes:**

Through an unprecedented Hawaii Department of Education (HIDOE) Memorandum of Understanding (MOU) agreement to bring Kanu Hawaii's Pledge To Our Keiki (Pledge) civic engagement curriculum into the classrooms in 2023, the intent is to engage at least 50% of K-12 public school youth. HIDOE approximates the current number of public school students in Hawaii to be 175,000 which would bring the unduplicated proposed number served (reached) to be 87,500 in school year 2022-2023.

This is an astronomical increase in unduplicated youth over the previous year, which in 2022 was an estimated 2,000 students – but this is all due to the brand new MOU and entrance into the public school curriculum.

**5. Describe the geographic coverage.**

**Islands to be Served:**

Based in Honolulu, Kanu Hawaii provides services in all communities on seven Hawaiian Islands – Hawaii Island, Maui, Molokai, Lanai, Kahoolawe, Oahu, and Kauai.

**III. Service Summary and Outcomes**

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

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

The Pledge To Our Keiki Initiative is Hawaii's first statewide campaign to invite everyone, both residents and visitors, to commit to caring for the places we call home. By partnering with organizations statewide, Pledge To Our Keiki raises environmental awareness and catalyzes young people to lead their schools and communities to action.

**SCOPE OF WORK**

In September 2022, Kanu Hawaii secured a 5-year MOU with the Hawaii Department of Education (HIDOE) to work directly with all K-12 students on an environmental education and stewardship program in the public school system (85% of school-aged youth in Hawaii attend HIDOE schools). Kanu's team will work closely with teachers and schools to implement the

Pledge curriculum. This team is composed of professional educators with extensive knowledge of curriculum development, teacher supervision, and student competition planning. With decades of experience working in Hawaii's school systems and closely cultivating DOE and Charter School connections, our team is well equipped to execute the Pledge.

### **TASKS AND RESPONSIBILITIES**

SIGN - Phase 1: Through the school partners within the HIDOE, Kanu will work with teachers to implement lesson plans to integrate the Pledge into student curriculum. We have identified an existing state-approved framework of cultural and place-based learning with which the Pledge aligns, called Na Hopena A'ō. Kanu will provide a place-based learning unit lesson for educators to adapt the Pledge lessons as part of a class project.

In February 2021, Kanu Hawaii launched [www.pledgetoourkeiki.org](http://www.pledgetoourkeiki.org) to publicly provide information about the campaign and to allow individuals to sign-on in their own personal commitments to the Pledge to Our Keiki. The hosted online platform is a central staging site where community members, including youth, will have the opportunity to add their names to an online pledge.

DESIGN - Phase 2: To encourage students to think critically about the Pledge's relevance in their own lives, students will be encouraged to participate in a Design Challenge following completion of their learning objectives. The Challenge will engage students in creating artwork to express the Pledge's values as it relates to them. Through art, students will share a place in their community that is sacred to them and express why we all need to do our part to protect it.

Winners and their artwork will be showcased throughout the state and across social media platforms. The goal of this action is to inspire community members and visitors to act in ways that preserve our culture and our land and provide an opportunity to expand the Pledge's reach.

SERVE - Phase 3: Using students' creative submissions as inspiration and leadership, Kanu will then help bring action to ideas expressed by students in the Design Challenge by developing Conservation Service Projects focused on places important to Hawaii's youth. Working with organization, government, and youth-led partners, Kanu Hawaii will launch the service projects in April 2023 as a component of the expanded Volunteer Month Hawaii, providing momentum to drive student, community, and visitor involvement in Pledge Conservation Service Projects.

Kanu's extensive marketing of the artwork and service projects led by the youth will include television, print, social media, web presence, direct mail and in-flight/in-hotel room marketing messages - all pointing towards the online platforms. QR codes will be utilized at installations at hotels and public locations with art displays, to link visitors to the community program.

The purpose of this phase is to drive awareness into collective action and do so with a youth-led and community focused perspective. It is through this community first lens that we'll bring more equity to local sites and special places across Hawaii.

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

2023-2024 High Level Goals

- Kanu Hawaii's goal is to collect over 50,000 signatures supporting "Pledge To Our Keiki," a commitment to respect and care for the places that we call home
- Engage over 25,000 volunteers and through 800+ events across Hawaii

July 2023

- Increase partnerships with nonprofits, businesses, civic clubs and government agencies (currently 500+)
- Prepare for new school year through platform enhancements to support student, teacher and school engagement across all islands
- Build out nonprofit to student volunteer opportunities framework

August - October 2023

- Support the launch of school year with awareness campaigns and access to volunteer opportunities for students
- Increase access points for student voices through our visitor facing business partnerships including more Pledge videos on airlines and student installation in hotels and airports

November - December 2023

- Solidify new and returning partner participation for Volunteer Month
- Develop and executive media and PR campaign building up to Volunteer Month

January 2024

- Introduce approved curriculum and Pledge To Our Keiki Initiative to teachers and principals at HODOE schools via a live online webinar training (and will be recorded and presented at later opportunities)
- Open up the microgrants application portal for principals and teachers

January - April 2024

- Using a framework of cultural and place-based learning, educators will teach the Kanu Hawaii curriculum developed, and will facilitate the volunteer service project design and planning for Volunteer Month implementation
- Expand upon network of partnerships to ensure Hawaii wide participation across the sectors of education, business, nonprofits, government and both residents and visitors

April 2024

- The largest volunteer-focused campaign in Hawaii, Volunteer Month, will bring the youth of Hawaii to participate in their own community volunteer projects -- engage 25,000+ volunteers at over 800+ events Hawaii-wide, with HIDEOE students expected to take part (and in many instances lead) in the volunteer projects

Saturday April 22nd (on Earth Day)

- Host statewide E Ala E with hundreds welcoming the sun through cultural protocol on seven islands and lead by island level cultural leaders

May 2024

- Ending school year with an awards and celebration recognizing the impacts of Volunteer Month on our schools campuses and across our communities

June 2024

- Wrap up end of (fiscal) year metrics and reporting compiling all outcomes from the 2023-2024 school year and the entire month of service projects of Volunteer Month

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

We conduct annual surveys of all partners which include not only impact metrics but feedback loops on how we can improve our campaigns, volunteer platform and other media and community touch points. We also work iteratively with our partners to fine tune their individual benefits and share points of value so we are consistently evolving our approach as we move forward. Our success is shown through our annual double of partners and impact.

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

The following metrics will be tracked and reported through the 12-month project period (July 1, 2023 – June 30, 2024) of performance as the Measures of Effectiveness for this grant funding:

- 1) 100 Volunteer Coordinators trained in recruitment and retention, event hosting, and green events
- 2) 12,500 Volunteers engaged in service

- 3) 125 Nonprofit, community organization, local business, and school partners engaged in program
- 4) 125 Volunteer events planned
- 5) 3 Volunteer Coordinators meetings
- 6) 1 State of Volunteerism report produced

**IV. Financial**

**Budget**

- 1. **The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.**
  - a. **Budget request by source of funds (Link)**
  - b. **Personnel salaries and wages (Link)**
  - c. **Equipment and motor vehicles (Link)**
  - d. **Capital project details (Link)**
  - e. **Government contracts, grants, and grants in aid (Link)**

See attached.

- 2. **The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2024.**

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$50,000	\$75,000	\$50,000	\$25,000	\$200,000

- 3. **The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2024.**

See attached.

- 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 2024 for program funding.**

See attached.

**6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2022.**

Balance of unrestricted current assets as of December 31, 2002 is \$238,988.

**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.**

**EXPERIENCE AND ABILITY**

For over 15 years Kanu Hawaii has successfully hosted statewide community engagement campaigns that have included tens of thousands of residents and visitors. From the Eat Local Challenge (2007-2012) to Volunteer Week Hawaii(2018-2022) our network has over 19,000 members that represent every zip code in Hawaii and include hundreds of nonprofits and businesses on every island. Further, we have invested in building and managing the most comprehensive volunteer management system in Hawaii to support the largest volunteer focused event in the state, Volunteer Week Hawaii, which expands to Volunteer Month in April 2023. This is the largest state level celebration of National Volunteer Week and Month in the United States and has been endorsed annually by the legislature through resolutions and by the mayors and governor through proclamations.

**SKILLS AND KNOWLEDGE**

Our team consists of career community organizers that have built trusted relationships across the islands over decades of hosting volunteer events and managing some of the largest engagements. We have been working and growing our impact year after year with demonstrated impact results both through the sheer metrics and from our growing partnerships with institutionally recognized organizations and networks, locally, nationally and internationally.

**CAPACITY AND RESOURCES**

We are seeking support specifically to support the needed increase in capacity in order to meet the opportunity and the demand. Doubling our impact annual requires growth in our team in order to deliver on that growth. We have the network and relationships as well as the digital platform to facilitate the growing need but the need for staffing is our most pressing current need as demonstrated through this ask. Financially, we have seen our corporate support doubling each year as well and we have now integrated a

model that allows for businesses to utilize our volunteer system for tracking employee and customer impacts as it relates to volunteer service. Through an annual partnership model we are able to track and provide reporting on participation and outcome metrics that are both mission aligned and provide a financial value to our partners. We will continue to grow this model so that in the future we can generate more financial sustainability through our efforts.

### **BEYOND THE GRANT PERIOD**

The Volunteer Week Campaign has been doubling in its participation and impact year after year (with exception of 2020/COVID). With the inclusion of HIDOE beginning in 2023 and continuing for at least the next five years, it's crucial that we launch this successfully in 2023-2024 to establish a solid foundation to continue the growth model we have established. Having state support through the GIA process will allow us to not only establish this foothold but demonstrate the value we are facilitating with students, families and local nonprofits and businesses across the state.

### **RELATED PROJECTS OVER PAST 3 YEARS**

As mentioned previously in this section, Kanu Hawaii has created and continues to grow the largest volunteer focused campaign in Hawaii through Volunteer Week Hawaii. In April of 2022, we facilitated the engagement of over 10,000 volunteers to participate in over 400 volunteer opportunities on six islands. In 2023, we are launching our partnerships with HIDOE (170,000 students), HTLA (hundreds of businesses), Rotary Clubs statewide (both the 50 island chapters and the 30+ interact clubs already operating in schools) to expand our existing network of 500 nonprofits and local businesses.

Pledge To Our Keiki is our newest campaign and it provides the 'why' (supporting our youths' right to inherit a thriving Hawaii) to our existing 'how' (action based solutions through volunteer service). This also has a visitor facing aspect to it and allows for our students to produce materials that will be seen by thousands of visitors coming to Hawaii. Their messages will include where and how it is appropriate for visitors to enter into their communities and provide service opportunities to give back in a way that the community has determined is appropriate for them. We have already co-produced huge engagement examples with visitor industry leaders like United Airlines (see the Pledge video they are showing on all Hawaii bound flights - <https://kanuhawaii.org/united-pledge/>), Alaska Airlines (see story on SFO Pledge event - <https://news.alaskaair.com/sustainability/pledge-to-our-keiki-hawaii-travel2change/>), Hilton, Outrigger and Hawaii Tourism and Lodging Association.

## **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.**

Kanu Hawaii has had the same business address for the last four years. We operate out of a co-working space in Kaka’ako with additional facilities in Waikiki. We have the option to add additional staff at any time and house them part or full time. Our facilities include all amenities necessary for a staff member to carry out their obligations under this application.

## **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.**

#### **STAFFING**

Kanu Hawaii currently employs two full-time paid staff and four part-time paid staff, along with an array of contractors (bookkeeping, fundraising, HR, web development, etc.) as needed.

Kanu Hawaii’s staff responsible for the Pledge To Our Keiki Initiative consists of these six experienced community leaders:

- **Executive Director**, Keone Kealoha, is responsible for the oversight of the Pledge project and of the relationship with the Hawaii Department of Education. Keone has over 14 years of experience in addressing community, environmental, and cultural needs across Hawaii. He has successfully executed Kanu’s mission and programs since 2017.
- **Operations Director**, Matt Lane, coordinates the nation’s largest state-based celebration of Volunteer Month. Matt leads Kanu’s team to engage the skills and resources needed to develop and promote the conservation service projects for the youth as part of their Pledge.
- **Pledge To Our Keiki Project Manager**, Marlene Zeug, EdD, is responsible to lead the execution of the Pledge, including cultivating DOE school and charter school connections, and development and implementation of the curriculum. She is a professional educator with extensive knowledge of curriculum development and student competition planning and will work closely with teachers and schools to implement the Pledge.
- **Pledge Curriculum Developer**, Todd Wilson, is responsible for the development of the Pledge curriculum (civic engagement lessons) and planning for the Challenges. He is a professional educator, with extensive knowledge of curriculum development.

- **Pledge Administrator**, Dolly Wong, is responsible for the management of the Challenge events and youth volunteer engagement programs. Dolly has decades of experience in event, conference, and community-building activities, particularly in the educational arena.
- **Community Engagement Coordinator**, Carissa Cabrera, will promote the Challenge and engage youth through marketing and outreach for the conservation service projects. Carissa is responsible for the social media and student engagement portion of the Pledge initiative.

As the Pledge To Our Keiki Initiative ramps-up in 2023 and 2024, the following additional staff will be hired: Pledge Process Manager, Pledge Story Coordinator (P/T), Pledge Data Coordinator (P/T), Pledge Networks Coordinator (P/T).

## **VOLUNTEERS**

Kanu Hawaii is privileged to be served by over 10,000 volunteers annually. Our signature Volunteer Week Hawaii has been the largest volunteer focused campaign in Hawaii and the largest state level celebration of National Volunteer Week in the United States.

## **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.**

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 - \$95,000 - \$115,000

Operations Manager - \$60,000 - \$80,000

Pledge Project Manager - \$60,000 - \$80,000

## **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.**

N/A

**4. Future Sustainability Plan**

**The applicant shall provide a plan for sustaining after fiscal year 2023-24 the activity funded by the grant if the grant of this application is:**

- (a) Received by the applicant for fiscal year 2023-24, but**
- (b) Not received by the applicant thereafter.**

Because of strong corporate support annually from partners including Hawaiian Electric, our start-up and continuing support from Harold K.L. Castle Foundation, and diversify of income streams for the organization, Kanu Hawaii has been able to deliver on its promises of providing tools and opportunities for people to connect with one another to take action. Volunteer Week Hawaii is now the largest volunteer-focused campaign in Hawaii and the largest state level celebration of National Volunteer Week in the United States – all run on a small budget with a relatively small staffing level.

In a relational industry of connectors, networkers, and facilitators between sectors, Kanu Hawaii’s largest expense is allocated to staffing. One way ensuring our business model is cost effective is to rely on contractors with flexible schedules, who are leading experts in their field, to work part time, rather than hiring staff on payroll. We have also relied on federal programs such as AmeriCorps VISTA and federal/state COVID recovery grants for full-time programmatic and administrative capacity for our programs.

Kanu Hawaii also excelled at income diversification, by seeking public funding opportunities, corporate sponsorship earned income models, and by engaging the visitor industry in the volunteer programs.

As we scale, we have developed a strong network of visitor-facing businesses and engage their employees and customers to support our youth to take action and to make a difference. These partners include United Airlines, Alaska Airlines, Southwest Airlines, Hilton Hotels Hawaii and Outrigger Hotels. These first movers in a Hawaii-wide initiative not only give people a way to connect and give back that is architected by our youth, but they want to share the stories and the positive impacts that students are making through the Pledge To Our Keiki Initiative. The

more successful and far reaching we can make the program, the more youth voices we can add to the chorus.

For future sustainability of this annual program, Kanu Hawaii expects to continue a robust corporate sponsorship model to build 50% sustainable funding by Year 3 into the Pledge To Our Keiki Initiative.



Applicant: Kanu Hawaii

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Executive Director	FTE 1.0	\$104,450.00	43.08%	\$45,000
Pledge To Our Keiki Project Manager 2 (Contracted)	FTE 1.0	\$59,143.00	100.00%	\$59,143
Pledge To Our Keiki Project Manager 1 (Contracted)	FTE 1.0	\$61,491.00	33.33%	\$20,497
Volunteer Month Hawaii Project Manager 1 (Contracted)	FTE 1.0	\$60,000.00	0.00%	\$ -
Pledge To Our Keiki (PTOK) Process Manager (Contracted)	FTE .25	\$100,000.00	0.00%	\$ -
PTOK Business Development (Contracted)	FTE .25	\$48,000.00	0.00%	\$ -
Bookkeeper (Contracted)	FTE .20	\$75,000.00	0.00%	\$ -
Tech Development Lead 1 (Contracted)	FTE .20	\$120,000.00	0.00%	\$ -
Tech Development 2 (Contracted)	FTE .20	\$65,000.00	0.00%	\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
<b>TOTAL:</b>				124,639.79
<b>JUSTIFICATION/COMMENTS:</b>				

## BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2023 to June 30, 2024

Applicant: Kanu Hawaii \_\_\_\_\_

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

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
Not applicable			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				
<b>JUSTIFICATION/COMMENTS:</b>				

# BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2023 to June 30, 2024

Applicant: Kanu 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: 2021-2022	FY: 2022-2023	FY:2023-2024	FY:2023-2024	FY:2024-2025	FY:2025-2026
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
<b>TOTAL:</b>						
<b>JUSTIFICATION/COMMENTS:</b>  <div style="text-align: center; font-size: 1.2em;">Not applicable</div>						

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

Applicant:                     **Kanu Hawaii**                    

Contracts Total:                      324,691

	<b>CONTRACT DESCRIPTION</b>	<b>EFFECTIVE DATES</b>	<b>AGENCY</b>	<b>GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)</b>	<b>CONTRACT VALUE</b>
1	Grant in Aid: Volunteer Week 2022	10/1/2021-9/30/2022	Department of Community Service	City & County of Honolulu	200,000
2	Grant in Aid: Volunteer Week 2021	10/1/2020-9/30/2021	Department of Community Service	City & County of Honolulu	124,691
3					
4					
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6					
7					
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21					
22					
23					
24					
25					
26					
27					
28		10			Application for Grants

