



VISITOR ALOHA SOCIETY OF HAWAI'I ISLAND

Caring for Visitors Touched by Adversity

VASHHawaii.org

2024-2025

GRANT-IN-AID APPLICATION

January 19, 2023

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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) Hawaii Compliance Express Certificate (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

Rachelle Hennings
PRINT NAME AND TITLE

Jan 19, 2024
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 (DCCA).

Vendor Name: VASH HAWAII ISLAND

DBA/Trade Name: VASH HAWAII ISLAND

Issue Date: 01/15/2024

Status: **Compliant**

Hawaii Tax#: [REDACTED]

New Hawaii Tax#: [REDACTED]

FEIN/SSN#: XX-XXX0460

UI#: No record

DCCA FILE#:

Status of Compliance for this Vendor on issue date:

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
8821	Internal Revenue Service	Compliant
COGS	Hawaii Department of Commerce & Consumer Affairs	Exempt
LIR27	Hawaii Department of Labor & Industrial Relations	Compliant

Status Legend:

Status	Description
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	A status determination has not yet been made
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, HAWAII REVISIED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

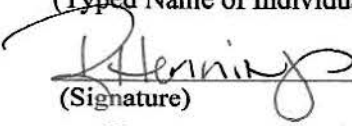
- 1) The applicant meets and will comply with all of the following standards for the award of grants pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide 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.

VASH Hawaii Island

(Typed Name of Individual or Organization)



(Signature)

Jan 19, 2023

(Date)

Rachelle Hennings

(Typed Name)

Executive Director

(Title)

SECTION 42F-102: PUBLIC NOTICE

VASH Hawaii Island will use the grant for public purpose pursuant to Section 42F-102 Hawaii Revised Statutes.

1) The name of the requesting organization or individual

VASH Hawaii Island

2) The public purpose for the grant:

To provide supportive services to Hawaii Island visitors who are affected by:

Crime - physical assault, sexual assault, theft, burglary, lodging scam, stolen vehicle, UEMV, etc.

Medical emergencies – heart attack, stroke, illness, injuries, near drowning, death of a loved one, etc..

Other adversities – lost items, stranded, etc.

Every visitor touched by adversity will also be touched by the Aloha spirit.

3) The services to be supported by the grant:

The services we provide vary with each situation. VASH staff or volunteers assess each case on an individual basis and prioritize needs. This involves a personal visit or a phone call with the visitor so that we can understand the situation and the resources and support a visitor may already have, as well as those supportive services that might be needed. Some of the more typical services may include the following:

- Information and Referral (i.e. credit card cancellations, ID theft information, etc.)
- Food certificates (restaurant and/or grocery store) to meet immediate needs
- Local emergency transportation (i.e. from hospital to hotel)
- Assistance with changes to travel, lodging and rental car arrangements
- Bereavement support in visitor death cases
- Emotional support
- Translation Services
- Small aloha gift bags

Our goal is to be the family or friendly neighbor next door for a visitor who is far from home and their own support systems.

4) The target group:

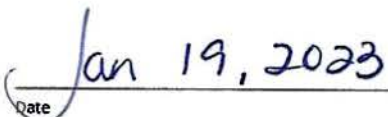
Anyone visiting Hawaii island who has experienced adversity. A visitor typically is a person who has a return ticket home. Visitors from neighbor islands are also eligible for our services.

VASH Hawaii Island does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, marital status, or political affiliation.

5) The cost of the grant and the budget:

The annual cost to operate VASH Hawaii Island is \$209,500. We are requesting \$30,000 from the State Grant in Aid for the 2024-2025 fiscal year.


Rachelle Hennings, Executive Director


Date

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. Hawaii Compliance Express Certificate (If the Applicant is an Organization)

If the applicant is an organization, the applicant shall submit one (1) copy of a Hawaii Compliance Express Certificate from the Comptroller of the Department of Accounting and General Services that is dated no earlier than December 1, 2023.

Attached

2. Declaration Statement

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

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.

Attached

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 organization VASH, with a commendable 21 years of experience, has effectively carried out a tripartite mission dedicated to providing assistance to travelers in challenging situations. Its core focus lies in aiding individuals who encounter adversity during their journeys, such as incidents involving crime, medical emergencies, or bereavement.

Our services are tailored to each unique situation. VASH staff or volunteers conduct personalized assessments, prioritizing individual needs. This involves engaging in a personal visit or a phone call with the visitor to comprehend the situation, assess available resources, and identify necessary supportive services. Some of the common services we offer include:

- Information and Referral (e.g., credit card cancellations, ID theft information)

- Provision of food certificates (for restaurants and/or grocery stores) to address immediate needs.
- Local emergency transportation (e.g., from hospital to hotel).
- Assistance with adjustments to travel, lodging, and rental car arrangements.
- Bereavement support in cases of visitor death.
- Emotional support.
- Translation Services.
- Distribution of small aloha gift bags.

Our objective is to serve as the family or friendly neighbor next door for visitors who find themselves far from home, away from their usual support systems.

One key aspect of VASH's mission is to alleviate the burden on law enforcement and healthcare professionals. By offering support services tailored to the needs of travelers, VASH contributes to easing the workload on police and health workers who often deal with a range of issues. This not only enhances the overall efficiency of emergency response systems but also ensures that specialized assistance is provided to those in need.

In addition to its commitment to individual travelers, VASH extends its impact to the tourism industry. The organization actively engages in traveler education programs focused on safety. By promoting awareness and imparting crucial information to travelers, VASH plays a vital role in reducing the strain on emergency medical services (EMS) systems. This proactive approach not only enhances overall safety but also contributes to the sustainable functioning of tourism-related services.

VASH's impressive track record serves as a testament to their knowledge and capacity to execute their programs with efficiency and impact. The successful implementation of their tripartite mission underscores the organization's commitment to making a positive difference in the lives of travelers while simultaneously supporting essential public services and contributing to the well-being of the tourism industry.

2. The goals and objectives related to the request:

VASH's overarching goal is to persist in its commitment to serving visitors who have encountered adversities during their time on the islands of Hawai'i. This multifaceted mission encompasses several key objectives, each contributing to the organization's broader impact on both individual travelers and the community at large.

A. Provide Ongoing Assistance to Visitors in Adversity:

Objective: Continue offering specialized assistance and support services to visitors who find themselves in challenging situations, such as those affected by crime, medical emergencies, or bereavement. Ensure that these individuals receive timely and effective aid tailored to their unique needs.

- B. Collaborate with Police Departments:**
Objective: Strengthen partnerships with local police departments by actively collaborating on initiatives aimed at relieving the burden on law enforcement professionals. This may involve coordinating responses to incidents, sharing information, and participating in community safety programs.
- C. Support Hospital Workers and Healthcare Services:**
Objective: Extend support to hospital workers and healthcare services by assisting in the management of medical emergencies involving visitors. Collaborate with healthcare providers to enhance the coordination of care and alleviate the strain on hospital resources.
- D. Encourage Visitors to Return to Hawaii Islands:**
Objective: Continue ongoing efforts to encourage visitors who have faced adversities to return to the Hawai'i Islands. This may involve creating positive and memorable experiences for those who received assistance, fostering a sense of goodwill and connection to the islands.
- E. Contribute to the Hawaii Island Economy:**
Objective: Actively contribute to the economic well-being of Hawai'i Island by promoting the return of visitors. Emphasize the positive impact of tourism on the local economy and work towards creating an environment that encourages sustained visitor engagement.
- F. Enhance Visitor Experience and Satisfaction:**
Objective: Focus on leaving a lasting positive impression on visitors who have received assistance, fostering a sense of aloha and 'ohana. This positive experience contributes to increased visitor satisfaction and the likelihood of them recommending the destination to others.
- G. Promote Sustainable Tourism Practices:**
Objective: Advocate for and engage in initiatives that promote sustainable tourism practices, ensuring that the economic benefits derived from visitors align with the long-term environmental and cultural well-being of the Hawai'i Islands.
- H. Measure and Communicate Impact:**
Objective: Continue our monthly, quarterly, and annual measurements reports that reflects VASH's efforts. Effectively communicate success stories and data to stakeholders, including visitors, local communities, and potential partners.

By pursuing these goals and objectives, VASH not only continues to fulfill its mission of aiding travelers in adversity but also actively contributes to the well-being of the community, the sustainability of the tourism industry, and the overall positive perception of the Hawai'i Islands as a destination of care and support.

3. The public purpose and need to be served:

VASH plays a pivotal role in addressing a critical community need by shouldering the responsibility of relieving law enforcement, healthcare, and security professionals from the burden of unpaid overtime and personal expenses incurred while assisting travelers facing emergencies. The organization recognizes the strain placed on these essential services and steps in to provide crucial support, thereby allowing these professionals to focus on their primary responsibilities.

In the year 2023 alone, VASH demonstrated its impact by serving 634 visitors. Notably, 565 of these visitors were victims of crime and emergency patients, highlighting the substantial demand for the specialized assistance that VASH provides. This data underscores the pressing necessity for the program, emphasizing the vital role it plays in meeting the urgent needs of individuals facing challenging situations during their travels.

Beyond offering immediate relief, the program's impact extends to the broader community. By supporting tourism, a vital sector for both the job market and the overall economy, VASH contributes to the well-being of the community at large. The organization's efforts not only address individual emergencies but also play a role in sustaining the economic health of the region.

Moreover, VASH's commitment to leaving travelers with a sense of "aloha" and 'ohana' goes beyond immediate assistance. This approach not only enhances the overall experience for travelers but also fosters a positive reputation for the community. The organization's dedication to providing not just support but a sense of familial care leaves a lasting impression on visitors. This, in turn, contributes to repeat business and positive word-of-mouth, reinforcing the economic benefits of a thriving tourism industry.

In summary, VASH's multifaceted impact, from relieving the burden on essential services to supporting the local economy and leaving a positive impression on travelers, underscores the organization's significance in meeting both immediate and long-term community needs.

4. Describe the target population to be served:

VASH Hawai'i Island extends its support to anyone visiting the island who has encountered adversity, recognizing that visitors often face unexpected challenges during their stay. This inclusive approach encompasses a broad definition of visitors, including mainland/international individuals with return tickets home, and kama'aina visiting from neighboring islands.

The range of adversities covered by VASH is comprehensive, reflecting the diverse and unpredictable nature of situations that visitors may encounter. These adversities include, but are not limited to, armed robbery, auto accidents, auto theft, burglary, death, domestic violence, evacuation, kidnapping, lodging scams, medical emergencies, physical assault, property damage, sexual assault, being stranded, terrorist threats, theft, UEMV (Unauthorized Entry of Motor Vehicle), and other unforeseen circumstances.

It is emphasized that every visitor touched by adversity will also be touched by the Aloha spirit. This commitment to the Aloha spirit goes beyond the provision of practical assistance and aims to instill a sense of care, compassion, and cultural warmth in every interaction. VASH recognizes the importance of not just addressing the immediate challenges but also ensuring that visitors feel a connection to the spirit of Hawai'i and its welcoming community.

Importantly, VASH Hawai'i Island operates on principles of non-discrimination. The organization does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, marital status, or political affiliation. This commitment to equal treatment reinforces the organization's dedication to providing assistance to all visitors in need, fostering an inclusive and supportive environment for individuals facing diverse challenges during their time on the island.

5. Describe the geographic coverage:

VASH, with a commitment to serving visitors throughout the entirety of the island of Hawai'i, strategically positions its staff and resources to ensure comprehensive coverage. The geographical distribution of our team reflects our dedication to accessibility and swift response across key locations.

A. Staff Presence in Strategic Locations:

Our staff strategically resides in Waikoloa, Kailua-Kona, Hilo, and Kurtistown, allowing us to efficiently reach and assist visitors in diverse regions of the island. This strategic placement ensures a prompt and effective response to emergencies or adversities faced by travelers.

B. Islandwide Oversight by Board of Directors:

The board of directors, with a view extending across the entire island, oversees and guides the operations of VASH. This islandwide perspective ensures a holistic approach to addressing the needs of visitors and coordinating efforts in collaboration with local communities and authorities.

C. Robust Volunteer Base Covering Almost Every District:

VASH is proud to boast a robust volunteer base that spans almost every district of the island. This widespread network of dedicated volunteers enables us to extend our reach and impact, ensuring that assistance is readily available to visitors, regardless of their location.

D. Localized Expertise and Cultural Sensitivity:

By having staff and volunteers embedded in various communities, VASH gains localized expertise and cultural sensitivity. This understanding of regional nuances allows us to tailor our assistance to the unique needs of visitors in different areas, fostering a more personalized and effective response.

E. Community Integration and Collaboration:

Our presence in multiple locations fosters strong ties with local communities. VASH actively collaborates with community leaders, organizations, and authorities, contributing to a collective effort to enhance safety and support for visitors while respecting the cultural and social fabric of each district.

F. Quick and Efficient Response:

The strategic distribution of our team ensures that VASH can respond quickly and efficiently to emergencies, reducing response times and providing timely assistance to travelers in distress. This agility is crucial in ensuring the well-being of visitors across the diverse landscapes of the island.

In summary, VASH's approach to staffing and volunteer placement reflects a commitment to islandwide coverage, localized expertise, and community collaboration. This strategic distribution allows us to fulfill our mission of providing comprehensive assistance to visitors across the entire island 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:

Describe the scope of work, tasks and responsibilities;

A. Visitors affected by Medical Emergencies

We anticipate assisting 400 visitors who experience a medical emergency while on the Island of Hawai'i. Such as cardiac arrest, stroke, covid, phenonium, pre-mature infant delivery, car accidents, near drownings, R.O.P.E., death, and others.

B. Visitors affected by Crime

We anticipate assisting 200 visitors who experience a crime while on the Island of Hawai'i. Such as theft, burglary, physical/sexual assault, auto theft, lodging scam, property damage, UEMV, and others.

C. Visitors affected by non-medical / non-crime

We anticipate assisting 35 visitors who experience a non-medical / non-crime while on the Island of Hawai'i. Such as lost items, stranded, missing persons, broken down rent-a-car, airline cancellations, and others.

D. COH Police Briefings:

24 COH Police Briefings across the island. VASH holds monthly meetings with police departments to refresh them on our services and meet new recruits. Total reach: 300 police officers.

E. Hospital Briefings:

16 Hospital Briefings across the island. VASH conducts monthly meetings with hospital professionals to refresh them on our services and meet new employees. Total reach: 50 hospital workers.

F. COH Fire Station and EMS Briefings:

12 COH Fire Station and EMS Briefings across the island. VASH conducts an annual meet and greet with fire stations and EMS personnel. Total reach: 100 emergency personnel.

G. Staff and Volunteer Training:

- a. Continuing regularly, the **ongoing education on duty phone monitoring** is a crucial element of our efforts to equip staff and volunteers for efficient and professional handling of diverse situations. This training involves a continuous daily communication process that includes the Executive Director, Program Directors, Visitor Assistance personnel, and volunteers. Reach: 15 to 20 staff and volunteers and persists throughout the year.
- b. One **Bereavement Training** sessions per fiscal year. VASH hosts one to two bereavement training courses annually for volunteers and staff. The training, lasting 90 minutes to two hours, includes Compassion Fatigue and dealing with distressed travelers. Reach: 15 to 20 staff and volunteers.
- c. One training on addressing **trauma** with a focus on special considerations when **working with children**, including situations where a single parent requires hospitalization, leaving their child/children without a caregiver. Reach: 15 to 20 staff and volunteers.
- d. One training on identifying signs of **human trafficking**, child abuse, elderly abuse, and domestic abuse. Reach: 15 to 20 staff and volunteers.

H. Community Presentations:

4 Community Presentations across the island. VASH is typically a guest speaker at least four times a year for various organizations such as Rotary Clubs, Tutu's House, Charity Walk, etc. Anticipated reach: 100.

I. Travel Industry Presentations:

20 Travel Industry Presentations. VASH meets monthly with various travel partners, including rental car agencies, hotels, airline security, pier security, cruise lines, international consulates, etc. Anticipated reach: 120.

J. Crime & Security Meetings:

20 Crime & Security Meetings. VASH attends and participates in monthly Kona Crime Prevention meetings for the West Hawai'i Officer of the Month (approx. 30 attendees per month), monthly HISSPA (Hawai'i Island Security & Safety Professionals Association)

meetings (approx. 25 attendees per month), and quarterly Aloha Exchange meetings for the East Hawai'i Officer of the Month (approx. 30 attendees per month), .

K. Travel Safety PSAs:

4,320 Travel Safety PSAs. VASH airs a thirty-second travel safety TV commercial (PSA) 360 times per month on the local visitor TV station. Reach: a minimum of 120,000 visitors per year.

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

	July 2024	Aug 2024	Sept 2024	Oct 2024	Nov 2024	Dec 2024
A. Visitors affected by Medical Emergencies	40	40	40	24	24	40
B. Visitors affected by Crime	20	20	20	12	12	20
C. Visitors affected by non-medical / non-crime	3	3	3	3	3	3
D. COH Police Briefings	2	2	2	2	2	2
E. Hospital Briefings:	1	2	1	2	1	2
F. COH Fire Station and EMS Briefings	6	6				
G. Staff and Volunteer Training:						
a. Duty Phone Education	continuous	continuous	continuous	continuous	continuous	continuous
b. Bereavement Training				1		
c. Training working with children		1				
d. Training regarding human trafficking, etc.						
H. Community Presentations	1			1		
I. Travel Industry Presentations	1	2	2	2	1	2
J. Crime & Security Meetings	2	2	2	1	2	1
K. Travel Safety PSAs	360	360	360	360	360	360

	Jan 2025	Feb 2025	Mar 2025	April 2025	May 2025	June 2025	TOTALS
A. Visitors affected by Medical Emergencies	40	40	40	24	24	24	208
B. Visitors affected by Crime	20	20	20	12	12	12	104
C. Visitors affected by non-medical / non-crime	3	3	3	3	3	2	18
D. COH Police Briefings	2	2	2	2	2	2	12
E. Hospital Briefings	1	1	1	2	1	1	9
F. COH Fire Station and EMS Briefings							12
G. Staff and Volunteer Training:							
a. Duty Phone Education	continuous	continuous	continuous	continuous	continuous	continuous	
b. Bereavement Training			1				1
c. Training working with children							1
d. Training re: human trafficking, etc.		1					0
H. Community Presentations	1			1			2
I. Travel Industry Presentations	2	1	2	2	2	1	10
J. Crime & Security Meetings	2	2	2	1	2	1	10
K. Travel Safety PSAs	360	360	360	360	360	360	2160

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

VASH Hawai'i Island places a strong emphasis on obtaining feedback from individuals who have received assistance through our services. To achieve this, we proactively distribute surveys to gather insights and opinions from visitors involved in various cases (*one survey per every case we receive*). It's important to note that not all individuals choose to respond to these surveys; however, among those who do participate, there is a notable trend of consistently positive feedback.

This commitment to seeking feedback through surveys reflects our dedication to continuous improvement and ensuring that the assistance we provide aligns with the needs and satisfaction of the visitors we serve. The positive responses received from survey participants serve as valuable affirmations of the effectiveness and quality of our support services. This ongoing feedback loop enables us to identify areas of strength and areas for potential enhancement, contributing to the overall refinement of our operations and the enhancement of the visitor experience on Hawai'i Island.

1. Your name?
2. Your home state or country?
3. Your e-mail address?
4. Why were you referred to VASH Hawai'i Island?
5. Who assisted you? (Choices: individual staff names or select volunteer.)
6. What type of assistance did we provide?
7. How would you rate your overall experience? (Choices: excellent, good, neutral, poor, terrible).
8. Is there any additional feedback that you would like to provide?

You can review the survey questions here: <https://admin.typeform.com/form/Ugignuzm/share>

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.

VASH Hawai'i Island meticulously maintains monthly records, beginning with a comprehensive **Measurement Report**. This report encompasses various key metrics, including:

- The number of cases handled and the number of individuals served
- In-kind support provided to VASH and in-kind support provided to visitors
- Number of recruited volunteers and how many hours they volunteered
- Prevention Education initiatives and the number of attendees
- Positive feedback received from visitors and positive media coverage

- Number press releases sent but not published vs. published
- Number of Public Service Announcements
- Hospice presentations and number of attendees
- Police Briefings and number of attendees
- Hospital Briefings and number of attendees,
- Safety and Security meetings and number of attendees
- Fire Department Briefings and number of attendees
- Number of agencies we distributed materials to

Our second (monthly) report-keeping document is known as **VAP Report** (Visitor Assistance Program) Report, encompassing the following key components:

- **Referral Source:** This identifies the entity or organization that referred the case to VASH, such as the Police Department, hospital, airport, hotel, Volcanoes National Park, tour operator, etc.
- **MMA (Major Market Area):** This indicates the visitor's origin, categorized into regions such as US Pacific/Mountain, US Central/East, Hawai'i, Japan, Korea, China, Australia, Europe, etc.
- **Incident Type:** This section details the type of incident and the number of individuals involved. Examples include medical emergencies, theft, assault, auto accidents, stranded situations, etc.
- **Cause of Death:** In cases involving fatalities, this specifies the cause, whether it be an auto accident, natural causes, drowning, etc.

In addition to the standard monthly reports, we can provide you with a **narrative** detailing our top five cases for the month. This narrative offers valuable insights into the breadth and impact of our services.

And finally we can provide you with a breakdown which covers a spectrum of **in-kind distributions**, both directly benefiting visitors and contributing to the operations of VASH. For visitors, these distributions include valuable support such as discounted hotel accommodations, translation services to bridge language barriers, and transportation services facilitated by our dedicated volunteers. These offerings are designed to address specific needs and enhance the overall experience of those we assist.

Simultaneously, our report highlights contributions made directly to VASH, expressed by in-kind advertising received at no cost. This form of support not only aids in promoting our services but also reflects the collaborative efforts of our community partners and stakeholders in ensuring the success of VASH Hawai'i Island's mission. The detailed breakdown serves as a transparent record of the impactful ways in which in-kind resources are channeled to benefit both visitors and the efficiency of our organization.

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](#)) Please see attached.
 - b. Personnel salaries and wages ([Link](#)) Please see attached.
 - c. Equipment and motor vehicles ([Link](#)) Please see attached, FYI – not applicable.
 - d. Capital project details ([Link](#)) Please see attached, FYI – not applicable.
 - e. Government contracts, grants, and grants in aid ([Link](#)) Please see attached.
2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2025.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00	\$30,000

3. The applicant shall provide a listing of all other sources of funding that they are seeking for the fiscal year 2025.

For the calendar year, 2025, VASH Hawai'i Island intends to request a contract renewal with the Hawai'i Island Tourism Authority. And for the fiscal year of 2025, we will pursue funding through the County of Hawai'i Waiwai Grant, State of Hawai'i Grant-In-Aid, fundraising initiatives (such as the Visitor Industry Charity Walk,) and contributions from the community and visitors we serve.

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.

In 2021 VASH Hawai'i Island recieved a PPP loan of \$26,346. The loan was fully forgiven.

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 2025 for program funding.

County of Hawai'i Innovation Grant	July 2020 – June 2021	\$15,000
County of Hawai'i Waiwai Grant	July 2023 – June 2024	\$25,000
\$12,500 of this grant was issued in the summer of 2023. Final payment of \$12,500 is expected in the first quarter of 2024		
County of Hawai'i Waiwai Grant	July 2024 – June 2025	\$30,000
Not approved yet. Application is due January 30, 2024. If approved, VASH anticipates to receive \$15,000 in the summer of 2024. Final payment of \$15,000 is anticipated to be received in the first quarter of 2025.		<i>anticipating</i>

HTA VAP (Visitor Assistant Program) Grant	Jan 2021 - Dec 2021	\$127,500
HTA VAP (Visitor Assistant Program) Grant	Jan 2022 - Dec 2022	\$170,000
HTA VAP (Visitor Assistant Program) Grant	Jan 2023 - Dec 2023	\$130,000
\$105,000 of this grant was issued in the winter of 2023. Final payment of \$25,000 is expected in the first quarter of 2024		
HTA VAP (Visitor Assistant Program) Grant	Jan 2024 - Dec 2024	\$130,000
\$105,000 of this grant is expected in the first quarter of 2024. Final payment of \$25,000 should be received in the first quarter of 2025		
HTA VAP (Visitor Assistant Program) Grant	Jan 2025- Dec 2025	\$130,000
Not approved yet. Application is due in mid-2024 If approved, \$105,000 of this grant is expected in the first quarter of 2025. Final payment of \$25,000 should be received in the first quarter of 2026		<i>anticipating</i>

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2023.

As of January 19, 2024 VASH Hawai'i Island has \$218,059.11 of unrestricted funds. Please find a copy of our Balance Sheet [attached](#).

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.

The Visitor Aloha Society of Hawai'i (VASH) is a nonprofit organization founded in 1997 by the Rotary Club on Oahu. Branch chapters were subsequently established in East Hawai'i and West Hawai'i. In 2002, VASH West Hawai'i gained independent status as a 501(c)(3) nonprofit, receiving support from Hawai'i Island Rotary Clubs, the Hawai'i Tourism Authority, and the Hawai'i County Prosecuting Attorney's office. Following the merger of the two chapters in 2004, the nonprofit was rebranded as VASH Hawai'i Island. Over the years, we have aided over 15,000 individuals facing adversity while visiting the island.

Adversities range from minor issues like losing an ID to more challenging situations such as illness or injury requiring an extended stay per doctors' orders. Our trained staff and volunteers assist individuals in navigating necessary steps, including TSA procedures. In more stressful cases like illness or injury, VASH collaborates with lodging and rental car providers for discounted extensions. We facilitate airline changes and, if plans involve other islands, help with those adjustments. Upon request, we relocate individuals closer to hospitals, organize luggage transport, and offer comprehensive support. And then there are the tragic cases, like a recent incident where three young adults cliff-jumped at South Point. While two were rescued, one succumbed to the ocean current. VASH provided emotional support, guided the parents on transporting their son's body home, and supported the surviving friend, maintaining communication with the parents.

Here is a sample of some of the cases we have helped over the years. Kindly note, these are written in the first person.

1. **Theft:** My wife and I, visiting from Canada, fell victim to theft at a Big Island beach. A seemingly "nice" individual befriended us and invited us to his home, only to rob us of \$200, a camera, and a cell phone! We couldn't believe this happened to us. Not only had we been duped, but we were also afraid for our lives. VASH reached out to us, providing information and outreach support, enabling us to change our reservation and move to the other side of the island. I'm happy to say the defendant was arrested, and our items were returned to us.
2. **Near Drowning:** While on vacation on the Big Island, my son and I experienced a near-drowning incident. State emergency services aided us physically, but the most remarkable support came from VASH. A VASH employee quickly arrived on the scene, helping look after my son as I was in critical condition in the hospital in Waimea. VASH was there to take him to lunch, diverting his mind from the incident and reassuring him that everything would be okay. VASH then made all the arrangements for his return home, accompanying him to the

airport, and ensuring his safe flight home. Working 12 hours straight, VASH displayed genuine professionalism and heartfelt concern.

3. **Broken Legs:** While enjoying a day at the beach on the Big Island, my Texas brothers and I had an unfortunate incident. I decided to jump into the water from a small ledge, which I obviously misjudged as safe. The next thing I knew, my brothers were carrying me out of the water. I couldn't walk, and I ended up having surgery for the two broken legs I received from my miscalculation. Our plans for the remainder of the trip had to be canceled. VASH was awesome, changing our flight home and working with the hotel and rental car agency to shorten our reservations and get us a refund on the unused portions.

4. **Elderly Abuse:** I flew to Hawai'i to visit my daughter and grandchild. During my visit, I got into an argument with my son-in-law concerning the health and wellbeing of my grandchild. My comments angered him, leading to a physical attack that resulted in a broken foot. He then kicked me out of the house. I made a police report and requested child protective services' involvement. Meanwhile, I was homeless and needed surgery on my foot. With the assistance of the 808 Homeless Task Force and VASH, I was able to have my surgery, a place to stay after the surgery, and a ticket home.

5. **Assault and Robbery:** I'm a young woman visiting from Alaska. While driving to a local beach, I noticed my luggage moving around in my rental car. I stopped to secure my bags, and out of nowhere, two women pulled up next to me, jumped out of their vehicle, hit me in the head, forced me to lie face down on the ground, and then stole my rental car with all my belongings! VASH helped me with emotional support and worked with the host at the lodging where I was staying, who then offered some financial relief. I'm having trouble sleeping now because of this traumatic event. VASH suggested I see a psychologist once I get home so I can try to heal from this ordeal. The Prosecuting Attorney's Office informed VASH that charges will be sought.

6. **Stranded:** I am an elderly man from Asia, and I have dementia. I was traveling with my wife, who is also my caretaker, but we somehow got separated at LAX. I boarded the flight to Kona, and the plane took off without her. Upon arrival, I had no proof of my vaccination records or proof of pre-covid testing. The person working at the covid screening desk was not going to let me leave. I didn't know what to do. I was confused. I didn't know where I was, and even I didn't know my wife's phone number or email address. The police were called, but I hadn't broken any laws. A nice police officer called VASH and asked if VASH could pay for my flight back to LAX. It was a serious situation for me. VASH said yes, but only if the airline could locate my wife. VASH didn't want me stranded again at LAX. I'm happy to say the airline was able to find her. She was still at LAX sick with worry. I flew back to Los Angeles that night, and the next morning my wife and I flew back to Kona together...so they tell me.

Our mission is to assist visitors during difficult times, providing the necessary support and guidance. Or in short, we **EXPORT ALOHA!**

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.

All staff and volunteers work from their home offices and directly in the field. We lease a small storage unit to store emergency loan equipment, including wheelchairs, walkers, crutches, blankets, water bottles, and children's toys. Additionally, the storage unit is utilized to keep our financial records over the years.

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.

VASH Hawai'i Island is governed by a dedicated board of directors, comprised of eight individuals with diverse backgrounds and expertise. This committed group includes members who are currently employed or retired from key institutions such as the Hawai'i Police Department, Mayor's Office, Prosecutors Victim Assistance Office, Tour Operators, and Hotel Personnel.

The wealth of experience within our board is noteworthy, with many members serving for over ten years. Their longstanding commitment and deep understanding of the organization's mission and operations contribute significantly to the success of VASH Hawai'i Island. Notably, one board member has been actively involved since the inception of VASH, providing invaluable continuity and leadership since its founding. The collective expertise of our board members plays a crucial role in guiding and steering VASH towards its goal of assisting visitors facing adversity on the island.

The VASH Hawai'i Island team is composed of dedicated individuals with diverse backgrounds and a wealth of experience to ensure the effective operation of our organization.

- **Executive Director - Rachele Hennings:** Rachele's journey with VASH began in 2011 as a board member. Over the years, her commitment and leadership skills stood out, leading to her election as president in 2014. In 2019, she assumed the crucial role of Executive Director. Rachele is a longstanding resident of the Big Island, having held management positions in the visitor industry since 1988.

- **Program Directors:**

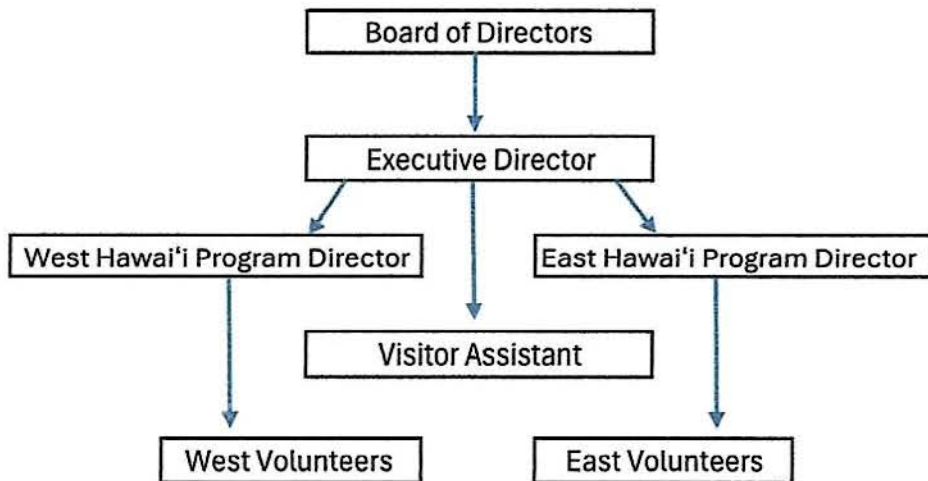
- **John Atwell (West Hawai'i):** John joined VASH in 2015 as a Visitor Assistance, showcasing dedication to our mission. In 2022, he took on the role of West Hawai'i Program Director. John's extensive background includes decades of experience with the CIA and several years with the TSA, bringing valuable insights to our programs.
- **Rebecca Marshall (East Hawai'i):** Rebecca became part of VASH in 2018, contributing a wealth of Aloha spirit, gentleness, kindness, and ho'okipa to our team. Her compassionate approach enriches our programs, ensuring visitors receive the support they need.

- **Visitor Assistant - Brent Ryan:** Brent has been a vital part of VASH since 2015, serving as a Visitor Assistant. His keen understanding of the needs of visitors in distress makes him an invaluable member of our team. Brent plays a crucial role in providing assistance and support to those facing adversity.

Each member of our staff brings unique skills and perspectives, collectively working towards the mission of VASH Hawai'i Island. For further details about their qualifications and experiences, please refer to the [attached](#) resumes of Rachelle Hennings, John Atwell, Rebecca Marshall, and Brent Ryan.

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	FT \$53,520
West Hawai'i Program Director	PT \$27,720
East Hawai'i Program Director	PT \$26,520

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 2024-25 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2024-25, but
- (b) Not received by the applicant thereafter.

The Visitor Aloha Society of Hawai'i is seeking funding for the fiscal year 2024-2025 with a specific focus on sustaining the well-being of visitors facing challenges and contributing to the overall economic health of the region. This financial support is crucial for the organization to continue its mission of providing assistance and support to travelers in need.

The requested funds play a pivotal role in ensuring that the Visitor Aloha Society of Hawai'i can maintain and expand its services, addressing the diverse needs of visitors who may encounter adversity during their stay. These funds contribute to the organization's ability to conduct personalized assessments, offer immediate assistance such as food certificates and emergency transportation, provide emotional and bereavement support, and facilitate changes to travel arrangements.

Moreover, by supporting the well-being of visitors, the organization indirectly contributes to the broader economic landscape of Hawai'i. Visitors who feel supported and secure during their stay are more likely to have positive experiences, potentially leading to repeat visits and positive word-of-mouth, thereby bolstering the tourism industry. A thriving tourism sector, in turn, has a positive impact on the overall economy, creating jobs and fostering economic growth.

In essence, the requested funds are not only an investment in the welfare of individual visitors but also a strategic measure to uphold the economic vitality of Hawai'i. The Visitor Aloha Society recognizes the interconnectedness of visitor satisfaction and economic prosperity, and the requested financial support is instrumental in ensuring the continued success of these intertwined objectives for the fiscal year 2024-2025.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2024 to June 30, 2025

App

VASH Hawaii Island

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)	Total HTA Funds Requested (e)
A. PERSONNEL COST					
1. Salaries	25,000	0	25,000	0	83,385
2. Payroll Taxes & Assessments	0	0	0	5,957	10,643
3. Fringe Benefits / Health Insurance	4,000	0	4,000	700	6,400
TOTAL PERSONNEL COST	29,000	0	29,000	6,657	100,428
B. OTHER CURRENT EXPENSES					
1. Airfare, Inter-Island	0	0	0	500	0
2. Insurance / Business	1,000	0	1,000	0	0
3. Lease/Rental of Equipment	0	0	0	0	0
4. Lease/Rental of Space	0	0	0	0	2,000
5. Staff Training / Meetings	0	0	0	2,000	0
6. Supplies & Office Expense	0	0	0	3,268	5,072
7. Telecommunication	0	0	0	0	0
8. Utilities	0	0	0	0	0
9. Mileage	0	0	0	1,732	1,700
10. Prevention/Safety Education	0	0	0	0	0
11. Professional Contracted Fees	0	0	0	1,643	9,200
12. Direct Victim Assistance	0	0	0	0	5,000
13. TV/Radio Crime related education	0	0	0	0	6,300
14. Volunteer Training	0	0	0	1,400	300
15. Marketing / Fundraising	0	0	0	800	0
16. Off Island Conferences	0	0	0	1,500	0
17					
18					
19					
20					
TOTAL OTHER CURRENT EXPENSES	1,000		1,000	12,843	29,572
C. EQUIPMENT PURCHASES	0	0	0	0	0
D. MOTOR VEHICLE PURCHASES	0	0	0	0	0
E. CAPITAL	0	0	0	0	0
TOTAL (A+B+C+D+E)	30,000	0	30,000	19,500	130,000
SOURCES OF FUNDING			Budget Prepared By:		
(a) Total State Funds Requested	30,000		Rachelle Hennings		
(b) Total Federal Funds Requested	0		Name (Please type or print)		Phone
(c) Total County Funds Requested	30,000		Rachelle Hennings		808-756-0392
(d) Total Private/Other Funds Requested	19,500		Signature of Authorized Official		
(e) HTA Funds Requested	130,000				Date
TOTAL BUDGET	209,500		Name and Title (Please type or print)		
			Rachelle Hennings, Executive Director		

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2024 to June 30, 2025

Applicant: _VASH Hawaii Island_____

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Executive Director	1 FT	\$53,520.00	23.4021%	\$ 12,524.80
West Hawaii Program Director	1 PT	\$27,720.00	23.00%	\$ 6,375.60
East Hawaii Program Director	1 PT	\$26,520.00	23.00%	\$ 6,099.60
				\$ -
Health Insurance / Fringe (for one FT staff)	annual approx is:	\$11,100.00	36.036%	\$ 4,000.00
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
TOTAL:				29,000.00
JUSTIFICATION/COMMENTS:				

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2024 to June 30, 2025

Applicant: VASH Hawaii Island

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, 2024 to June 30, 2025

Applicant: VASH Hawaii Island

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: 2022-2023	FY: 2023-2024	FY:2024-2025	FY:2024-2025	FY:2025-2026	FY:2026-2027
PLANS N/A						
LAND ACQUISITION N/A						
DESIGN N/A						
CONSTRUCTION N/A						
EQUIPMENT N/A						
TOTAL:						
JUSTIFICATION/COMMENTS:						

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Appr

VASH Hawai'i Island

Contracts Total:

315,000

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1	COH Waiwai grant (non-profit grant)	July 2023 - June 2024	County of Hawai'i	County of Hawai'i	25,000
2	\$12,500 of this grant was issued in the summer of 2023. Final payment of \$12,500 is expected in the first quarter of 2024				
3					
4	COH Waiwai grant (non-profit grant)	July 2024 - June 2025	County of Hawai'i	County of Hawai'i	30,000
5	Not approved yet. Application is due January 30, 2024.				
6	If approved, VASH will received \$15,000 in the summer of 2024, and the final payment of \$15,000 would be received in the first quarter of 2025				
7					
8	Hawai'i Tourism Authority VAP grant	Jan 2023 - Dec 2023	HTA	State	130,000
9	\$105,000 of this grant was issued in the winter of 2023. Final payment of \$25,000 is expected in the first quarter of 2024				
10					
11	Hawai'i Tourism Authority VAP grant	Jan 2024 - Dec 2024	HTA	State	130,000
12	\$105,000 of this grant is expected in the first quarter of 2024. Final payment of \$25,000 should be received in the first quarter of 2025				
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					

VASH Hawaii Island

Balance Sheet

As of January 19, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
ASB - Checking	45,540.41
ASB - Savings	25,282.00
East Petty Cash	0.00
Schwab One Account Number 1746-0832	7,042.55
Schwab Cash, Bank Sweep, Money Market	844.15
Schwab Long-Term Investments	139,000.00
Total Schwab One Account Number 1746-0832	146,886.70
Total Bank Accounts	\$217,709.11
Accounts Receivable	
Accounts Receivable (A/R)	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Donated Goods/Serv Coupons - W	0.00
Purchased Gift Cards on Hand	350.00
Uncategorized Asset	0.00
Total Other Current Assets	\$350.00
Total Current Assets	\$218,059.11
TOTAL ASSETS	\$218,059.11
LIABILITIES AND EQUITY	
Liabilities	
Long-Term Liabilities	
PPP #1 Loan	0.00
PPP #2 loan	0.00
Total Long-Term Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Opening Balance Equity	48,446.00
Opening Balance Equity {5}	162,421.84
Retained Earnings	9,629.55
Net Income	-2,438.28
Total Equity	\$218,059.11
TOTAL LIABILITIES AND EQUITY	\$218,059.11

Résumé

Professional Profile

I'm a progressive leader with over 18 years of experience in the sales and marketing industry, encompassing both the visitor and local market. I'm accomplished at expanding sales, customers and loyalty. I'm a professional business entrepreneur proficient in sales strategy, creative marketing, problem solving, management, business development, and budgeting. Being well organized and having keen follow-up skills are an integral part of my daily routine. I offer outstanding community leadership and a proven track record for effective training, mentoring, leading and building of top-performing teams committed to success.

Key Qualifications as Director of Sales & Marketing at BITV

- Increased the sales by 41% in my first year.
- Created a comprehensive media kit and rate card. Developed promotional and marketing tools, based on seasonal needs and sales trends.
- Set performance goals, while constantly evaluating current sales.
- Communicate with on-going clients on a regular basis. Continually prospect for new leads and endeavor to bring former clients back into the fold.
- Production responsibilities include: script writing, voice over, model coordination, filming on location, and receiving final approval from the client.
- Create web landing pages for each client via BigIslandTv.com.
- Key person to oversee, upkeep and upgrade website and all social media platforms.
- Create design and purchase all advertising for the TV station.
- Plan and regulate sales, marketing and advertising budgets.
- Work closely with the A/P and A/R department to confirm accounting is accurate at the beginning and close of each month.

Key Qualifications as Owner of Media Buyers

- Chief operating officer of Media Buyers...Marketing Simplified.
- Work directly with the client to develop a customized advertising plan to achieve the goals and budget they want for their business.
- Experienced and knowledgeable in a wide array of marketing platforms, which are customized and scaled to the specific needs of the client.
- Negotiate the best possible rates on all forms of media: local, statewide and worldwide.
- Proficient in print, radio and TV copywriting. Self-taught graphic designer.
- Responsible for accounting, including creating monthly billing invoices and statements.

Key Qualifications as Executive Director of VASH Hawaii Island

- Highly organized with the ability to manage multiple tasks, balance competing priorities and respond quickly to changes and business needs.
- Outstanding interpersonal skills with the ability to grow positive relationships with customers and colleagues.
- Resolves in-depth issues in a methodical manner, both independently and with management team to find appropriate resolutions.
- Self-motivated and takes initiative to solve problems individually or as part of a team.
- Widely proficient in computer skills and social media, including but not limited to: QuickBooks, Word, Excel, Publisher, YouTube, Facebook, Instagram and Twitter.
- Fast learner. If I don't know, I'll learn it!



"Rachelle was one of the first media partners I worked with on Hawaii Island, and after 10 years, she's still one of the most professional and knowledgeable media experts. I highly recommend her and know whoever she works for will be lucky to have her!"

*Leanne Pletcher
Director of Public Relations
Maui Visitors Bureau*

"Rachelle is knowledgeable of the market landscape in which she does business, including the hospitality industry as tourism is a major economic driver in Hawaii. She knows her clients and helps them strategize to best meet their advertising, promotional, and messaging goals. She cultivates win-win partnerships and is also experienced in the non-profit sector. She recently assumed the role of board president for VASH Hawaii Island (Visitor Aloha Society of Hawaii), an organization dedicated to providing support services for visitors affected by adversity."

*Donna Kimura
Marketing Director
Island of Hawaii Visitors Bureau*

"Rachelle's experience and professionalism provides her company, Media Buyers, a unique insight in connecting with their clients. She offers an innovative and ambitious approach and is adaptable to the unique needs of her clients. Her commitment to others, her dedication to hard work, and her passion are the keys to her success."

*Franz Weber
Operations and Sales
United Natural Foods Inc*

"Rachelle is responsive, creative, and knowledgeable of the market and trends. She takes the time to get to know the client, providing win-win proposals to meet their promotional and advertising needs, reaching the right audience and staying within budgets."

*Becky Ryan
Marketing Manager
Kings' Golf Course*

Career History

Executive Director: VASH Hawaii Island (Visitor Aloha Society of Hawaii, a 501c3)

Every visitor touched by adversity will also be touched by the Aloha Spirit.

Hawaii Island, Dec 2019 - Current VASHBigIsland.org

Business Owner: Media Buyers...Marketing Simplified

A boutique advertising agency to help my clients navigate the world of marketing.

Kailua-Kona, HI, Oct 2003 - Current MediaBuyersHawaii.com

Director of Sales and Marketing: Big Island Television

Broadcasting Aloha to our visitors and kama'aina since 1985

Kealahou, HI, Sept 2006 - Mar 2020 BigIslandTV.com

Secretary, Board of Directors

Big Island Group (Non-Profit) Kohala Coast, HI

Marketing Director

Big Island Food and Wine Festival, Kohala Coast, HI

General Manager

Kona Galley Restaurant, Kailua-Kona, HI

Community Service

President, Board of Directors

VASH - Visitor Aloha Society of Hawaii, Jan 2014 - Current

Board of Directors

VASH - Visitor Aloha Society of Hawaii, Jan 2011 - Current

Board of Directors and Media Committee

North Hawaii Drug Free Coalition, Jan 2010 - Dec 2013

Volunteer

Special Olympics-West Hawaii 2015 - Current

Ironman World Championship Oct 2004 - 2017

Outside Interests

Avid Snow Skier

My love for skiing was passed down from my Father. He gave us our first lesson on Christmas Morning 1977 at Dodge Ridge, CA. I will cherish those memories forever!

Cooking & Entertaining

Simple to ambitious cuisine, accompanied by the warmth of family & friends.

Animal Lover

They love unconditionally, never judgmental and always have a sympathetic ear.

Professional References

Leanne Pletcher, Director of Public Relations Maui Visitors Bureau 808.244.3530

Donna Kimura, Marketing Director, Big Island Visitors Bureau 808.885.1655

Franz Weber, Operations and Sales, United Natural Foods Inc 808.896.6655

Becky Ryan, Marketing Manager, Kings' Golf Course 808.443.5035

Profile

Seasoned program manager and visitor assistance case worker with 16 years of public- and private-sector (non-profit) experience and the ability to assist travelers in Thai and Mandarin languages. Experienced personnel (including volunteer) and budget manager with extensive training and real world, hands-on time in positions requiring professional collaboration and cooperation with industry partners (police, hospitals, foreign consulates, mortuaries, etc.). Accomplished innovator and efficiency maximizer. Honed skill in interviewing, reporting, writing and briefing, and research and analysis. Proven problem solver.

Professional Experience

Visitor Aloha Society of Hawaii Island

Program Director, West Hawaii (2022-present)

- Recruited, trained, managed large team of volunteer residents from Kauai to South Kohala District.
- Maintained robust liaison relationships with police, hospital, hotel, mortuary, medical equipment loan, airline, and cruise ship contacts throughout West Hawaii and with international consular corps personnel stationed in Honolulu.
- Provided direct personal assistance to travelers in distress, to include emergency lodging and transport, loans of medical equipment, emergency food and fuel, and more.
- Accurate and timely budget and expense management, time and attendance, and other administrative standards of program management.
- Improved operations through the incorporation of modern technology, to include email based referrals (in favor of antiquated faxes) and an interactive map of resources for use by duty phone monitors.

Visitor Assistant (2015-2022)

- Monitored a duty phone during weekly shifts to evaluate the needs of distressed travelers and,

sometimes working with volunteers, provide assistance (emergency lodging and transportation, emergency food funds, logistical support, language interpretation support, etc.)

Transportation Security Administration, Hilo Airport

Transportation Security Officer (2016-2021)

- Customer-service oriented security screening of Hawaii Island travelers.
- Understanding of the inner workings of Hawaii airports and security checkpoints and associated airline issues.

Hertz Corporation, Hilo Airport Vehicle Transporter (2014-2016)

- Performed all manner of relocation and maintenance of vehicles used by travelers to Hawaii Island as part of a team servicing the travel industry. Developed a deep understand of rental car issues as pertains to visitors to the island.

U.S. Department of State
Commissioned Consular Officer (1997-2004)

- *Serviced travelers in distress through a 24-hour duty phone system, providing assistance with lodging, transport, funerary services, next-of-kin identification and contact, repatriation of remains, and support during incarceration.*

Central Intelligence Agency
Intelligence Officer (1991-2014)

- *Managed global programs, large staffs, and large budgets in the execution of*

national security objectives. Extensive management and leadership training and experience, budget management, and work with liaison partners (police, for instance). Separate cleared, unclassified resume available for this period upon request.

Appalachian Search and Rescue Conference
Training Officer (1992-1993)

- *Trained and managed large team of volunteers focused on search and rescue of lost individuals and downed aircraft in operations ranging from Pennsylvania to Georgia.*

Education, Training, Other Experience

Degrees	B.A. Southeast Asian Studies, University of Virginia (1992) B.A. Archaeology, University of Virginia (1992)
Language	Mandarin (2-speaking, 2-listening, 1.66-reading) (scores expired 2009) Thai (4-speaking, 4-listening, 2.66-reading) (scores expired 2008)
Certifications	Career Development Officer (2013, Pressman Consulting) Basic Weapons Proficiency (CIA, 1997 and 2000) Emergency Medical Technician (1997, expired) Dive Master, PADI (1997) and Nitrox, SSI (2004) Various CIA-unique certifications (1991-2014)
Training	Leader, manager, mentor (Kellogg Executive School, private executive coach, CIA) Talent Management (conferences, literature, contracts) Strategic Thinking (CIA) Personal Security (CIA) Analytical Methodologies (CIA)
Foreign Experience	Lived, worked, conducted research, or studied in more than 20 countries spanning all continents of the globe, except Antarctica.

~RESUME~

Rebecca E. Marshall

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Education

- 2005: Bachelor of Arts in Sociology, University of Hawaii at Hilo
-

Professional Experience

East Program Director, Visitor Aloha Society of Hawai'i (VASH) 2018 – Present

As the East Program Director for VASH, I coordinate and provide visitor services during adversities on Hawaiian vacations. Responsibilities include:

- Coordinating with East Hawai'i businesses and community groups for discounted resources.
- Managing and training volunteers.
- Maintaining accurate case records and preparing monthly reports on statistics, expenditures, receipts, reimbursement requests, and activities.
- Overseeing inventory of resources and their distribution.
- Assisting the Executive Director in preparing reports for the Board and external groups.
- Representing VASH through speaking engagements and community forums.

Founder, Club Mud Hawai'i 2007- Present

Club Mud Hawai'i offers hands-on learning in hand-building with clay for up to five students. Responsibilities include:

- Teaching hand-building techniques (slabs, coils, pinch pots, mosaics).
- Providing all necessary supplies, tools, clay, glaze, and kiln.

Teacher, Lanakila Learning Center, Hilo High School 2005-Present

Teaching various subjects, including Digital Arts Media, History of Ceramics, Chemistry of Ceramics, Ceramic, Black History through music, Black History through Visuals, and Chinese History. Responsibilities include:

- Coordinating and facilitating Photography and Sewing Classes.

- Teaching physical fitness through soccer and tennis.
- Providing academic support and supervising students during activities.
- Administering lesson plans in the absence of the Project Director.
- Monitoring and obtaining students' library books and fees.
- Maintaining compliance with the Hawai'i State Department of Education.
- Submitting attendance and uploading daily data into the Hawaii Information System for Substance Abuse Prevention requirements.
- Communicating with parents and guardians about students' attendance.
- Maintaining contact with educational institutions, social service agencies, and businesses in the community.

Math Interventionist, Laupahoehoe Community Public Charter School 2017-2018

Worked with intermediate and high school students to improve math scores. Coordinated and arranged free zipline rides as rewards for achieving proficiency.

Teacher, E.B. deSilva Elementary School - "Edventure" Program 2005-2023

Taught hand-building ceramics, crochet, and soccer in the after-school program.

Additional Contributions

- 2012: Contributed to Imiloa Astronomy Center with a ceramics project on the "Sustainability of Water" for forty participants.
- 2009-2012: Taught hand-building ceramics at East Hawai'i Cultural Center for "Furlough Fridays," "Art Summer Programs," and "AfterSchool" classes.

Resume for Brent Ryan
BrentRyan@Hawaii.rr.com
Kailua Kona, Hawaii

Professional Experience

West Hawaii VASH (Visitors Aloha Society of Hawaii) - Visitor Assistant

July 2015 - Present

- Assisting visitors facing adversity on the Big Island of Hawaii.
- Providing support and guidance to ensure a positive experience for visitors.

Hawaii Island Humane Society - Foster to Adopt Program *November 2023 - Present*

- Working in the foster to adopt program.
- Successfully facilitated one adoption.

Realtor, State of Hawaii *2013 - Present*

- Member of the West Hawaii Board of Realtors, Hawaii Association of Realtors, and the National Association of Realtors.
- Serving clients in real estate transactions in Hawaii.

Realtor, CPS- Creative Property Service Real Estate Brokerage, Santa Rosa, CA

2000 - 2013

- Member of the California Association of Realtors, National Association of Realtors, and North Bay Association of Realtors.
- Successfully represented clients in real estate transactions.

Self-Employed: Certified Massage Therapist *1996 - 1999*

- Worked with the HIV/AIDS organization of Sonoma County, CA.
- Provided therapeutic massage for referral clients, funded in part by the Ryan White organization.

Rue de Paris - Management and Customer Service, San Jose, CA *1989 - 1996*

Hyatt Hotels - Management and Customer Service, Palo Alto, CA *1982 - 1988*

The Roostertail - Management and Customer Service, Detroit, MI *1981 - 1982*

- Catering and event center on the Detroit River, hosting hydroplane boat races annually.

Westin Hotel- Renaissance Center - Management and Customer Service, Detroit, MI
1979 - 1981

Education

Real Estate Program, Santa Rosa Junior College *1999 - 2000*

- Completed program.

Hotel and Restaurant Management, Oakland Community College, Farmington Hills, MI
1976 - 1979

- Earned 2 associate degrees.