

THE THIRTIETH LEGISLATURE
APPLICATION FOR GRANTS
CHAPTER 42F, HAWAII REVISED STATUTES

Type of Grant Request:



Operating



Capital

Legal Name of Requesting Organization or Individual: Db:

Haleakala Conservancy, Inc

Haleakala Conservancy

Amount of State Funds Requested: \$ 108,000

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

Haleakala Conservancy is a non-profit organization dedicated to protecting and preserving the unique natural and cultural resources of Haleakala National Park. We collaborate with the National Park Service to address critical projects and programs that the Park does not have the funding to complete. This includes research and conservation projects, enhancing the accessibility and safety for all Park guests, and inspiring a future generation of environmental stewards. To further our impact, this grant-in-aid request seeks funding to increase our staff capacity so we can achieve greater results and ensure the long-term health and vitality of this precious natural treasure.

Amount of Other Funds Available:

State: \$ 0

Federal: \$ 0

County: \$ 30,000

Private/Other: \$ 350,000

Total amount of State Grants Received in the Past 5 Fiscal Years:

\$ 0

Unrestricted Assets:

\$ 191,000

New Service (Presently Does Not Exist): ☒ Existing Service (Presently in Operation): ☐

Type of Business Entity:



501(C)(3) Non Profit Corporation



Other Non Profit



Other

Mailing Address:

PO Box 880878

City:

Pukalani

State:

HI

Zip:

96788

Contact Person for Matters Involving this Application

Name:
Olena Alec

Title:
Executive Director

Email:
olena.alec@haleakalaconservancy.org

Phone:
808-463-2818



Authorized Signature

Olena Alec, Executive Director

Name and Title

1/10/25

Date Signed

Applicant Haleakala Conservancy

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

Olena Alec, Executive Director

PRINT NAME AND TITLE

1/10/25

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: HALEAKALĀ CONSERVANCY, INC.

Issue Date: 01/17/2025

Status: **Compliant**

Hawaii Tax#:

New Hawaii Tax#:

FEIN/SSN#: XX-XXX5727

UI#: No record

DCCA FILE#: 303257

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

§42F-102 Applications for grants. Requests for grants shall be submitted to the appropriate standing committees of the legislature at the start of each regular session of the legislature. Each request shall state:

- (1) The name of the requesting organization or individual;
Haleakala Conservancy
- (2) The public purpose for the grant;
To build organizational capacity which will increase the funding capacity to go to Haleakala National Park projects for conservation and education, benefiting the community and the many resources the Park preserves.
- (3) The services to be supported by the grant;
Additional staffing for the Conservancy
- (4) The target group; and
All guests to Haleakala National Park, the staff that work to preserve the place, and the Maui community who will benefit from increased programs and services.
- (5) The cost of the grant and the budget.
108,000, to fund one fulltime position and one half-time position.

**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS PURSUANT TO
CHAPTER 42F, HAWAII REVISED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

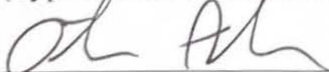
- 1) The applicant meets and will comply with all of the following standards for the award of grants pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide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

Haleakala Conservancy

(Typed Name of Individual or Organization)



(Signature)

Olena Alec

(Typed Name)

1/10/25

(Date)

Executive Director

(Title)

Application for Grants

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

I. Certification – Please attach immediately after cover page

1. 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, 2024. **Included.**

2. Declaration Statement

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

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](#). **Included.**

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;

Haleakalā National Park has been a part of Maui's landscape for over 100 years, but until recently, there was no organization dedicated to raising funds specifically for the park's conservation and educational initiatives. Haleakalā Conservancy is changing that, with a mission to support projects that go beyond what government funding and entrance fees can provide. Our work is focused on three pillars - preservation, conservation, and education - all aimed at ensuring that future generations can experience and appreciate the unique beauty of Haleakalā. Haleakalā National Park is an incredible resource for the Maui community and visitors alike. However, the park faces significant challenges due to limited resources and funding. Without additional support, many important programs and initiatives will be left unfunded, putting our natural and cultural resources at risk.

2. The goals and objectives related to the request;

The topline goal of this request is to expand our staff capacity, adding on to our one current staff member, to increase fundraising capacity. With one additional fulltime staff member focused on fundraising and community engagement, and a halftime staff member who handles the admin and office needs, we can greatly increase our efficiency and fund more of the needs of our national park. More funding to the Park means more conservation of our endemic and endangered species and more access provided for our local youth and community members to get up to the Park.

3. The public purpose and need to be served;

Our National Parks are created for the public but Haleakala can often be seen as a visitor destination and not actively utilized by our community. We want to change that view by showcasing the constant and diligent work that occurs within Haleakala to maintain and manage all of its 33,000 acres. We want to better engage our community to foster a sense of stewardship and community involvement in the protection of the park. This includes the protection and preservation of the unique natural and cultural resources of Haleakala National Park, safeguarding endangered species, restoring native ecosystems, and protecting the park's cultural heritage.

4. Describe the target population to be served; and

Pre-covid, the average annual visitation to Haleakala was 1.1 million people, tourists and kama'aina alike. As all national parks exist to preserve and provide access to a spectacular piece of our country, any benefits to the Park and its ecosystems and services benefit all who are able to enter the Park. Additionally, with our focus on supporting access by paying for bus transportation, our local youth are perhaps the most important target population we have to serve.

5. Describe the geographic coverage.

Haleakala National Park: The project will directly benefit the entire park, including its diverse ecosystems, cultural sites, and visitor areas.

Surrounding communities: The project will also benefit the surrounding communities by enhancing the local economy, supporting cultural preservation, and promoting environmental stewardship.

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;
Two new positions, one fulltime and one halftime, will be brought on to support the management of the Conservancy and increase our fundraising capacity. These positions will:

Fundraising and Community Engagement Specialist (Full-time):

- Develop and implement a comprehensive fundraising strategy, including identifying and cultivating potential donors, managing donor relationships, and overseeing fundraising events.
- Build and maintain relationships with community partners, foundations, and corporate sponsors.
- Manage online fundraising campaigns.
- Research and prepare grant proposals and reports.

Administrative Support Specialist (Half-time):

- Manage day-to-day administrative tasks, including scheduling, correspondence, and financial record-keeping.
- Provide logistical support for fundraising events and other organizational activities.
- Maintain accurate donor records and databases.

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

Months 1-3:

- Recruit and hire the new staff members.
- Develop and implement a comprehensive fundraising plan.
- Build relationships with key community partners.

Months 4-12:

- Implement fundraising strategies and campaigns.
- Cultivate donor relationships and secure new funding sources.
- Manage administrative tasks and support organizational operations.
- Monitor progress and adjust strategies as needed.

Ongoing:

- Continuously refine fundraising strategies and improve operational efficiency.
- Maintain strong relationships with donors and community partners.
- Regularly evaluate and report on progress towards project goals.

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

- Fundraising tracking and reporting: Track fundraising progress through regular reports, including donor acquisition, revenue generation, and return on investment.

- Donor satisfaction surveys: Conduct surveys to gather feedback from donors and assess their satisfaction with the organization.
 - Community outreach evaluation: Track the reach and impact of community engagement activities through metrics such as event attendance, media coverage, and community feedback.
 - Regularly review and refine fundraising strategies based on data analysis and performance evaluations.
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.
- Total funds raised: This will be the primary measure of effectiveness, demonstrating the success of the fundraising efforts.
 - Number of new donors acquired: This metric will indicate the growth of the donor base.
 - Donor retention rate: This metric will measure the organization's ability to retain existing donors.
 - Number of community engagement events held: This metric will demonstrate the organization's outreach efforts and community impact.

IV. Financial

Budget

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.
 - a. Budget request by source of funds ([Link](#))
 - b. Personnel salaries and wages ([Link](#))
 - c. Equipment and motor vehicles ([Link](#))
 - d. Capital project details ([Link](#))
 - e. Government contracts, grants, and grants in aid ([Link](#))
2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2025.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
27,000	27,000	27,000	27,000	108,000

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2026.

We will be applying for county funding for specific projects through the Office of Economic Development. We also intend to apply to a list of Foundations, including Atherton, Baldwin, Healy, McInerney, and First Hawaiian Bank Foundation. We have our internal list of current donors and prospects.

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 2026 for program funding.

Maui County Green Grant for \$30,000, in FY 2024, to support internships within the Park to digitize past research and make that research accessible to all.

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2024.

191,000

V. Experience and Capability

1. Necessary Skills and Experience

The applicant shall demonstrate that it has the necessary skills, abilities, knowledge of, and experience relating to the request. State your experience and appropriateness for providing the service proposed in this application. The applicant shall also provide a listing of verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.

Haleakala Conservancy is uniquely positioned to effectively fundraise for the National Park. As the official philanthropic partner of Haleakala National Park, we have four years of fundraising to support critical conservation and education initiatives. In the past four years, we have successfully been:

- Protecting Wildlife:
 - Built a nene pen to boost gosling survival during nesting season.
 - Supported the "Heart of Maui" film to raise awareness of our endangered native forest birds.
 - Deployed predator traps to protect native ground-nesting birds like the ua'u and nene.

- Deployed game cameras and song meters to monitor native forest birds in remote areas.
- Investing in the Future:
 - Funded the E Ola Koa Internship program, providing local youth with invaluable park experience.
 - Built a nursery shade house to propagate thousands of native 'ahinahina for outplanting.
 - Supported Girls Court, offering transformative experiences at Haleakalā for young women to reduce their recidivism.
- Enhanced Opportunities for all People in the Park:
 - Funded Night Sky programming to foster appreciation for the park's celestial wonders.
 - Created Kipahulu signage to safeguard archaeological sites.
 - Provided backcountry birdwatching binoculars for an up-close educational experience.
- Supporting Park Operations & Stewardship
 - Purchased a pack mule to assist with vital trail and cabin maintenance.
 - Replaced retiring trail signs to improve hiker safety and navigation.
 - Installed a security system to protect the Haleakalā museum's vast collection.

Additionally, we have cultivated strong relationships with local businesses, community organizations, and individual donors, enabling us to effectively mobilize community support for the park. As the official philanthropic partner, we have a deep understanding of the park's conservation challenges and priorities, allowing us to effectively identify and address critical needs.

By leveraging our existing relationships, expertise, and proven track record, Haleakala Conservancy is uniquely positioned to raise the necessary funds to support the vital conservation and education work being carried out at Haleakala National Park. We just need an increase in capacity to continue to expand our impact.

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.

We rent an office space in Makawao, from which most of our work is accomplished. We are also often in the Park in order to meet with the NPS staff to learn more about a project and to document a program's impact.

VI. Personnel: Project Organization and Staffing

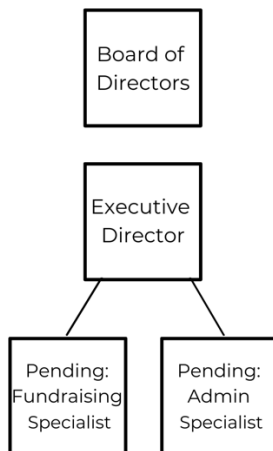
1. Proposed Staffing, Staff Qualifications, Supervision and Training

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.

The current Executive Director has over 15 years of non-profit management experience, having led a team of 18 at her prior role at a larger DC-based non-profit. The current board of directors are a world-class board, with people representing the business and non-profit sectors, helpfully guiding the strategy and oversight of the Conservancy.

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: \$93,600

No other current employees. All directors are volunteer positions.

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 2026 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2026, but
- (b) Not received by the applicant thereafter.

We have every intention of this being a one-time ask for capacity-building support, to allow for the new hires to get up and running without the immediate burden of also having to fundraise for the new positions. We have successfully raised hundreds of thousands of dollars for Park projects, and are requesting this support to increase our capacity, so that in the long-term, we have the ability to continue our work with a small but dedicated team.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2025 to June 30, 2026

App

Haleakala Conservancy

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)
A. PERSONNEL COST				
1. Salaries	90,000	0	0	0
2. Payroll Taxes & Assessments	13,500	0	0	0
3. Fringe Benefits	4,500	0	0	0
TOTAL PERSONNEL COST	108,000			
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	0			
2. Insurance	0			
3. Lease/Rental of Equipment	0			
4. Lease/Rental of Space	0			
5. Staff Training	0			
6. Supplies	0			
7. Telecommunication	0			
8. Utilities	0			
9				
10				
11				
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19				
20				
TOTAL OTHER CURRENT EXPENSES				
C. EQUIPMENT PURCHASES	0			
D. MOTOR VEHICLE PURCHASES	0			
E. CAPITAL	0			
TOTAL (A+B+C+D+E)	108,000			
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	108,000	Olana Alec 8,084,632,818		
(b) Total Federal Funds Requested	0	Name (Please type or print) Phone		
(c) Total County Funds Requested	0	Signature of Authorized Official 45,667		
(d) Total Private/Other Funds Requested	0	Date		
TOTAL BUDGET	108,000	Olana Alec, Executive Director		
		Name and Title (Please type or print)		

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2025 to June 30, 2026

Applicant: Haleakala Conservancy

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	\$93,600.00	0.00%	\$ -
Fundraising specialist		1	\$60,000.00	100.00%	\$ 60,000.00
Admin specialist		0.5	\$30,000.00	100.00%	\$ 30,000.00
					\$ -
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					\$ -
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TOTAL:					90,000.00
JUSTIFICATION/COMMENTS:					

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2025 to June 30, 2026

Applicant: __Haleakala
Conservancy_____

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, 2025 to June 30, 2026

Applicant: Haleakala Conservancy

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:2023-2024	FY:2024-2025	FY:2025-2026	FY:2025-2026	FY:2026-2027	FY:2027-2028
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
TOTAL:	0	0	0	0	0	0
JUSTIFICATION/COMMENTS:						

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Appr

Haleakala Conservancy

Contracts Total:

30,000

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1	A County Green Grant to support two Park interns	6/15/24-6/15/25	EP&S	Maui County	30,000
2					
3					
4					
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