

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

Type of Grant Request:



Operating



Capital

Legal Name of Requesting Organization or Individual: Dba:

Hawaiian Lifeguard Association

Amount of State Funds Requested: \$171,229

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

Drowning is the #1 cause of death for Hawai'i keiki ages 1 -15, Hawai'i has the 2nd highest rate of drowning in the United States, and Native Hawaiians and Pacific Islanders drown at a higher per capita rate. Drowning is the leading cause of death for visitors to Hawai'i. The Hawaiian Lifeguard Association Statewide Comprehensive Water Safety Education Program provides effective water safety education across the state in order to reduce and/or eliminate the incidence of drowning in kids, adults and visitors. Water safety education has been shown to have an immediate positive impact on reducing drowning rates. To accomplish this HLA has developed a Statewide Comprehensive Water Safety Education Program that includes five education modules targeted at key demographics. This plan casts a wide net that catches a wide demographic and serves a great need. While Hawaii is home to some of the world's best professional lifeguards, a scarcity of resources and funding prevents us from doing more to ensure that everyone is safe in, on, and around the water. Hawaiian Lifeguard Association (HLA) education programs are a clear path forward to reaching large numbers of community members and visitors.

Amount of Other Funds Available:

State: \$

Federal: \$

County: \$

Private/Other: \$76,924

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

\$0

Unrestricted Assets:

\$88,905.43

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:

P.O. Box 844

City:

Kapa'a

State:

HI

Zip:

96746

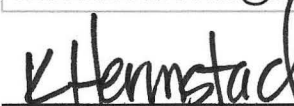
Contact Person for Matters Involving this Application

Name:
Kirsten Hermstad

Title:
Executive Director

Email:
executivedirector@hawaiianlifeguardassociation.org

Phone:
808.977.0773


Authorized Signature

K.Hermstad Exec. Director

Name and Title

Jan. 16, 2025

Date Signed

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

K Hermstad

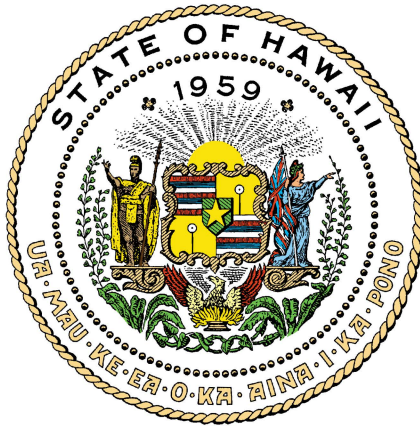
Kirsten Hermstad Exec. Director

1/16/2025

AUTHORIZED SIGNATURE

PRINT NAME AND TITLE

DATE



Department of Commerce and Consumer Affairs

CERTIFICATE OF GOOD STANDING

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

HAWAIIAN LIFEGUARD ASSOCIATION

was incorporated under the laws of Hawaii on 08/25/1992 ;
that it is an existing nonprofit corporation; and that,
as far as the records of this Department reveal, has complied
with all of the provisions of the Hawaii Nonprofit Corporations
Act, regulating domestic nonprofit corporations.



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

Dated: January 13, 2025

Director of Commerce and Consumer Affairs

**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's 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's 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's 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's 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.

Hawaiian Lifeguard Association

(Typed Name of Individual or Organization)



(Signature)

1/16/2025

(Date)

Kirsten Hermstad

(Typed Name)

Executive Director

(Title)

I. Certification – Please attach immediately after cover page

1. Hawai'i Compliance Express Certificate (If the applicant is an Organization)

If the applicant is an organization, the applicant shall submit one 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.

See Attached.

2. Declaration Statement

The applicant shall submit a declaration statement affirming its compliance with Section 42F-103. Hawai'i Revised Statutes.

See Attached

3. Public Purpose

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

If awarded, this grant will be used for a public purpose pursuant to Section 42F-102, Hawaii Revised Statutes. The public purpose for the grant, the services to be supported by the grant, the target group, and the cost of the grant and budget are provided in the following sections and attachment

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:

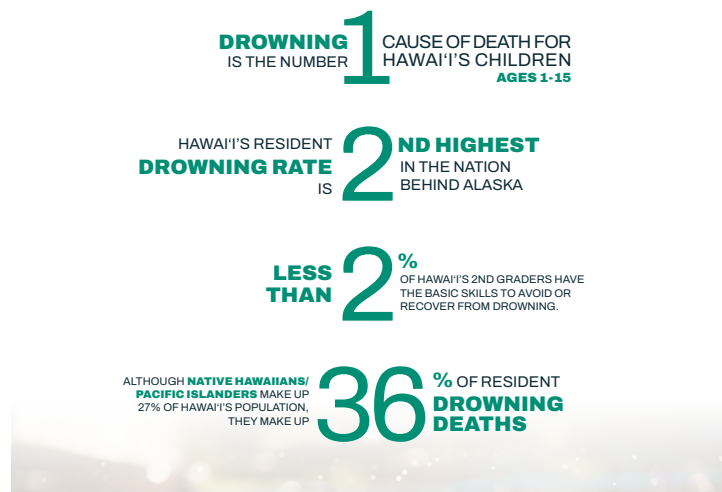
1. A brief description of the applicant's background;

The Hawaiian Lifeguard Association (HLA), a non-profit established in 1992, has a long-standing commitment to supporting and advocating water safety education in Hawai'i with the ultimate goal of reducing drownings and aquatic injuries. HLA supports

professional lifeguards by setting high standards for training and professional development and develops community education programs aimed at preventing drowning and aquatic injuries statewide. Additionally, HLA offers significant support to Junior Lifeguard programs statewide. HLA sees Junior Lifeguards programs as the future of ocean safety in Hawai'i.

HLA's commitment to water safety education comes from a keen understanding of Hawai'i's devastating drowning statistics.

- **Drowning is the number 1 cause of death for Hawai'i's children ages 1- 15**
- **Hawai'i's resident drowning rate is the 2nd highest in the nation behind Alaska**
- **Less than 2% of Hawai'i's second graders have the basic skills to avoid or recover from drowning.**
- **Although Native Hawaiians/Pacific Islanders make up 27% of Hawai'i's population, they make up 36% of resident drowning deaths.**



The HLA board is comprised of Ocean Safety Bureau leadership from each County, the military lifeguard service, active-duty lifeguards, and at-large community members who have expertise related to water safety and non-profit administration. Together, they have developed a statewide Comprehensive Water Safety Education Program that includes educational components for adults, children, community, and visitors.

2. The goals and objectives related to the request;

Drownings occur due to the inability of individuals to identify hazards and lacking the basic skills and knowledge necessary to save themselves.

The long-term goal of the HLA's Comprehensive Water Safety Education Program curriculum is to provide effective water safety education across the state in order to reduce and or eliminate the incidence of drowning in kids, adults and visitors. Water safety education has been shown to have an immediate positive impact on reducing drowning rates. To accomplish this HLA has developed a Statewide Comprehensive Water Safety Education Program that includes five education modules targeted at key demographics. This plan casts a wide net catching a wide demographic and serving a great need.

While Hawaii is home to some of the world's best professional lifeguards, a scarcity of resources and funding prevents us from doing more to ensure that everyone is safe in, on, and around the water. Hawaiian Lifeguard Association (HLA) education programs are a clear path forward to reaching large numbers of community members and visitors.

SAFcE – Safety Aquatic Family & Community Education (classroom)

This is a classroom program can be taught in schools and community centers is specifically Hawai'i residents that may not have access to pool or ocean swim lessons. The program focuses on providing community members information about infant and toddler at home risks (bathtubs, buckets, pools and spas), resources for identifying lifeguarded beaches and real time information about ocean conditions, how to identify rip currents, how to activate 911, how to use a rescue tube if a first responder is not available. This program also touches on skills that individuals can use to self-save until help arrives. This includes avoidance of rip currents, the ability to tread water and or float if one finds themselves in a rip current and to swim parallel to shore and conserve energy. This program also provides basic information about snorkel, safety and symptoms of rapid onset, pulmonary edema. The program also emphasizes the need for adult eyes on constant supervision of children in pools and the ocean.

SAVE – Safety Aquatic Visitor Education (classroom)

This is a classroom program with a focus on visitor and tourist industry professionals. The program focuses on providing visitors and visitor industry professionals the skills and resources to identifying lifeguarded beaches and real time information about ocean

conditions, how to identify rip currents, how to activate 911, how to use a rescue tube if a first responder is not available. This program also touches on skills that individuals can use to self-save until help arrives. This includes avoidance of rip currents, the ability to tread water and or float if one finds themselves in a rip current and to swim parallel to shore and conserve energy. This program also provides basic information about snorkel, safety and symptoms of rapid onset, pulmonary edema. The program also emphasizes the need for adult eyes on constant supervision of children in pools and the ocean.

Beach Guardian (at the beach or pool)

In 61% of water related emergencies in Hawai'i, a bystander is the first person on scene. The Beach Guardian Workshop teaches skills to community members and visitors to act quickly before first responders arrive. It includes instruction on activating 911, awareness of beach names, how to use common resources such as a rescue tube, surfboard or boogie boards to assist drowning patients. How and when to use hands only CPR will be taught. Participants will also be taught basic self-saving techniques – treading water, floating, and rip current identification.

This program is typically held at a pool or at the beach, it is meant for visitors and community members of all ages.

Junior Lifeguards (ages 12-18)

Hawai'i Junior Lifeguard programs offer youth ages 12 to 18 an opportunity to learn from professional lifeguards. This is a skills based program designed to introduce and expand knowledge of the ocean and the coastal environment. Students gain a wide variety of skills and knowledge, including how to enjoy the beach safely, ocean and wave education, area familiarity, basic lifesaving and first-aid, CPR, water rescue techniques and the importance of personal health and physical fitness as it relates to lifeguarding. This course is taught by instructors from each United States Lifesaving Association (USLA) certified County Ocean Safety Bureau in partnership with the Hawaiian Lifeguard Association (HLA).

Junior Lifeguard Internship Advanced Training (ages 16 – 20)

The HLA Junior Lifeguard Internship program is offered statewide. Youth who have completed at least one-year of junior lifeguard training, who are recommended by their instructors are invited to participate in the HLA Junior Lifeguard Internship program.

Candidates participate in an interview process. Successful candidates are given a (1)-year paid internship. The internship program gives youth advanced lifeguard training both on the beach and in the office environment. This program serves as a pipeline to permanent lifeguard positions and prepares youth for entering the workforce in any profession.

Hawai'i Water Safety Action Plan

First released in January 2025 the Hawai'i Water Safety Action Plan is a project of the Hawai'i Water Safety Coalition. The plan is based on years of conversations, meetings, conferences, and community outreach events, much of it volunteer. It was initiated by bereaved family members and supported by leaders in the water safety community. The purpose of this plan is to be a pathway to eliminating drowning in Hawai'i. HLA is dedicated to support the Hawai'i Water Safety Coalition in strategic planning to efficiently execute the actions called for in the plan.

3. Public purpose and need to be served;

Problem Statement

The problem of drowning bears stating bluntly.

The problem is:

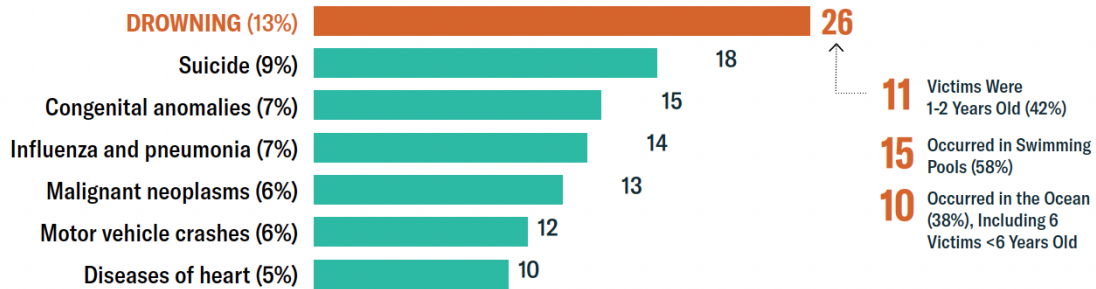
- Hawaii has the second highest, drowning rate in the United States
- Native Hawaiians / Pacific Islanders make up 36% of drowning incidents despite making up only 27% of Hawai'i's population.
- drowning is the leading cause of death for Hawai'i Keiki ages 1 to 15
- drowning is the leading cause of death for visitors to Hawaii.

The problem is:

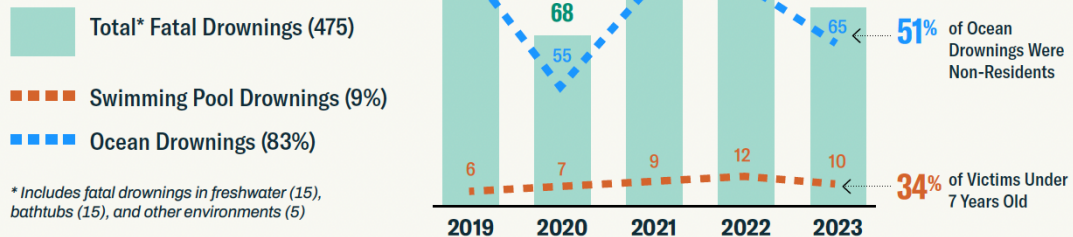
- There is not a statewide commitment to comprehensive water, safety, education, and messaging in Hawaii.
- There is not reliable access to funding and transportation to make water safety education accessible.
- There are few programs that provide culturally appropriate curriculum and that are available in the communities that need it most.

“Everyone, ideally commencing at a young age and regardless of ability and background, should have access to training in water safety, personal survival and water rescue.” International Life Saving Federation. (ILS)

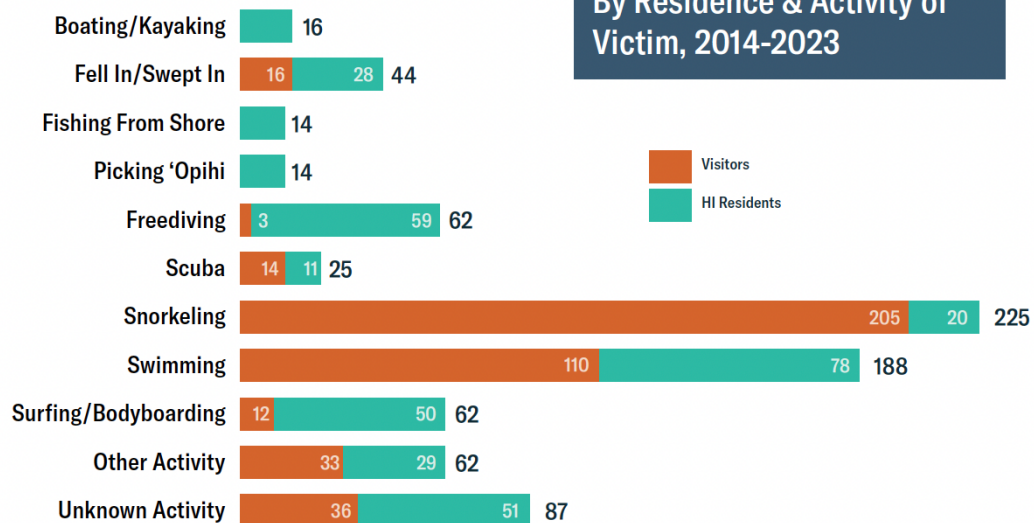
Leading Causes of Death Among 1- to 15-Year-Olds in Hawai‘i, 2019-2023



Fatal Drownings in Hawai‘i, by Environment, 2019-2023



Ocean Drownings in Hawai‘i, By Residence & Activity of Victim, 2014-2023



Drowning is a major preventable cause of death. Hawai'i has the second highest drowning rate for residents in the U.S., and it is the leading cause of death for children aged 1-15. Native Hawaiian/Pacific Islander populations account for nearly 36% of drowning incidents, despite being less than 27% of the population. Drowning also threatens Hawai'i's tourism economy, being the top cause of injury-related deaths among visitors. Visitors make up most drowning victims across all age groups.

According to the Hawaii Department of Health, between 2019 and 2023, drownings were responsible for more deaths of Hawai'i's children (ages 1 to 15) than any other causes, including infectious disease and chronic disease diseases. During the same time drowning was the leading cause of unintentional injury for Hawai'i's children.

From 2014 through 2023, non-residents accounted for 54% of the fatal drownings in Hawai'i for all ages combined. By contrast, Hawai'i's children accounted for 96% of the fatal drownings - occurring in places such as homes, beaches and inland waterways, (e.g., ponds, reservoirs and streams). During the same five-year period, there was an annual average of 70 EMS-attended non-fatal child drownings in Hawai'i. Non-fatal, drowning injuries can cause severe brain damage, similar to blunt force trauma, and can result in long-term disabilities such as memory problems, learning disabilities, and permanent loss of basic functioning (i.e. permanent vegetative state).

According to the Centers for Disease Control and Prevention (CDC), "Most drowning deaths and injuries are predictable and preventable."

The World Health Organization's (WHO) Global Report on Drowning states that **"Long-term declines in drowning in a number of countries are associated with the establishment and community actions of life-saving societies"**.

The International Life Saving Federation (ILS) position statement for Swimming and Water Safety Education provides the following:

- Death by drowning is a public health problem in all countries; prevention requires **public and government support**
- The vast majority of death by drowning can be prevented
- **Knowledge and understanding of water environments and their associated hand hazard should be taught to everyone at the earliest possible age.**
- **Everyone, ideally commencing at a young age and regardless of ability and background, should have access to training in water, safety, personal survival and water rescue.**

Needs Assessment

It is clear from the data from the Centers of Disease Control (CDC), the Hawaii Department of Health (DOH), and the newly published Hawai'i Water Safety Action Plan that drowning is a very threat to all of us. Whether it be our community in general, our keiki, our native Hawaiian/ Pacific Islander population, or our guests. Drownings that result in death and non-fatal drownings have profound effects on our community and on economics. It is easy to read a chart and see data points, but it is important to recognize and take in, that each data point represents a life lost and a lifetime of pain for families, community, and first responders.

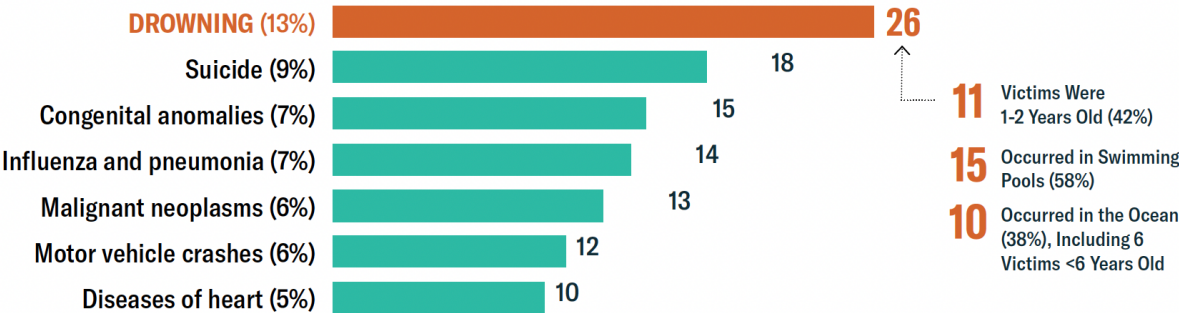
Despite having world-class lifeguards, Hawai'i's community and visitors are not well-prepared for water emergencies. This includes the basic ability to self-save, recognize hazards, and help others, and have age-appropriate swim competencies. It is irresponsible to expect the lifeguard service to make up for and put their own lives at risk due to the lack of prioritization of drowning prevention and water safety education. A chronic scarcity of resources and funding prevents the assurance that everyone is safe in, on, and around the water.

The American Red Cross states that proficiency in multiple aquatic skills have been identified as the key requirement of personal aquatic safety competency. For example, self-recovery situations often required the ability to halt swimming to float, tread water, and identify hazards.

The reasons for drowning occurring are broad and require a comprehensive multifaceted approach. This proposal addresses all demographics in skills based comprehensive programs. We recognize that there isn't any one solution and therefore we have endeavored to create programming that casts a wide net, accessible to all, and provides immediate measurable outcomes.

**Native Hawaiians and Pacific Islanders, our keiki and visitors
are at the highest risk.
Let that sink in.**

Leading Causes of Death Among 1- to 15-Year-Olds in Hawai'i, 2019-2023



Drowning Rates Among Native Hawaiians and Pacific Islanders in Hawai'i



Native Hawaiians/Pacific Islanders (NH/PI) accounted for almost **36% of the drowning incidents**, despite making up only about **27% of Hawaii's population**.

1.5x HIGHER

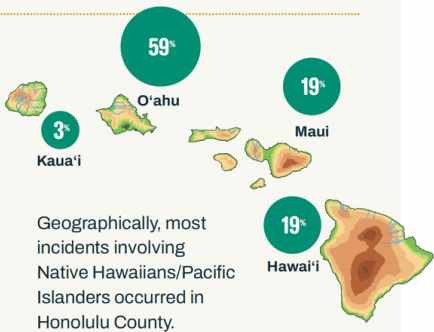
Drowning death rates for Native Hawaiians/Pacific Islanders are 1.5x higher than the rate for all other ethnicities.

3x HIGHER

Disparities are highest among Native Hawaiian/Pacific Islander children ages 1-17, whose percentage of drowning deaths was more than 3X higher than the percentage for all other ethnicities in the same age group.

16%

Some 16% of the Hawaiians or other Pacific Islanders who died by drowning were pediatric-aged, versus 5% for other victims.



2014-2016: 44 Drowning incidents increased over time for Native Hawaiians/Pacific Islanders and were evenly distributed throughout the year.
2017-2019: 52
2020-2022: 64

Activities leading to drowning for Native Hawaiians/Pacific Islanders



41%

SWIMMING



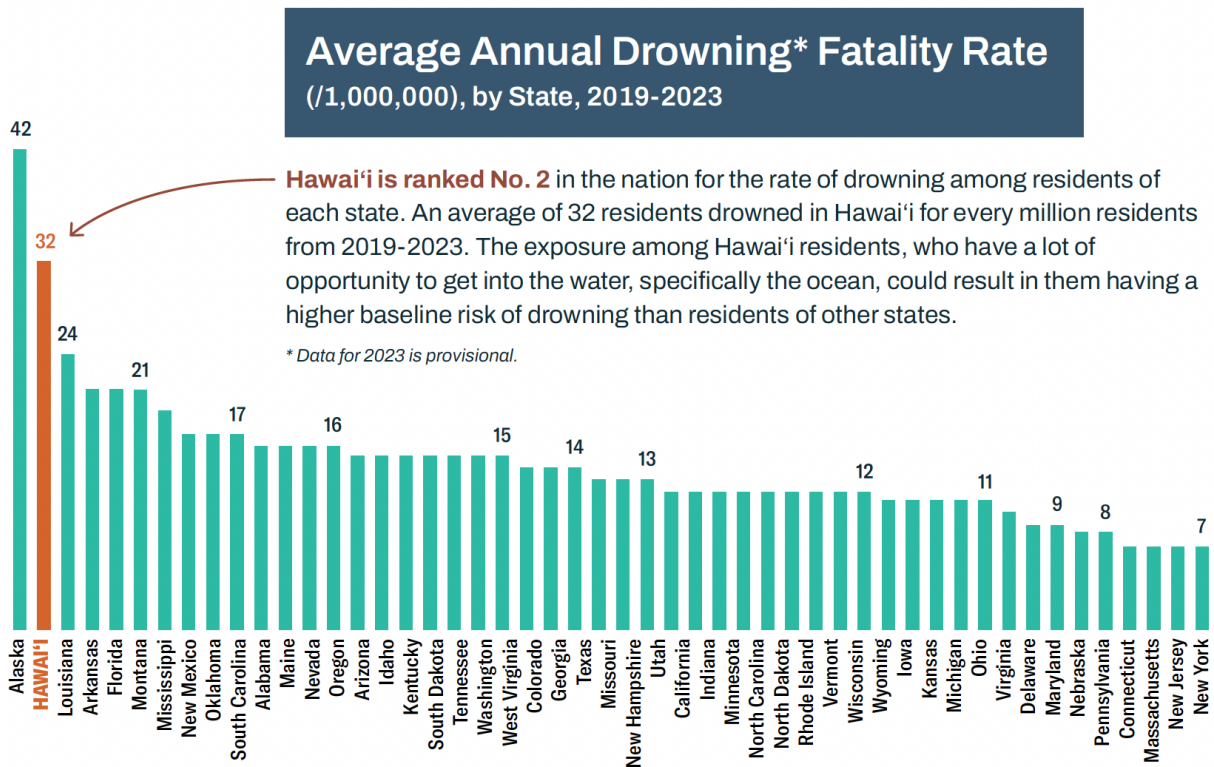
31%

FREEDIVING



26%

FALLS OR BEING SWEEPED INTO THE WATER



Drowning is a threat that needs to be addressed statewide.

Visitor and Visitor Industry Needs

The Hawai'i Water Safety Action plan recognizes the need for destination stewardship and calls for;

- Including water safety in pre- and post-visitor education, including airports, hotels, and beach services.
- Directing swimmers to lifeguarded beaches.

Despite swimming/snorkeling being the leading cause of death for visitors, 51% said that they thought the probability of drowning is “very low”.

Snorkeling is the leading cause of death for visitors to Hawai'i. There are few educational touch points for visitors to receive water safety information. Visitors often depend on visitor industry professionals for guidance about where to go for swimming and snorkeling experiences and yet these professionals receive little or no water safety training.

The Hawaiian Lifeguard Association believes that a critical component of visitor education, is training for visitor industry professionals, as they are relied upon most by visitors seeking information. This includes but is not limited to hotel concierge services, front desk staff, valet attendants, bartenders and wait staff, tour guides, retail clerks, transportation services (UBER, Lift, Buses, Rental Car Companies) and airline personnel.

4. Describe the target population to be served; and

The HLA Comprehensive Water Safety Education Program aims to serve a diverse target population, including families and children of all ages, Native Hawaiians and Pacific Islanders, preteens, teenagers, the elderly, visitor industry professionals, and tourists. By addressing the unique needs of these groups, the program seeks to enhance water safety awareness and skills across the community, ultimately reducing the incidence of drowning and aquatic injuries.

SAFcE – Local community Education (all ages)

SAVE – Visitors and Visitor Industry Professionals (all ages)

Junior Lifeguards – pre-teens and teens

Junior Lifeguard Internship Program – Teens and college age young adults

Beach Guardian – Local community and visitors (all ages)

See section II item 1 for a full description of each program component.

5. Describe the geographic coverage.

All five components of the Comprehensive Water Safety Education Program are available statewide.

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;

HLA delivers water safety education to a diverse statewide audience through each component of the Comprehensive Water Safety Education Program.

The overall **Comprehensive Water Safety Education Program** is managed by the Hawaiian Lifeguard Association Executive Director/Program Director.

- Program general administration, bookkeeping, insurance, scheduling, transportation, instructor recruitment, fundraising & grants.
- Maintain database of qualified USLA certified instructors
- Maintain database of qualified volunteers
- Analyze post program surveys
- Produce County and statewide reports
- Oversee safety protocols
- Develop program surveys
- Online curriculum development & distribution

The **SAVcE** and **SAVE** programs are managed by the Education Coordinator

- Curriculum development / prepare course materials
- Coordination with participating groups
- Facility scheduling
- Schedule instructors, lifeguards, volunteers and support staff
- Present the educational program
- Perform skill assessments pre and post program
- Manage equipment
- Distribute and collect pre and post program survey

Junior Lifeguard statewide activities are the responsibility of the HLA Executive Director / Program director with support from the training Lieutenants from each County Ocean Safety Bureau.

- State Championship Coordination (transportation, lodging, awards, uniforms)
- Fundraising
- Procure uniforms and gear.

- Coordinate skills assessment and program survey with County Ocean Safety Bureaus

The **Junior Lifeguard Internship Program** activities are the responsibility of the HLA Executive Director / Program Director with support from the training Lieutenants from each County Ocean Safety Bureau.

- Statewide curriculum development
- Alaka'i mentorship program statewide
- Networking with potential stakeholders
- Coordination with County Human Resources Departments
- Coordination with County Ocean Safety Bureaus
- Perform skill assessments pre and post program
- Distribute and collect pre and post program surveys

Beach Guardian Workshops are the responsibility of the Education Coordinator and the HLA President.

- Facility scheduling and transportation
- Permit Acquisition for parks, beaches and pools.
- Schedule instructors, lifeguards, volunteers and support staff
- Perform skill assessments pre and post program
- Present the education program
- Coordinate transportation
- Prepare course materials
- Manage equipment
- Ensure safety protocols are understood and adhered to
- Distribute and collect pre and post program surveys

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

The projected program distribution across the state is as follows;

SAFcE – Year-round programming. Statewide distribution fiscal year 2025/2026

- **Oahu**
(4) community workshop minimum
(2) Kaneohe Marine Base
- **Kaua'i**
(4) community workshop minimum
- **Moloka'i**
(1) community workshop minimum
- **Maui/Lanai**
(4) community workshops
- **Hawai'i Island** community workshops
(4) community workshops

SAVE – Year-round programming. Statewide distribution fiscal year 2025/2026

- **Oahu**
(4) Visitor Industry Professional workshops
(2) Kaneohe Marine Base
- **Kaua'i**
(4) Visitor Industry Professional workshops
- **Moloka'i**
(1) Visitor Industry Professional workshops
- **Maui/Lanai**
(4) Visitor Industry Professional workshops
- **Hawai'i Island** community workshops
(4) Visitor Industry Professional workshops

Junior Lifeguards

Available June – August in all four Counties

Junior Lifeguard Internship Program

Year-round program

Beach Guardian Workshop

- **Oahu**
(2) workshop minimum
(1) Kaneohe Marine Base
- **Kaua'i**
(3) community workshop minimum

- **Moloka'i**
(1) community workshop minimum
- **Maui/Lanai**
(2) community workshops
- **Hawai'i Island** community workshops
(3) community workshops

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

Quality assurance is incorporated into all five program components. A collaborative approach is employed, involving the Executive Director/Program Director and the Board President, who is a United States Lifesaving Association (USLA) certified lifeguard, to oversee every aspect of each program through a safety-focused and evidence-supported curriculum. Each county Ocean Safety Bureau in Hawai'i is certified by the USLA, ensuring that all lifeguards in Hawai'i receive USLA-certified training. This certification encompasses training in CPR/AED use, First Aid, Basic Lifesaving, and Emergency Medical Responder (EMR). All course instructors are certified lifeguards in Hawai'i.

HLA ensures consistent instructional quality by monitoring team performance and requesting participant feedback through post-workshop surveys.

Program performance and quality are measured using pre-and post-program assessments. Participants evaluate the program and their skills growth, while instructors assess participants' skills before and after the program.

Measurable outcomes:

- Participants demonstrate and articulate safe protocols in aquatic environments.
- Exhibit and explain self-recovery techniques, including treading water, floating, and calling for assistance.
- Demonstrate how and when to perform hands only CPR
- Explain when and how to call 911
- Describe or demonstrate how to use basic flotation devices for assistance
- Demonstrate how to use a rescue tube
- Exhibit a comprehensive understanding of hazardous conditions

- Demonstrate and explain the process for assessing one's swimming abilities.

Advanced Measurable outcomes (Junior Lifeguard programs)

- Perform and/or obtain CPR certification
- Demonstrate the use of a rescue tube in the water with a training patient
- Demonstrate basic first aid knowledge and or obtain Red Cross First Aid certification
- Identify signs of distress
- Identify dangerous conditions and demonstrate preventative actions.
- Demonstrate the use of a rescue board.

- 4. List the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expanding agency). The measure(s) will provide a standard and objective way for the State to assess the programs, 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 expanding agency.**

HLA will provide a quarterly report detailing all program activities, workshop locations, participant demographics, a summary of participant evaluations, and outcomes.

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 (see attached)*
 - b. Personnel salaries and wages (see attached)*
 - c. Equipment and motor vehicles (see attached)*
 - d. Project details see attached*
 - e. Government contracts, grants, and grants in aid (see attached)*

2. *The applicant shall provide its anticipated quarterly funding request for the physical year 2025.*

Quarter 1	Quarter 2	Quarter 3	Quarter 5	Total Grant
\$42,807.25	\$42,807.25	\$42,807.25	\$42,807.25	171,229.00

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

HLA is seeking corporate and private donations, along with grants from non-government entities. Additionally, HLA has income from branded merchandise and logo license agreements.

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 Allstate and federal tax credits. They have applied for or anticipate applying for pertaining to any capital project if applicable.*

Not applicable.

5. *The applicant shall provide a listing of all federal, state, and county government contracts, grants, and grants in aid. It has been granted within the prior three years and will be receiving for fiscal year 2025 for program funding.*

HLA received \$10,000 from the Hawai'i Department of Health in 2024.

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

Unrestricted funds balance December 31, 2024 \$88,905.43

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 Hawaiian Lifeguard Association (HLA) was formed in 1992 as a response to the reduction in State and County funding for lifeguard services and junior lifeguard programs. HLA members knew all too well the danger to public safety that reducing lifeguard services and training would bring. Since then the HLA has established itself as the primary resource for aquatic safety education in the State of Hawaii. It has established and maintained the highest standards of professional surf and open water lifesaving in the Hawai'i and supported national efforts to developed programs that address drowning and aquatic injury prevention. HLA has remained steadfast in its commitment to these programs, the community and visitors for over 32 years without interruption. It has supported county lifeguard agencies and statewide junior lifeguard programs by providing funding for standardized curriculum development, instructor recruitment and training, uniforms, and equipment. HLA also actively supports the improvement of lifesaving and humanitarian causes nationally and internationally through the United States Lifesaving Association (USLA) and the International Life Saving Federation (ILF).

The Board of Directors of the Hawaiian Lifeguard Association is comprised of the leaders from the ocean safety bureaus of all four counties in Hawai'i along with active lifeguards from all four counties. Additionally, the board has several at large members who have specific experience related to drowning and injury prevention.

The five programs that make up the HLA Comprehensive Statewide Water Safety Education Program are active programs. The SAFcE, SAVE and Beach Guardian workshops are facilitated by active-duty lifeguards who hold United States Lifesaving Association (USLA) certifications. For workshops that are held in pools or at the beach, lifeguards that are dedicated to overseeing the program are on site along with the lifeguard instructors.

The Junior Lifeguard training and internship programs are held in each county and taught by active-duty lifeguards.

This grant funding will greatly improve HLA's ability to expand education program capacity.

Following is a list of recent water safety programs hosted by HLA:

- United States Lifesaving Association Fall Meeting and Education Conference (Waikiki, November 2024)
- Publish Personal Watercraft Operators Manual (first edition, second edition 2024)
- Conducted and published the statewide Snorkel Study to identify and mitigate snorkel drownings
- Kaneohe Marine Base Safety SAVE Presentation (December 2024)
- Waikiki Beach Guardian Workshop (November 2024)
- Personal Watercraft Train the Trainer Course (Oahu March 2024)
- Japan Water Patrol – Program Development (2023 to Present)
- 2024 Junior Lifeguard State Championships (Hawai'i Island)
- 2024 Duke's OceanFest Waterman Challenge
- Junior Lifeguard Leadership Challenge (2023)
- Junior Lifeguards State Championships (1992 – 2024 Statewide)
- Junior Lifeguard Internship Program (Statewide starting 2024)
- Hawaii Water Safety Coalition Facilitators
- Contributors to the Hawai'i Water Safety Action Plan (published January 2025)

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.

The Hawaiian Lifeguard Association (HLA) does not require office facilities as its programs are conducted on Hawaii's beaches, in community pools, classrooms, and facilities belonging to participating organizations. This approach allows HLA to effectively utilize existing resources and locations that are most suitable for their water safety education and training programs, ensuring accessibility and convenience for participants across the state.

3. Compensation

VI. Personnel: Project Organization and Staffing

1. Proposed Staffing, Staff Qualification, 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.

HLA currently has a paid Executive Director/Program Director, if funding is received HLA will hire an Education Coordinator.

The organization is led by President, David “Kalani” Vierra. Mr. Vierra has been the Kaua’i Ocean Safety Bureau Chief for 10 years. Mr. Vierra has 29 years of experience as a lifeguard, water safety educator, personal watercraft operator and trainer. He has been the President of the United States Lifesaving Association (ULSA) Pacific Region since 2016.

- Owner of Kauai Water Patrol – Private Lifeguard Service
- 2004 Hawaiian Lifeguard Association Waterman of the Year
- 7 Time and Current world Tandem Surfing Champion
- 2004 Eddie Aikau Waterman of The Year
- 2018 Duke Kahanamoku – Waterman Hall of Fame Inductee
- 2024 Life Member of the United States Lifesaving Association
- Expert Instructor – Rescue Water-Craft Rescue Techniques
- American Heart Association BLS – CPR/AED Instructor
- American Medical Responder Certified
- USLA Open Ocean Lifesaving Instructor
- Kauai Jr Lifeguard Program Director
- Tow In Surfing – Safety Education Instructor – Kauai Community College
- Rescue Craft Operator Instructor – US Military, Kaneohe Marine Base

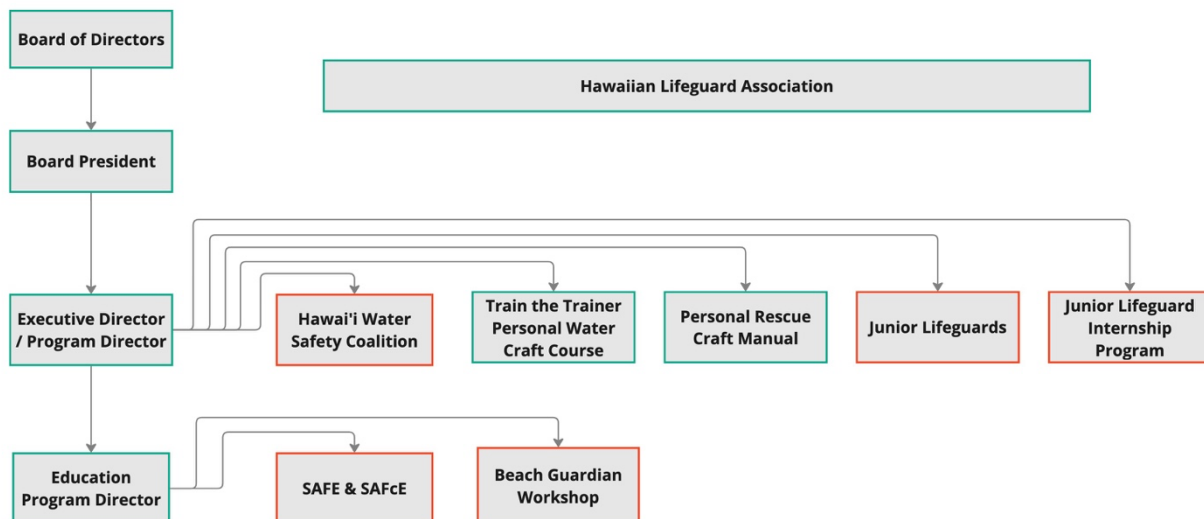
The HLA Executive Director has 20-years of non-profit experience both as a board member, Marketing and Program Development Director, and as an Executive/Program Director.

The Education Coordinator is a certified deep water rescue lifeguard with experience in curriculum development and public speaking.

All course instructors and safety supervisors are certified lifeguards in Hawai'i. Each county Ocean Safety Bureau in Hawai'i is certified by the United States Lifesaving Association (USLA), this ensures that all lifeguards in Hawai'i receive USLA-certified training. This certification includes CPR/AED, Basic Lifesaving First Aid, and Emergency Medical Responder (EMR).

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 multipurpose 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 my position title, not employee name.

Executive Director/Program Director is currently (.5) FTE at \$36,400. There are no other paid staff at this time.

VII. Other

1. Litigation

The applicant shall disclose any pending litigation to which they are party, including the disclosure of any outstanding judgment. If applicable, please explain.

HLA does not have any pending litigation.

2. Licensure or Accreditation

The applicant shall specify any special qualifications comma including but not limited to licensure or accreditation that the applicant possesses relevant to this request period.

All lifeguard instructors are certified by the United States Lifesaving Association (USLA). This certification includes basic lifesaving, first aid, CPR/AED, and EMR Emergency Medical Responder certification.

3. Private Educational Institutions

The applicant shall specify whether the grant will be used to support or benefit a sectarian or nonsectarian private educational institution. Please see Article X, Section 1, of the State Constitution for the relevance of this question.

HLA is not a private educational institution.

4. Future Sustainability Plan

The applicant shall provide the 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.*

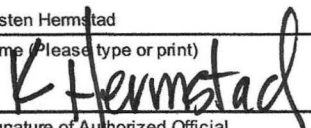
The Hawaiian Lifeguard Association (HLA) has developed a comprehensive revenue plan with the goal of covering its operating costs through independent revenue sources by the year 2028. This strategic plan includes generating income from the sales of branded merchandise and educational materials, providing training and certifications for advanced lifesaving skills, and earning royalties from HLA-branded products. By diversifying its revenue streams, HLA aims to reduce its reliance on corporate donations and grants, ensuring a more sustainable financial future.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2025 to June 30, 2026

App

Hawaiian Lifeguard Association

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	138,639			25,000
2. Payroll Taxes & Assessments				
3. Fringe Benefits				
TOTAL PERSONNEL COST	138,639			25,000
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	8,340			38,400
2. Insurance	1,500			700
3. Lease/Rental of Equipment	0			0
4. Lease/Rental of Space	0			0
5. Staff Training	2,000			1,000
6. Supplies	2,500			0
7. Telecommunication	0			0
8. Utilities	0			0
9. Printing / Copying	500			0
10. Strategic Planning	4,000			4,000
11. Advertising/Marketing	5,000			5,824
12. Curriculum Development	5,000			0
13. Publishing	1,500			1,500
14. Transportation	250			500
15				
16				
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	30,590			51,924
C. EQUIPMENT PURCHASES	2,000			
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	171,229			76,924
SOURCES OF FUNDING		Budget Prepared By: Kirsten Hermstad Name (Please type or print) _____ Phone _____  Signature of Authorized Official _____ Date _____ Kirsten Hermstad, Executive Director Name and Title (Please type or print) _____		
(a) Total State Funds Requested	171,229			
(b) Total Federal Funds Requested				
(c) Total County Funds Requested				45,673
(d) Total Private/Other Funds Requested	76,924			
TOTAL BUDGET	248,153			

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2025 to June 30, 2026

Applicant: Hawaiian Lifeguard Association

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Executive Director/Program Director	(1) FTE	\$78,185.00	75.00%	\$ 58,638.75
Education Coordinator	(1) FTE	\$62,400.00	100.00%	\$ 62,400.00
Lifeguard Instructors	(.25) FTE	\$19,200.00	50.00%	\$ 9,600.00
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
TOTAL:				130,638.75
JUSTIFICATION/COMMENTS:				

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2025 to June 30, 2026

Applicant: Hawaiian Lifeguard Association

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
Printer	1	\$200.00	\$ 200.00	200
Projector	1	\$300.00	\$ 300.00	300
Computer	1	\$1,500.00	\$ 1,500.00	1500
			\$ -	
			\$ -	
TOTAL:	3		\$ 2,000.00	2,000
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: Hawaiian Lifeguard Association

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	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

Applicant: Hawaiian Lifeguard Association

Contracts Total: -

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1	NONE				
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27		10			Application for Grants

28					
29					
30					