



HAWAII COMMUNITY FOUNDATION

For Immediate Release: September 15, 2021
HTA Release (21-32)

Hawai'i Tourism Authority Announces Resumption of Kūkulu Ola and Aloha 'Āina Programs

*RFPs Now Online to Help Fund Programs Supporting
Hawaiian Culture and Natural Resources in 2022*

HONOLULU – The Hawai'i Tourism Authority (HTA) has announced that it is resuming its Kūkulu Ola and Aloha 'Āina programs, and seeking proposals from the community. HTA has issued two Request for Proposals (RFPs) to provide funding support to qualified nonprofit organizations and programs that will perpetuate the Hawaiian culture and preserve natural resources in 2022.

The Kūkulu Ola and Aloha 'Āina programs are a part of HTA's commitment toward Mālama Ku'u Home (caring for my beloved home) and the interacting pillars of its 2025 Strategic Plan. RFPs for these programs were not issued for 2021 due to the COVID-19 pandemic and availability of funding.

"The purpose of the Kūkulu Ola and Aloha 'Āina programs is to reinvest in our people and place by supporting the work of various community-based organizations throughout the state," said Kalani Ka'anā'anā, HTA's Chief Brand Officer. "We're eager to bring back these important programs and provide funding directly back into our communities."

The Kūkulu Ola program provides funding support to community-based awardees that enhance, strengthen and perpetuate the Hawaiian culture through genuine experiences for residents and visitors alike. Applicants are encouraged to review and download the Kūkulu Ola RFP at: hawaiicommunityfoundation.org/HTA

The Aloha 'Āina program provides funding support to responsible community-based entities with an emphasis on 'āina-kānaka (land-human) relationships and knowledge that manage, preserve and regenerate Hawai'i's natural resources and environment. Applicants are encouraged to review and download the Aloha 'Āina RFP at: hawaiicommunityfoundation.org/HTA

HTA has selected the Hawai'i Community Foundation (HCF) to administer its 2022 Kūkulu Ola and Aloha 'Āina programs.

"HCF is proud to be supporting HTA's award programs and its direct alignment with our CHANGE Framework sectors of Arts and Culture and Natural Environment," said Michelle Kauhane, HCF's Vice President of Community Grants & Initiatives. "This partnership to administer HTA's programs reinforces our commitment to collective action focused on the well-being of our people and place."

September 15, 2021 (21-32)

Page 2

Each of the six letters of the HCF CHANGE Framework represents a sector, or area, that affects the community and its ability to thrive—from economy to education. Under each sector, HCF has assembled a curated set of data to track progress on where disparities exist; the organization is also making deep investments into the community with the support of hundreds of donors and working with partners across the state from government to nonprofits to find solutions together—all for its vision to see an equitable Hawai'i.

The deadline for applicants to submit proposals to HCF seeking funding support from any of the two programs is October 29, 2021 at 4 p.m. HST. Interested applicants should visit hawaiicommunityfoundation.org/HTA.

All inquiries about the RFPs should be directed to Kehau Meyer at hta@hcf-hawaii.org.

RFP Informational Briefings

HTA and HCF staff will be conducting virtual informational sessions on Zoom for each island, to help interested applicants with their understanding of HTA's strategic direction and vision, the RFP applications, and award process to receive funding support.

Community members are encouraged to attend and have their questions answered. A session recording will be posted at hawaiicommunityfoundation.org/HTA for those who are unable to join live.

Kaua'i

Monday, September 20, 2021

11 a.m. – 12:30 p.m.

<https://us06web.zoom.us/meeting/register/tZ0rf-qoqDopHNR7vgVbVZ1DikKnaHxUo5eg>

Moloka'i

Thursday, September 23, 2021

11 a.m. – 12:30 p.m.

https://us06web.zoom.us/meeting/register/tZAAtcOiorzIqGdzqsZ8IAzDkJ_vLC7Dhe2Y2

Lāna'i

Thursday, September 23, 2021

1 p.m. – 2:30 p.m.

<https://us06web.zoom.us/meeting/register/tZAKcOippzgoG91hllPesqjUCwi5kcVp7k6d>

O'ahu

Monday, September 27, 2021

11 a.m. – 12:30 p.m.

https://us06web.zoom.us/webinar/register/WN_R-4QJLrpS2-SGTyY7RSvsw

Maui

Tuesday, September 28, 2021

11 a.m. – 12:30 p.m.

<https://us06web.zoom.us/meeting/register/tZUsf--przwpE9U5tFGGe1HEMFbNBI-VDkrGR>

