



HAWAII COMMUNITY  
FOUNDATION

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## **Hawaii Tourism Authority Reinvests \$2.7 Million to Support Natural Resource Preservation, Perpetuation of Hawaiian Culture**

*HTA's Aloha 'Āina and Kūkulu Ola Programs Support 53 Projects Statewide*

**HONOLULU** – Furthering its longstanding commitment to protecting Hawaii's natural resources and perpetuating Hawaiian culture, the Hawaii Tourism Authority (HTA) today announced it is awarding \$2.7 million in total funding statewide to support 53 community-based programs as part of its Aloha 'Āina (\$1.35 million) and Kūkulu Ola (\$1.35 million) programs for fiscal year 2023-2024.

"HTA's Aloha 'Āina and Kūkulu Ola programs provide direct avenues for protecting our islands' fragile ecosystems and strengthening our culture," said Kalani Ka'anā'anā, HTA's chief brand officer. "We are proud to continue our work in supporting community-based organizations and the many dedicated stewards and Native Hawaiian practitioners who are committed to natural resource and cultural sustainability throughout Hawaii."

Since 2010, HTA has provided nearly \$13.3 million to support 370 programs that preserve Hawaii's natural resources and more than \$12.5 million to support nearly 360 community organizations and programs that focus on perpetuating Hawaiian culture.

HTA's Aloha 'Āina program uplifts community organizations and projects that preserve and regenerate Hawaii's natural resources and cultural sites. HTA's Kūkulu Ola program provides support to community groups and cultural practitioners that enhance, strengthen and perpetuate Hawaiian culture. These programs support the Natural Resources, Hawaiian Culture and Community pillars of HTA's [Strategic Plan](#) and address the community's priorities in each island's [Destination Management Action Plans](#).

HTA has partnered with the Hawaii Community Foundation (HCF) to administer its Aloha 'Āina and Kūkulu Ola programs in fiscal year 2023-2024 (July 1, 2023 to June 30, 2024). To learn more, visit [HCF's page on the two programs](#).

"HCF is pleased to continue our partnership with HTA on its Aloha 'Āina and Kūkulu Ola award programs as this important work aligns with our vision of ensuring thriving people and thriving place," said Larissa Kick, HCF's vice president of community grants and initiatives.

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 is working with partners across the state, from government to nonprofits, to find solutions to Hawaii's greatest challenges together.

In addition to the Aloha 'Āina and Kūkulu Ola programs, HTA recently awarded \$3.78 million to support 76 community projects, festivals and events throughout the state as part of its [Signature Events and Community Enrichment programs](#) occurring in calendar year 2023.

## HTA FISCAL YEAR 2023-2024 ALOHA 'ĀINA PROGRAM AWARDEES

### Multiple Islands

Organization	Project Title	Islands Served	Award Amount
Kupu	Kupu Ho'okupu Center Mālama 'Āina Program	Statewide	\$65,000
Hawai'i Forest Institute	Mahalo 'Āina Discovery Forest Projects	Hawai'i Island, O'ahu	\$40,000

### Hawai'i Island

Organization	Project Title	Award Amount
Big Island Invasive Species Committee	Plant Pono Native Plant Education Program	\$50,000
Hawaiian Islands Land Trust	Kūkūau Community Forest Cultural & Ecological Preservation & Education Program	\$65,000
Hui Aloha Kīholo	Kīholo Hoa 'Āina Program	\$40,000
Hui Ho'oleimaluō	Mālama Loko I'a	\$22,000
'O Maku'u Ke Kahua Community Center	Māla Ho'oulu 'Ike	\$50,000
The Kohala Center Inc.	Kilo Kahalu'u: Learning from the Reef	\$75,000

### Maui

Organization	Project Title	Award Amount
'Ao'ao O Nā Loko I'a O Maui	Kō'ie'ie Fishpond Visitor Engagement Program	\$65,000
Auwahi Forest Restoration Project	Support for Community-based Restoration of Auwahi, One of Hawai'i's Last and Best Biocultural Forests	\$100,000
Hawai'i Agriculture Research Center	Maui County Rapid 'Ōhi'a Death (ROD) Resistance Project	\$39,000
Kīpahulu 'Ohana Inc.	Kīpahulu Ahupua'a Project	\$21,380
Ma Ka Hana Ka 'Ike Building Program	Nā Pulapula O Hāna	\$50,000

### Moloka'i

Organization	Project Title	Award Amount
Moloka'i Land Trust	Integrating Voluntourism to Support Critical Habitat Improvements at Anapuka	\$75,000

### O'ahu

Organization	Project Title	Award Amount
Hawai'i Marine Mammal Alliance	Stewardship and Conservation of Hawai'i's Protected Marine Animals	\$60,000
Kāko'o 'Ōiwi	Ho'oulu Muliwai	\$40,000
Kauluakalana	Komo i ka 'Āina	\$65,000

Kōkua Kalihi Valley Comprehensive Family Services	Ola Koa: Growing Generational and Generative Abundance	\$50,000
Mālama Pūpūkea-Waimea	Preserving Place: Community Implementation of a New Management Plan	\$41,500
Nā Kama Kai	Hālau Nā Kama Kai - Coral Restoration Project at Pōkaī Bay	\$41,120
Nurture Cultivate Inc.	Mōhala i ka Wai	\$75,000
Protect & Preserve Hawai'i	Mālama Pia Valley	\$75,000

### Kaua'i

Organization	Project Title	Award Amount
Kōke'e Resource Conservation Program	Volunteers Protecting Native Forest on Kaua'i	\$45,000
Makauwahi Cave Reserve	Makauwahi Cave Reserve: Sustainable Management of Unique Natural and Cultural Resources	\$60,000
University of Hawai'i at Mānoa, Pacific Cooperative Studies Unit	Traveling Educational and Outreach Programs to Reach a Wider Audience on Kaua'i	\$40,000

## HTA FISCAL YEAR 2023-2024 KŪKULU OLA PROGRAM AWARDEES

### Multiple Islands

Organization	Project Title	Islands Served	Award Amount
Edith Kanaka'ole Foundation	Uluwehi o ke Kai	Statewide	\$75,000
Hale Kua	Hale Kua Incubator Program	Statewide	\$36,000
Kaho'olawe Island Reserve Commission	Sharing the Stories of Kaho'olawe's Past, Present and Future	Kaho'olawe, Maui	\$35,000
Kalihi-Pālama Culture & Arts Society Inc.	Lohe i ka Leo (Hear the Voice) Archive Project	Statewide	\$60,000
Kealakai Center For Pacific String Traditions	The Kealakai Center Digital Humanities Information Ecosystem	Statewide	\$95,000
Maui Public Art Corps, FS: Lōkahi Pacific	Hui Mo'olelo	Kaho'olawe, Maui	\$55,000

### Hawai'i Island

Organization	Project Title	Award Amount
Hawai'i Forest Institute	Ho'ola ka Makana'ā o Ka'ūpūlehu	\$40,000
Hawai'i Science and Technology Museum	Nā Kama o Kalai Wa'a	\$55,000

Hui Aloha Kīholo	A'ō Aku A'ō Mai	\$40,000
The Kohala Center Inc.	'Ōhi'ohikūpua & Lauhiki: Developing Weavers as Aloha 'Āina Practitioners	\$50,000

### Maui

Organization	Project Title	Award Amount
Hāna Arts	Hāna Arts – Hana No'eau	\$50,000
Hōlani Hāna	Hālau Hale Kuhikuhi: Perpetuating Traditional Hawaiian Architecture for Present and Future Generations.	\$55,000
Ma Ka Hana Ka 'Ike Building Program	Ma Ka Hana Ka 'Ōlelo Hawai'i	\$60,000

### Lāna'i

Organization	Project Title	Award Amount
Lāna'i Culture & Heritage Center	Hana Ka Lima	\$27,000

### O'ahu

Organization	Project Title	Award Amount
Bishop Museum	Living Culture Public Programs	\$60,000
Hawai'i Theatre Center	Hawai'i Theatre Center Partners in the Arts – Aloha Mele	\$25,000
I Nui Ke Aho	Polynesian Voyaging with Wānana Paoa	\$26,350
Kauluakalana	Pili Mai 2023	\$40,000
Kōkua Kalihi Valley Comprehensive Family Services	Ho'oulu Maikoha	\$60,000
Mānoa Heritage Center	Cultural-Based Experiences for Residents and Visitors	\$28,600
Paepae O He'eia	Hana a Ma'a	\$75,000
PA'I Foundation	PA'I Presents	\$45,000
Pu'uuhonua Society	Keanahala: a Place for Hala	\$60,000
Ulu A'e Learning Center	Ulu A'e Kaiāulu	\$25,000
Wai'anae Economic Development Council	E Mau Ke A'o Program for Indigenous Cultural Practitioners	\$50,000
Waikīkī Community Center	Hawaiian Culture in the Community	\$60,000

### Kaua'i

Organization	Project Title	Award Amount
Friends of King Kaumuali'i	Ku'u Home o Pā'ula'ula: Re-Connecting Lāhui	\$40,000
Kaua'i Museum Association Ltd.	Kaua'i Museum Cultural Programs: Nā Kumu Hula o Kaua'i a me Ni'ihau & Ulana, the Art of Hawaiian Weaving	\$21,550

**Photos of Aloha ‘Āina Program Awardees:**

<https://finnpartners.box.com/s/zhy3udpqdyd4eyu1k05lh5jhwwzglfl>

**Photos of Kūkulu Ola Program Awardees:**

<https://finnpartners.box.com/s/7ql2wlzgsjmj9dl255w5bh2etqqrbusk1>

**About the Hawai‘i Tourism Authority**

The Hawai‘i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Ku‘u Home – care for our beloved home. For more information about HTA, visit [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org) or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

**About the Hawai‘i Community Foundation**

The vision of the Hawai‘i Community Foundation is to create an equitable and vibrant Hawai‘i in which all our Island communities thrive. With our more-than-105-year history, our trusted expertise, and the generous support of donors, we are working to address the root causes of our state’s most difficult challenges, including expanding access to affordable housing, conserving fresh water resources, and ensuring the healthy development of Hawai‘i’s young children. We focus our efforts through the CHANGE Framework, which identifies six essential sectors affecting the overall well-being of these islands and its people. HCF works in communities across Hawai‘i, with offices and staff located statewide. In 2022, HCF stewarded more than 1,100 funds, established by individuals, businesses, and organizations who share our passion for a better Hawai‘i. We distributed over \$87 million in grants to the community from funds at HCF, contracts, and private foundations statewide, including scholarships assisting more than 1,000 Hawai‘i students. To join us in our efforts, please visit [hawaiicomunityfoundation.org](http://hawaiicomunityfoundation.org) and follow our social media channels on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

For more information, contact:

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