



For Immediate Release: January 6, 2022
HTA Release (22-01)

Hawaii Tourism Authority and Hawaii Community Foundation Awards Funding to Support Natural Resource Programs in 2022

HONOLULU – In its accelerated destination management efforts to preserve and regenerate Hawaii’s natural resources, the Hawaii Tourism Authority (HTA) and the Hawaii Community Foundation (HCF) have announced \$1,575,000 in funding to support 31 community-based programs statewide through its Aloha ‘Āina program for 2022.

Recipients include qualified nonprofit organizations that are protecting and improving the natural environment, helping to Mālama Ku‘u Home (care for my beloved home) and support a more holistic, regenerative tourism model for Hawaii.

“The Aloha ‘Āina program is a way for the Hawaii Tourism Authority to directly support the organizations making a difference in our environment by educating and engaging people in the stewardship of our natural environment,” said Kalani Ka‘anā‘anā, HTA Chief Brand Officer. “We appreciate the efforts of these organizations and the communities that have embraced them as we collectively mālama our home.”

The Aloha ‘Āina program is an integral part of HTA’s 2025 Strategic Plan, which is aligned with the State’s Aloha+ Challenge framework for natural resource management. HTA also supports the United Nations 17 Sustainable Development Goals and the UN 2030 Agenda for Sustainable Development.

Since 2010¹, HTA has provided nearly \$12 million in total funding to support 345 community-based organizations and projects that help to manage, improve and protect Hawaii’s natural environment.

HTA selected the Hawaii Community Foundation to administer its Aloha ‘Āina program for 2022 for its experience in working with nonprofits in the Natural Resource sector and the organization’s collective action approach through its CHANGE Framework.

“HCF is proud to support HTA’s Aloha ‘Āina program because of its unique approach to engaging organizations across the State who are working to address natural resource issues,” said Michelle Kauhane, Senior Vice President of Community Grants & Initiatives at HCF. “The awardees in this year’s cohort bring the strength of community-led solutions that truly emphasize collective action and shared goals of a more abundant and thriving ‘āina.”

A request for proposals was issued on September 15, 2021 with submittals from applicants received by October 29, 2021.

For more information about the Aloha ‘Āina program, visit:

<https://www.hawaiitourismauthority.org/what-we-do/hta-programs/natural-resources/>

¹ Due to the COVID-19 pandemic, an RFP for the Aloha ‘Āina program was not issued for projects in 2021.

HTA 2022 Aloha 'Āina Awardees

Awardee	Project Name	Island(s)
808 Cleanups	Community Empowered Stewardship Program	O'ahu
'Āina Momona	Keawanui Food System Revitalization Project	Moloka'i
Auwahi Forest Restoration Project	Auwahi, community-enacted protection of Hawai'i's irreplaceable natural and cultural resources	Maui
Big Island Invasive Species Committee	Protecting Wahi Pana of Hawai'i Island from Invasive Species	Hawai'i Island
Garden Island Arts Council	'Ele'ele Endangered Wildlife Mural	Kaua'i
Hawai'i Forest Institute	Mahalo 'Āina Discovery Forest Projects	O'ahu, Hawai'i Island
Hawai'i Marine Mammal Alliance	Stewardship & Conservation of Hawai'i's Protected Marine Animals	O'ahu
Hawaiian Islands Land Trust	Waihe'e Coastal Dunes & Wetlands Cultural & Ecological Restoration at Kapoho	Maui
Ho'oulu Lāhui	'Ike Honua o Keahialaka	Hawai'i Island
Hui Aloha Kīholo	Mohala i ka Wai: Empowering our community to support a thriving Kīholo	Hawai'i Island
Ka'ala Farm, Inc.	Pua Kaiāulu	O'ahu
Kaho'olawe Island Reserve Commission	Spreading Aloha 'Āina through Community Engagement on Kaho'olawe	Kaho'olawe
Kāko'o 'Ōiwi	Ho'oulu He'eia Uli	O'ahu
Kalanihale	Protecting Marine Natural Resources through Cultural & Traditional Management	Hawai'i Island
Kauluakalana	Hoi Ka Wai Nui	O'ahu
Koke'e Resource Conservation Program	Mālama Ka 'Āina No Nā Hanauna Mua	Kaua'i

Kōkua Kalihi Valley Comprehensive Family Services	Kalihi Valley Kīpuka Revitalization Initiative	O'ahu
Kūleana Coral Reefs	West O'ahu Community Coral Restoration	O'ahu
Kupu	Hawai'i Youth Conservation Corps	Statewide
Lāna'i Culture & Heritage Center	Lāna'i Biocultural Landscape Program	Lāna'i
Ma Ka Hana Ka 'Ike Building Program	Mālama Hāloa	Maui
Mālama Maunalua	Community-Led Coral Reef Restoration	O'ahu
Mālama Nā Honu	Hawaiian Green Sea Turtle Education Program	O'ahu
Mālama Pūpūkea-Waimea	Improving the Health of Natural and Cultural Resources at Pūpūkea Through Community Stewardship	O'ahu
Maui Nui Botanical Gardens, Inc.	Bringing Kanaloa to light: the collaborative rescue of critically endangered Hawaiian plants	Maui
Moloka'i Land Trust	Critical Habitat Improvements within the Anapuka Predator Proof Fence Project	Moloka'i
O'ahu Invasive Species Committee	OISC miconia control in Ka'alaea Watershed	O'ahu
State of Hawai'i - Division of Forestry and Wildlife	O'ahu Offshore Islets	O'ahu
The Kohala Center, Inc.	Aloha 'Āina Kahalu'u: Caring for a cherished place	Hawai'i Island
The Nature Conservancy of Hawai'i	Aloha 'Āina Mauka to Makai	Maui, Lāna'i
Waikōloa Dry Forest Initiative	Waikōloa Biocultural Program	Hawai'i Island

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Photos of the Aloha 'Āina program awardees:

<https://www.dropbox.com/sh/0uz2mawq9dox8pb/AABA-5VwvuqOpBpFn3iJ02Zla?dl=0>

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About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide.

For more information about HTA, please visit www.hawaiitourismauthority.org. Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), [Twitter](#) and its new [YouTube Channel](#).

About the Hawai'i Community Foundation

With 105 years of community service, HCF is one of the leading philanthropic institutions in the state. HCF is a steward of more than 1,000 funds, including more than 300 scholarship funds, created by donors who desire to transform lives and improve communities. In 2020, HCF distributed \$142.4 million in grants and contracts statewide, including \$9.2 million in scholarships. HCF also serves as a resource on community issues and trends in the nonprofit sector.

For more information, contact:

T. Ilihia Gionson
Public Affairs Officer
Hawai'i Tourism Authority
Ilihia.Gionson@gohta.net

Erin Khan
Vice President, Public Relations
Anthology Group
Erin.Khan@AnthologyGroup.com