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HTA Release (23-15)

Hawai'i Tourism Authority Announces Kūkulu Ola and Aloha 'Āina Programs
Funding Opportunities Open for Programs In Hawaiian Culture and Natural Resources

HONOLULU – The Hawai'i Tourism Authority (HTA) has announced funding opportunities for its Kūkulu Ola and Aloha 'Āina programs. HTA will provide funding support to qualified organizations and programs that will perpetuate Hawaiian culture and preserve Hawai'i's natural resources in fiscal year 2023-2024 (July 1, 2023 to June 30, 2024).

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.

“The Kūkulu Ola and Aloha 'Āina programs are direct ways to reinvest in our people and place by supporting the work of various community organizations across the Hawaiian Islands,” said Kalani Ka'anā'anā, HTA's Chief Brand Officer. “Investments in a thriving, living Hawaiian culture and the protection of our precious natural environment are investments worth making.”

The Kūkulu Ola program provides support to awardees that enhance, strengthen and perpetuate the Hawaiian culture through genuine experiences for residents and visitors alike. The Aloha 'Āina program provides support to community entities with an emphasis on 'āina-kānaka (land-human) relationships and knowledge that manage, preserve and regenerate Hawai'i's natural resources and environment.

HTA is grateful for the partnership of the Hawai'i Community Foundation (HCF) to administer its 2023 Kūkulu Ola and Aloha 'Āina programs.

“HCF is pleased to continue its administration of HTA's award programs and its direct alignment with our CHANGE Framework sectors of Arts and Culture and Natural Environment,” said Michelle Ka'uhane, HCF's Senior Vice President and Chief Impact Officer. “This partnership to administer HTA's programs helps to bolster the pivotal work happening in our communities to improve the well-being of our people and place.”

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 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 either of the two programs is May 24, 2023 at 4 p.m. HST. Interested applicants should visit hawaiicommunityfoundation.org/HTA.

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

Funding Opportunity Applicant Information Sessions

HTA and HCF staff will be conducting virtual information sessions on Zoom to help interested applicants with their understanding of HTA's strategic direction and vision, the funding opportunity applications, and award process. 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.

- **Session #1:** April 20, 2023 from noon to 1 p.m. [Register Here](#)
- **Session #2:** May 1, 2023 from 10:30 a.m. to noon [Register Here](#)

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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 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 where all of our island communities thrive. With our more-than-105-year history, trusted expertise, and generous support of donors, we are working to solve our state's most difficult challenges. In 2022, HCF stewarded more than 1,100 funds and distributed over \$87 million in grants to the community from funds at HCF, contracts, and private foundations statewide, including \$7.1 million in scholarships. HCF offices and staff are located statewide. For more information about HCF, please visit hawaiicommunityfoundation.org and follow our social media channels on Facebook, Instagram, Twitter, LinkedIn and YouTube.

For more information, contact:

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