

Conservation Council for Hawaii Summary

Mission: To educate, advocate, and fight to protect Hawaii's wildlife.

Category: Environment Preservation and Education

Contact: Jonetta Peters, Executive Director

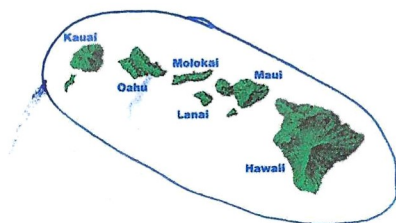
Address: P.O. Box 2923, Honolulu, HI 96802

Grant History: 2016: \$30,000
2017: \$30,000
2018: \$20,000
2020: \$20,000
2021: \$20,000
TOTAL GRANTS TO DATE: \$120,000

2025 Request: \$10,000 for poster campaign general operating support

Notes:

- Formed 70 years ago.
- Affiliate of National Wildlife Federation.
- 5000 members.
- Laurence Dorcy was a member.
- Current highlighted programs are to protect Hawaii's seabirds, raise awareness about avian malaria, and to control invasive mammalian predators.
- Capital campaign is to build a digital infrastructure, salesforce and social media platforms, purchase computer and videography equipment, licensing, etc. Significant in-kind donations were received to lay groundwork for campaign.
- 2021: general operating support. Declined IT upgrades.
- 2025: Poster campaign helps promote conservation and includes a teacher's guide for furthering education efforts about preserving wildlife and effects of noninvasive species.
- Pilot project with Ilima Intermediate School to provide field experience at Freeman Seabird Preserve.
- Poster campaign costs \$15,500.





Laurence H. Dorcy Hawaiian Foundation
c/o Tammy Cownie
81 East 7th St, Ste 125
St. Paul, MN 55101

January 27, 2025

Aloha Tammy,

Mahalo nui loa for the opportunity to once again apply for funding from the Laurence H. Dorcy Hawaiian Foundation. Please find attached Conservation Council for Hawai'i's proposal. Additional attachments include our IRS determination letter, our most recent 990, and PDFs of the campaign's planned poster as well as a couple examples of posters with their respective teacher's guide from past years.

Aloha,

Jonnetta Peters
Executive Director

Telephone/Fax: 224.338-6511 | email: info@conservehi.org

web: www.conservehawaii.org | P.O. Box 2923, Honolulu, HI 96802

President: Colleen Heyer | **Vice President:** Bret Nainoa Mossman | **Secretary:** Makaala Kaaumoana

Treasurer: Mashuri Waite, PhD |

Directors: Puanani Anderson-Fung, Steven Lee Montgomery, PhD, Emily Sarasa, Les Welsh, Sunshine Woodford |

Executive Director: Jonnetta "Jonee" Peters. **Operations and Events Manager:** Leah Kocher

National Wildlife Federation Region 12 Director: Rachel Sprague

National Wildlife Federation Pacific Region Associate Director: Emily Martin

Kō Hawai'i leo no nā holoholona lōhiu – Hawai'i's voice for wildlife | State Affiliate of the National Wildlife Federation

Using Community Education to Help Protect Hawai'i's Native Biodiversity

A Grant Proposal submitted to the Laurence H. Dorcy Hawaiian Foundation
By the Conservation Council for Hawai'i

January 24, 2025

Contact Information

Jonnetta Peters, Executive Director, jp@conservehi.org; 808-342-0472

Les Welsh, Board Director, leswelsh@msn.com; 206-427-0067

Conservation Council for Hawai'i

Mailing Address: P.O. Box 2923 Honolulu, HI 96802

Office Address: 850 Richards Street, Suite 505 Honolulu, HI 96813

Mission Statement

Conservation Council for Hawai'i ("CCH") is dedicated to protecting native Hawaiian plants, animals, and ecosystems for future generations.

Charitable Tax Status

CCH is a 501(c)(3) nonprofit organization under the Internal Revenue Service and is registered in the State of Hawai'i.

Brief Overview of Income and Expenses

Primary annual funding sources for CCH include annual membership dues, Patagonia INC and National Wildlife Federation grants, earned income from community events and donations from individual donors. Our approved annual operating budget for 2025 is \$300,721.48. Our monthly operating expenses, not including individual program costs, is \$16,640.00.

Amount of Funding Requested

\$10,000

Title of Campaign

Using Community Education to Help Protect Hawai'i's Native Biodiversity

Hawai'i is home to hundreds of native species that are found nowhere else in the world, and nearly all are now threatened or endangered and face potential extinction. Non-native mammalian predators, including pigs and dogs, have caused (or contributed to) 58% of the extinctions of birds, mammals, and reptiles in the last 500 years (Proceedings of the National Academy of Sciences, 2016). Our endemic and endangered species, from forest birds to insects

to rare plants to terrestrial snails, across the Hawaiian Islands are greatly impacted by these non-native predators and invasive species. We need to protect them from potential predators or the effects of habitat destruction caused by the myriad of non-native invasive species.

One way CCH strives to meet this need is through our public educational posters. Since 1970, CCH has annually produced an educational poster to spread awareness about critical Hawaiian conservation issues. The primary goal of these posters is to educate and support a future conservation-minded generation that will carry on the work of protecting the wildlife and wildlands of our islands. For each poster, we commission a local artist to create artwork depicting a specific cause, issue, or species, and have this artwork produced into a poster. On the back of the poster, we have a teacher's guide printed to explain the conservation issue and what individuals can do to help. These teacher guides are written by local experts and cited for further research and study. We then distribute these posters to every public, private and language immersion school (419 total schools) in the state of Hawai'i, as well as every Hawai'i public library (51 total libraries). The teachers can then use these posters as part of their curriculum to inform our younger generations. We also send this poster to each member of our mailing list, currently just under 3,700, to further build a national voice in defense of Hawai'i's endangered wildlife. Additionally, posters are sent to every state and legislative office in Hawai'i, and we distribute these posters at various community outreach events that we attend, where we can engage with our local residents and visitors about conservation issues on our islands.

For the 2025 poster project, we have commissioned a painting by local nature artist, Patrick Ching, called "Hawai'i's Living Jewels" (please see attached PDFs of this poster's artwork and a sampling of posters from past years). This beautiful artwork highlights many of Hawai'i's lesser-known understory species, focusing on the biodiversity of our native species. Presently, non-native invasive species are a massive threat to our native flora and fauna. We are committed to working to thwart the introduction and spread of these invasives, thereby protecting our native wildlife and habitat. The teaching guide on the back of the poster will highlight these unique native species and the threats they face for survival. There will also be information on how to protect our native eco-systems from invasives and offers suggestions for citizen action.

Our reach for this poster program is every island community statewide. In past years we have worked to raise donations from various agencies and partner organizations to fund this important annual project. Due to rising costs of printing and distribution, and with funding for these agencies and organizations tight, we decided the time had come to seek direct foundation funding to keep this project going. The grant requested from the Lawrence H. Dorcy Hawaiian Foundation would be a substantial contribution towards the completion of the poster project for 2025 and allow us to forego the long slog of approaching numerous organizations for small donations that together would fund the project.

In addition, CCH is working on a pilot project that compliments the poster campaign this year by partnering with 'Ilima Intermediate School to provide an educational outreach program about native Hawaiian species and biodiversity in conjunction with their science teacher and Hawaiian Club. This would entail a field experience to the Freeman Seabird Preserve in Kūpikipiki'o, O'ahu for 10-15 students plus teachers and chaperones from the 'Ilima Intermediate School Hawaiian Club. CCH staff will work closely with Hawai'i Audubon Society to provide a lecture about seabirds and biodiversity, and engage the students with a hands-on activity. CCH will also provide lunch and educational materials, including the "Hawai'i's Living Jewels" poster, to the group.

2025 Poster Campaign Budget

Artist commission of work by Patrick Ching **\$5,000**

Administration:

Staff 7 hours: \$182.30 (@26.04/hr) mailing and printing coordination
 Staff 30 hours : \$1,171.88 (@39.06/hr) editing, formatting, production and mailing coordination

Total administration expense: \$1,254.18

Printing & mailing services: \$415.40 letter, envelopes, enveloping and delivery for mailing
 Poster Printing: \$4,746.54
Total Poster production: \$5,161.94

Distribution:

Postage cost : \$487 (419 schools and 51 libraries)
 \$2485 (estimated bulk 3650 members)

Total postage cost: \$2,972

Outreach with 'Ilima Intermediate School (10-15 students, plus teacher & chaperones)
 Outing and lecture at the Freeman Seabird Preserve, Kūpikipiki'o, O'ahu

Materials: \$80
 Lunch: \$360
 CCH Staff: 8 x 26.04 = 208.32
 8 x 39.06 = 312.48

Total Outreach costs: \$960.80

Total cost of 2025 Educational Poster Campaign: \$15,348.92

Form **990**

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)
Do not enter social security numbers on this form as it may be made public.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2023
Open to Public Inspection

Department of the Treasury
Internal Revenue Service

A For the 2023 calendar year, or tax year beginning , and ending

B Check if applicable:
 Address change
 Name change
 Initial return
 Final return/terminated
 Amended return
 Application pending

C Name of organization
Conservation Council for Hawaii
 Doing business as
 Number and street (or P.O. box if mail is not delivered to street address) Room/suite
PO Box 2923
 City or town, state or province, country, and ZIP or foreign postal code
Honolulu HI 96802

D Employer identification number
99-0199211

E Telephone number
808-593-0255

G Gross receipts \$ **297,737**

F Name and address of principal officer:
Colleen Heyer
c/o P.O. Box 2923
Honolulu HI 96802

H(a) Is this a group return for subordinates? Yes No
H(b) Are all subordinates included? Yes No
 If "No," attach a list. See instructions

I Tax-exempt status: 501(c)(3) 501(c) () (insert no.) 4947(a)(1) or 527

J Website: **www.conservehawaii.org**

K Form of organization: Corporation Trust Association Other

L Year of formation: **1979**

M State of legal domicile: **HI**

H(c) Group exemption number

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: Dedicated to the protection of native Hawaiian plants, animals, and ecosystems for future generations.			
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.			
	3	Number of voting members of the governing body (Part VI, line 1a)	9	
	4	Number of independent voting members of the governing body (Part VI, line 1b)	9	
	5	Total number of individuals employed in calendar year 2023 (Part V, line 2a)	2	
	6	Total number of volunteers (estimate if necessary)	15	
Revenue	7a	Total unrelated business revenue from Part VIII, column (C), line 12	0	
	7b	Net unrelated business taxable income from Form 990-T, Part I, line 11	0	
			Prior Year	Current Year
	8	Contributions and grants (Part VIII, line 1h)	111,127	288,292
	9	Program service revenue (Part VIII, line 2g)	0	0
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	0	0
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	54,037	9,445
	12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	165,164	297,737
	Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	0
		14	Benefits paid to or for members (Part IX, column (A), line 4)	0
15		Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	126,819	97,456
16a		Professional fundraising fees (Part IX, column (A), line 11e)	0	
b		Total fundraising expenses (Part IX, column (D), line 25)	0	
17		Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	71,987	86,608
18		Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	198,806	184,064
Net Assets or Fund Balances	19	Revenue less expenses. Subtract line 18 from line 12	-33,642	113,673
			Beginning of Current Year	End of Year
	20	Total assets (Part X, line 16)	86,210	200,874
	21	Total liabilities (Part X, line 26)	2,183	3,174
22	Net assets or fund balances. Subtract line 21 from line 20	84,027	197,700	

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here Signature of officer: **Colleen Heyer** Date: _____
 Type or print name and title: **President**

Paid Preparer Use Only

Print/Type preparer's name: **Jay Miyaki** Preparer's signature: **Jay Miyaki** Date: **09/23/24** Check if self-employed PTIN: **P00853901**

Firm's name: **Jay Miyaki, CPA, LLC** Firm's EIN: **26-2451631**

Firm's address: **600 Queen St Ste C4 Honolulu, HI 96813** Phone no.: **808-522-1042**

May the IRS discuss this return with the preparer shown above? See instructions Yes No

For Paperwork Reduction Act Notice, see the separate instructions.

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514	
Contributions, Gifts, Grants and Other Similar Amounts	1a Federated campaigns	1a				
	b Membership dues	1b				
	c Fundraising events	1c				
	d Related organizations	1d				
	e Government grants (contributions)	1e				
	f All other contributions, gifts, grants, and similar amounts not included above	1f	288,292			
	g Noncash contributions included in lines 1a-1f	1g	\$			
	h Total. Add lines 1a-1f		288,292			
Program Service Revenue	2a	Business Code				
	b					
	c					
	d					
	e					
	f All other program service revenue					
	g Total. Add lines 2a-2f					
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)					
	4 Income from investment of tax-exempt bond proceeds					
	5 Royalties					
	6a Gross rents	6a	(i) Real	(ii) Personal		
		b Less: rental expenses	6b			
		c Rental inc. or (loss)	6c			
	d Net rental income or (loss)					
	7a Gross amount from sales of assets other than inventory	7a	(i) Securities	(ii) Other		
		b Less: cost or other basis and sales exps.	7b			
		c Gain or (loss)	7c			
	d Net gain or (loss)					
	8a Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18	8a				
		b Less: direct expenses	8b			
		c Net income or (loss) from fundraising events				
	9a Gross income from gaming activities. See Part IV, line 19	9a				
b Less: direct expenses		9b				
c Net income or (loss) from gaming activities						
10a Gross sales of inventory, less returns and allowances	10a	9,385				
	b Less: cost of goods sold	10b				
	c Net income or (loss) from sales of inventory		9,385		9,385	
Miscellaneous Revenue	11a Miscellaneous income	Business Code	900099	60	60	
	b					
	c					
	d All other revenue					
	e Total. Add lines 11a-11d		60			
12 Total revenue. See instructions		297,737	0	0	9,445	

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.

	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	75,000	67,500	7,500	
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	4,167	4,167		
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9 Other employee benefits	11,497	10,347	1,150	
10 Payroll taxes	6,792	6,150	642	
11 Fees for services (nonemployees):				
a Management				
b Legal				
c Accounting				
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.)	7,216		7,216	
12 Advertising and promotion				
13 Office expenses	34,451	34,451		
14 Information technology				
15 Royalties				
16 Occupancy	14,883	14,883		
17 Travel	4,920	4,920		
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	7,178	7,178		
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	640	640		
23 Insurance	4,875		4,875	
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a Other expenses	12,445	12,445		
b				
c				
d				
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	184,064	162,681	21,383	0
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X

		(A)		(B)
		Beginning of year		End of year
Assets	1 Cash—non-interest-bearing	4,007	1	29,328
	2 Savings and temporary cash investments	80,734	2	170,717
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net		4	
	5 Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges		9	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 3,200		
	b Less: accumulated depreciation	10b 2,506	10c 1,334	694
	11 Investments—publicly traded securities		11	
	12 Investments—other securities. See Part IV, line 11		12	
	13 Investments—program-related. See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets. See Part IV, line 11		15 135	135
16 Total assets. Add lines 1 through 15 (must equal line 33)		16 86,210	17 200,874	
Liabilities	17 Accounts payable and accrued expenses	2,183	17	3,174
	18 Grants payable		18	
	19 Deferred revenue		19	
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		25	
	26 Total liabilities. Add lines 17 through 25		26 2,183	3,174
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input checked="" type="checkbox"/> and complete lines 27, 28, 32, and 33.			
	27 Net assets without donor restrictions	84,027	27	197,700
	28 Net assets with donor restrictions		28	
	Organizations that do not follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 29 through 33.			
	29 Capital stock or trust principal, or current funds		29	
	30 Paid-in or capital surplus, or land, building, or equipment fund		30	
	31 Retained earnings, endowment, accumulated income, or other funds		31	
32 Total net assets or fund balances	84,027	32	197,700	
33 Total liabilities and net assets/fund balances	86,210	33	200,874	