

Omidyar Group - ECHO Summary

Mission: To fill gap in State conservation funding via voluntary contributions of travel industry.

Category: Environment

Contact: Pualena Pakele & Cabot and Nicole Velasco, Co-Founders

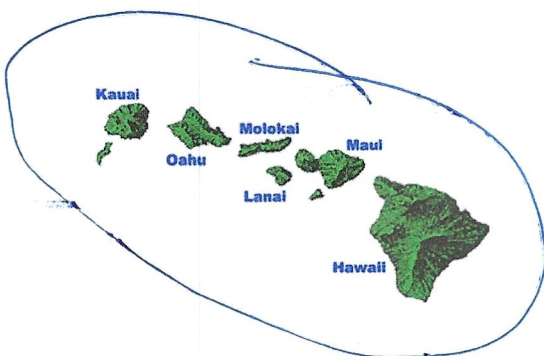
Address: 927 Prospect Street, Suite 902, Honolulu, HI 96822

Grant History: N/A

2025 Request: \$25,000 for general operating support
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Notes:

- Environmental, Conservation & Holistic Offering (ECHO)
- The Omidyar Group (TOG) is fiscal sponsor. E-Bay founder. Global support for change.
- No financials – self-funded by founders. Some issues between original co-founders – now relaunching with complete reorganization and a new co-founder.
- Works with travel industry (airlines, hotels, retail, etc.) to donate a portion of sales towards conservation nonprofits. 5 nonprofits on board – goal is to add more.
- Website.
- Membership tiers.
- Met with Bill Ferguson 4Q 2024.



The Omidyar Group (TOG) is
fiscal sponsor.



Name

Pualena Pakele & Cabot - Co-Founder

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Nicole Velasco - Co-Founder

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Pua & Nicole

Organization Name

ECHO | Environmental, Conservation, & Holistic Offering

www.echohawaii.co

927 Prospect Street #902

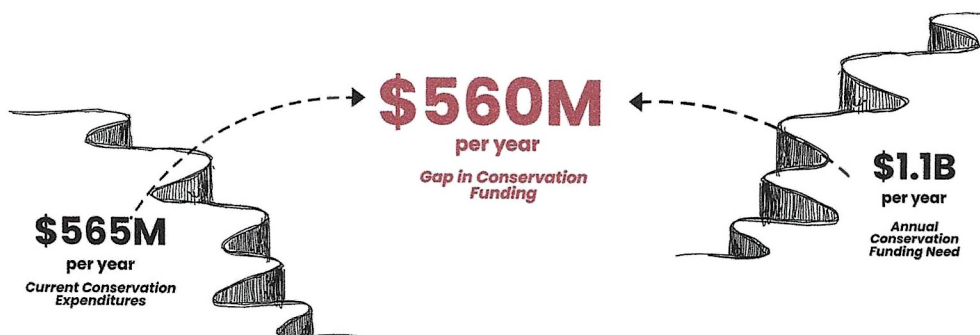
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Met with
Bill 4Q2024

The Problem

Hawaii's natural and cultural resources provide \$6B+ in value to our economy, with travel and tourism as a decades-long beneficiary. However, chronic neglect and underfunded conservation efforts have resulted in an estimated conservation funding gap of \$560M/year.¹

Despite benefitting from 10 million visitors annually, the travel and tourism industry has done little to rebalance the inequity of impact on our 'āina (land, sea).



Our Solution

ECHO provides a path forward for tourism and 'āina as the first-ever Native Hawaiian Women-owned and operated Philanthropy as a Service (PHaaS) solution designed to address the \$560M annual conservation funding gap. As a statewide initiative, ECHO works with travel industry partners (hotel, airline, retail, etc.) to



generate funds for seamless distribution to participating conservation nonprofits, working to sustain 'āina for future generations. ECHO also offers media content creation for participating conservation nonprofits, creating a valuable media library for culturally-appropriate education, community awareness, and digital engagement.

Request for Support - \$25,000

In Summer 2024, ECHO began a restructuring period to overhaul its ownership, legal structure, and visual/digital brand to begin anew. This period was necessitated by the presence of a vision and values misalignment with a previous co-founder.

The space created allowed for Pua Pakele & Cabot to fulfill the role of co-founder. With aligned vision and values, ECHO is actively seeking \$25,000 of funding to energize and finalize overhaul in preparation for a June 2025 relaunch:

- Website - \$5,000.00
 - Move through V.2 and V.3/final buildout of the website; includes completing backend fintech
- Establish Pilot for 2-3 Travel Partners - \$10,000.00
 - Develop and produce full-service ECHO package to engage 2-3 travel industry partners (hotel, airlines, retail, convention/conference)
 - Develop ECHO on-boarding/training module for travel partners
- Formalize Conservation Nonprofit Strategy - \$2,000.00
 - Finalize trust-based application for participating conservation nonprofits and stewards
 - Conduct outreach and recruitment of conservation nonprofits
- Restructure & Establish the Nonprofit - \$3,000.00
 - Includes legal support fees and related filings
- Partial Compensation, Contracts, & Administrative Costs - \$5,000
 - Funding will also help to cover self-funded administrative and production costs

Why the Dorcy Foundation Grant matters

For the last seven years, legislative attempts to establish solutions have failed as the conservation gap continues to grow. Simply put, 'āina and its stewards cannot wait. By contrast, ECHO is poised to pave the way for the travel & tourism industry to generate financial results towards community wealth and shared value.

Built on preceding initiatives and shared learnings, the Dorcy Foundation grant will help ECHO finish the remaining tasks to prepare for its June 2025 relaunch to pilot our model with 2-3 industry partners. While we already have five conservation



nonprofits participating in our first cohort of grantees, we intend to add an additional five organizations using an ahupua'a model of uka (uplands), kula (plains), and kai (sea). As new travel partners join ECHO to grow the funds available, the intention is to have additional cohorts of conservation nonprofit grantees annually.

June 2025 – Relaunch & Pilot

- 2-3 Travel Partners
- Cohort 1: up to 10 Conservation Orgs
- 3 Completed Media Content Features

High Impact and Need for Hawai'i's Natural Capital

The health and sustainability of Hawai'i's communities and economy are closely intertwined with the health of our environment. Despite the importance of Hawai'i's environment to the local economy, only 1% of the State of Hawai'i's annual budget is allocated to natural resource management. Hawai'i's environment is also critical to our tourism sector, the largest contributor to Hawai'i's economy and our competitive advantage as a destination for visitors globally. Our ecosystems – our forests, coral reefs, and our coastal environments – constitute critical natural capital that require investment so the benefits they produce can sustain us now and into the future.²

Fiscal Support

Since we began the restructuring process, ECHO has been self-funded by Pua and Nicole mostly through unpaid labor. As we await our IRS designation (paperwork pending), we are grateful for The Omidyar Group's (TOG) grace of fiscal sponsorship through their Collaborative Support Services. Official IRS documents from TOG are pending and will be sent as soon as possible.



ADDENDUM

Mission & Vision

ECHO seeks to rebalance the inequity between tourism and 'āina. We offer a new funding source for conservation nonprofits and 'āina stewards rooted in reciprocity and trust with travel partners.

ECHO envisions a Hawai'i where the wellbeing of 'āina is supported by tourism that is truly regenerative. By offering an educational and inspirational giving experience, we strive to cultivate a community of conscious travelers and connected industry partners who contribute to the preservation and revitalization of Hawai'i's natural and cultural resources. As the first tech-enabled, community-informed Philanthropy as a Service solution (PHaaS) for tourism, ECHO is positioned to be an evergreen cornerstone in our collective pursuit to protect our home.

Brand Kaona (translation: *hidden meaning*)

ECHO was awoken by the call of the 'ō'ō bird from Kaua'i, an indigenous honeyeater that was officially declared extinct in 2023. Previous to this, the 'ō'ō went 'viral' because of a recording from 1987 that recorded the last call of a male 'ō'ō bird, singing a mating call to a female bird who would never come. The 'ō'ō is a cautionary tale of what is lost when we don't protect what we have.

Our logo and aesthetic pays homage to the last 'ō'ō bird. You can see his head, and his feather patterns depicted throughout the design. It also features a pattern from his wing that represents the sound of his call.

ECHO is our opportunity to answer the 'ō'ō's call.

The ECHO Model

Our model leverages the strength and corporate responsibility of travel and tourism partners in Hawai'i to generate funds for trust-based philanthropy to local conservation nonprofits. Unlike a government mandate, ECHO provides travel and tourism partners self-agency with three membership tiers:

Tier 1: Marketing Partner

- Basic collateral package
- Participating individual patrons receive tax benefit

Tier 2: Direct Donation

- Travel Partner receives tax benefit
- ESG fulfillment
- Access to licensed media content

Tier 3: Pledge + Opt-Out Point of Sale

- Access to licensed media content, training, collateral
- ESG fulfillment
- Partner is responsible for any annual shortfall
- What is a meaningful pledge amount? (ex: Hotels: 5-10% assessed per stay)

Citations

¹A. Hittle, and N. Hedge, "State of Natural Resource Financing in Hawai'i: Current Funding and Future Needs for Climate Resilience," Technical Report prepared for the Care for 'Āina Now Coalition, 2024.

²He Lono Moku State of the Environment Report 2016 and 2017; UHERO Environmental Valuation and the Hawaiian Economy