

**MEMBERS** (as of February 2004):

Aha Pūnana Leo  
Ahahui Mālama i ka Lōkahi  
Ahupua'a Action Alliance  
Ala Wai Watershed Association  
Annette's Adventures  
Bishop Museum  
Boys and Girls Club of Hawai'i  
Center for a Sustainable Future  
Chaminade University  
Conservation Council for Hawai'i  
Environmental Management Advisory Group  
Friends of Hanauma Bay  
Friends of Maunaloa Bay  
Geolinsight International, Inc.  
Hawai'i Assn. of Independent Schools  
Hawai'i Community Services Council  
Hawai'i Conservation Alliance  
Hawai'i Department of Health, Environmental Health Admin.  
Hawai'i Department of Land and Natural Resources  
Hawai'i DLNR Division of Forestry and Wildlife  
Hawai'i DLNR Division of Aquatic Resources  
Hawai'i Ecotourism Association  
Hawai'i Island Paddlesports Assn.  
Hawai'i Nature Center  
Hawai'i Society of American Foresters  
Hawaiian Islands Humpback Whale National Marine Sanctuary  
Helping Hands Hawai'i  
Honolulu Botanical Gardens  
Honolulu Zoo  
Ho'olono  
Hui Nalu Canoe Club  
Iliahi Foundation  
I mua Canoe Club  
Kaho'olawe Island Reserve Commission  
Kai Makana  
Kamehameha Schools  
Kaulunani  
Kawa'amaukele  
Ko'olau News  
Kuaihelani Productions  
Kuamo'o  
Leeward Community College –Pearl Harbor 21 Service Leadership Program  
Marimed Foundation  
Mo'ike  
National Park Service  
Native Books  
Native Pathfinders, Inc.  
Northwestern Hawaiian Islands Coral Reef Ecosystem Reserve  
Office of Environmental Quality Control  
Outdoor Circle  
Pacific Health Consulting  
Pacific Islanders in Communication  
Papa Ola Lōkahi  
Performing Fine Artists for World Peace  
Polynesian Voyaging Society  
Pono Pacific  
Queen Lili'uokalani Children's Center, Honolulu Unit  
State Office of Planning, Coastal Zone Management Hawai'i  
State Volunteer Services, Office of the Governor  
Taro Resource Center for Integrated Agriculture  
Tropical Reforestation & Ecosystems Education Center  
The Nature Conservancy of Hawai'i Trilogy  
U.H. Center for Conservation Research and Training  
U.H. Center for Hawaiian Studies  
U.H. CTAHR, Dept. of Natural Resources and Env. Mgmt.  
U.H. Curriculum Research and Development Group  
U.H. Pacific Coop. Studies Unit  
U.H. School of Ocean and Earth Science Technology  
U.H. Sea Grant College Program  
U.S. Fish and Wildlife Service  
U.S. Geological Survey, BRD  
Waikiki Aquarium  
YWCA SAVE



Mālama Hawai'i  
*"To Care for and Protect Hawai'i"*

MĀLAMA HAWAII--meaning *"to care for and protect Hawai'i"* -- is a partnership of organizations, community groups, and individuals dedicated to Hawai'i's future. We believe that caring for our home, the place we love, enriches our lives, and it is our responsibility to hold our islands in good stewardship for our children. By working together MĀLAMA HAWAII aims to shape public consciousness about the uniqueness of our islands-- our special people, natural environment, history and cultures-- and the need to actively care for Hawai'i now and for generations to come.

Through strategic networking, public awareness campaigns, educational programs, website development, community surveys, events, demonstration projects and other activities, MĀLAMA HAWAII will support the good work already being accomplished in our communities. MĀLAMA HAWAII will also serve as a catalyst for shaping a common vision and shared values that reconnect Hawai'i's people to our rich heritage and inspire a desire to make positive contributions to Hawai'i's future.

Our islands are our canoe. By working toward a common vision of community stewardship, we can safely navigate our course to ensure that the destination we reach is the one we seek.

**VISION:** That Hawai'i, our special island home, be a place where the people, land and sea are cared for, and communities are healthy and safe.

**MISSION:** To inspire, and be inspired by, the people of Hawai'i to mālama (care for) our island home, through a partnership that enriches our lives and our children's future. Our work will integrate the environment, health, education, justice, culture and the economy; and celebrate the strength of community.

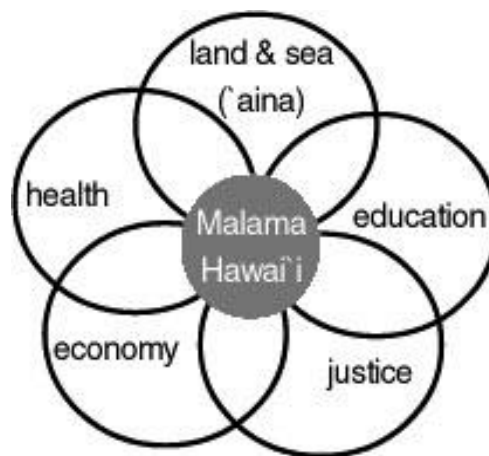
**GUIDING HUMAN VALUES:** (*in english and the language of our host culture*)

To Care for, Protect	MĀLAMA
To Love, have Compassion, Respect	ALOHA
To Share with each other, be Generous	LOKOMAIKA'I
To be Healthy	OLAKINO MAIKA'I
To take Responsibility	HO'OKULEANA
To seek Knowledge	'IMI 'IKE
To Nurture a deep sense of Justice	NA'AU PONO

Our work is grounded in the beliefs that:

- Caring for our home, the place we love, enriches our lives.
- Living on islands requires balancing and integrating human needs with the limits of nature.
- Quality of life is physically and spiritually linked to the land and sea, which connect us to our ancestors and to all the generations that will follow.
- We must hold our islands in good stewardship for our children.
- The universal values and traditions of Native Hawaiians, our host culture, be recognized, respected and perpetuated.
- It is important to act upon and provide positive and accurate information in all we do.
- Our success will be based on our ability to remain inclusive and trustful of one another.
- Our directions and strategies will be determined by the needs and wants of our community.
- Community-based initiatives will transform Hawai'i.
- We will take action that increases public awareness and produces useful results.

The figure below portrays MĀLAMA HAWAII'S effort to connect the critical elements of a healthy society.



**OUR APPROACH:** We understand that decisions made about Hawai'i's future largely depend on attitudes and values shaped today. In recognition of the enormous task ahead, we will approach our work in phases. Initially, our efforts focus on building public knowledge and shaping attitudes about the value of Hawai'i's irreplaceable natural environment. Through our work we hope to inspire people to change personal and group behavior, and provide opportunities for the public to actively care for Hawai'i's oceans, beaches, reefs, streams, forests, and native wildlife. Our longer-term aim is to translate this stewardship ethic into increased funding and political support for conservation efforts.

Although our initial efforts focus on stewardship of Hawai'i's natural heritage, a vital component of MĀLAMA HAWAII is to reach out to other community sectors to broaden and deepen our partnership and to integrate our work with other initiatives. In the first two years we will concentrate on: building partnerships; developing an interactive, dynamic website; conducting strategic research and pilot test messages and activities; and designing and preparing to launch 'signature' public awareness initiatives.

MĀLAMA HAWAII'S special contribution lies in its ability to find and develop common strategies among individuals and organizations who share fundamental values, but work in separate disciplines and have a singular rather than an integrated approach to problem solving. It is our belief that there is great strength in collaboration. It is our hope that by nurturing communication and creating partnerships across diverse segments of our community, we will build fresh, new, effective approaches to the challenges which Hawai'i faces.

As an organization, we are founded on trust and act as a 'hui.' We intend MĀLAMA HAWAII to be modest in structure, managed by a small group of advisors and shared staff. We aim to remain flexible and inclusive and do

not intend to incorporate as a separate 501(c)3 not-for-profit organization. We will manage our assets through partner organizations to avoid competition with our partners.

**JOINING MĀLAMA HAWAĪ I:** As a participant-driven coalition, MĀLAMA HAWAĪ I offers two ways to join: as an organization (non-profit, government, or private organization or community group), or as an individual. All partners pledge to support efforts to fulfill the vision and mission and achieve the goals and objectives of MĀLAMA HAWAĪ I by signing a Memorandum of Understanding (MOU), and to work cooperatively to reach those ends. All partners will work actively to draw others into the initiative. Those who sign the MOU join a voluntary network of people and organizations who share common goals and come together to achieve these goals through cooperation and collaboration.

Among other benefits, partners share exclusive use of the MĀLAMA HAWAĪ I trademark and logo. The trademark is our signature, a seal of approval, a recognized symbol, to give credibility and weight to our campaigns and activities.

**PARTICIPATION:** Any individual or organization may participate in MĀLAMA HAWAĪ I in many ways. Partners may provide funds or in-kind services to develop and deliver MĀLAMA HAWAĪ I's public awareness activities (public service announcements, paid advertising, events, displays, educational materials or programs, website, and curricula); commit resources (time, volunteers, supplies, products, expertise, dollars) to partnership projects and activities; join one of several work groups that have formed (e.g. market research, website development, events etc.); participate in meetings, events, and other activities of their choice; or participate in decision-making through the Coordinating Group.

Partners are encouraged to prepare and submit a Statement of Commitment within the first 30 days of joining, specifying the activities and resources the organization might contribute toward MĀLAMA HAWAĪ I's vision, mission and activities. The Statement may be updated periodically.

MĀLAMA HAWAĪ I provides opportunities:

1. To work cooperatively to follow MĀLAMA HAWAĪ I's vision, mission, and guiding human values.
2. To achieve goals collaboratively by partners: (a) supporting an individual partner's activities; (b) working together toward already established shared goals; and (c) discovering and accomplishing new joint goals.
3. To support collectively those projects and efforts the partnership decides are critical.
4. To enhance the activities of partners through the direct support of other partners.
5. To identify and develop funding sources.
6. To share exclusive use of the MĀLAMA HAWAĪ I trademark and logo for activities which further MĀLAMA HAWAĪ I vision, mission, values, and approach; provided, however, that any use of the logo or trademark requires the prior written approval of MĀLAMA HAWAĪ I.
7. To be identified as a primary supporter of a comprehensive, multi-organizational effort to 'mālama' Hawai'i.
8. To be seen as a responsible civic partner that cares about Hawai'i's future.



## MEMORANDUM OF UNDERSTANDING

**VISION:** That Hawai`i, our special island home, be a place where the people, land and sea are cared for, and communities are healthy and safe.

**MISSION:** To inspire, and be inspired by, the people of Hawai`i to mālama (care for) our island home, through a partnership that enriches our lives and our children's future. Our work will integrate the environment, health, education, justice, culture and the economy; and celebrate the strength of community.

**GUIDING HUMAN VALUES:** *(presented in both english and the language of our host culture)*

To Care for, Protect	MĀLAMA
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To seek Knowledge	`IMI `IKE
To Nurture a deep sense of Justice	NA`AU PONO

THEREFORE, WE PARTNERS OF MĀLAMA HAWAI`I AGREE:

1. To work cooperatively with other partners to follow our vision, mission, and guiding human values;
2. To engage in activities consistent with MĀLAMA HAWAI`I's vision, mission, and values and that are beneficial to other partners;
3. To exchange knowledge and information among partners and to communicate in a way that builds trusting relationships;
4. To work actively to draw new partners to MĀLAMA HAWAI`I;
5. To share responsibility in obtaining support for MĀLAMA HAWAI`I activities;
6. To use the MĀLAMA HAWAI`I logo to build recognition for projects serving the community, but to use it only after obtaining prior written approval from MĀLAMA HAWAI`I;
7. To develop and implement with other partners, as appropriate, specific agreements and working plans for individual projects of mutual interest.

WE, a MĀLAMA HAWAĪ'I **ORGANIZATIONAL** PARTNER, support the vision, mission, and guiding values of MĀLAMA HAWAĪ'I and execute this Memorandum of Understanding in cooperation with others to begin realizing these goals in our community.

Partner \_\_\_\_\_

By \_\_\_\_\_

Its \_\_\_\_\_

Date \_\_\_\_\_

OR

I, as a MĀLAMA HAWAĪ'I **INDIVIDUAL** PARTNER, support the vision, mission, and guiding values of MĀLAMA HAWAĪ'I and execute this Memorandum of Understanding in cooperation with others to begin realizing these goals in our community.

Partner signature: \_\_\_\_\_

Partner name (please print): \_\_\_\_\_

Date \_\_\_\_\_

\*Note: Signing the Memorandum of Understanding does not legally obligate or restrict any partner's activity. A partner may not unilaterally obligate, or claim to obligate any other partner. Any partner may withdraw from the MOU on 30 days prior written notice to MĀLAMA HAWAĪ'I. Likewise, MĀLAMA HAWAĪ'I may end a relationship with a partner upon a 2/3 vote of the partners present at an announced meeting of the partners.

**MĀLAMA HAWAI`I PARTNER INFORMATION (Individual)**

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Ph: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

I will join MĀLAMA HAWAI`I as a partner and agree and support the vision, mission, values, and approach of the partnership.

I choose to join MĀLAMA HAWAI`I because:

SIGNATURE: \_\_\_\_\_

Dated: \_\_\_\_\_

