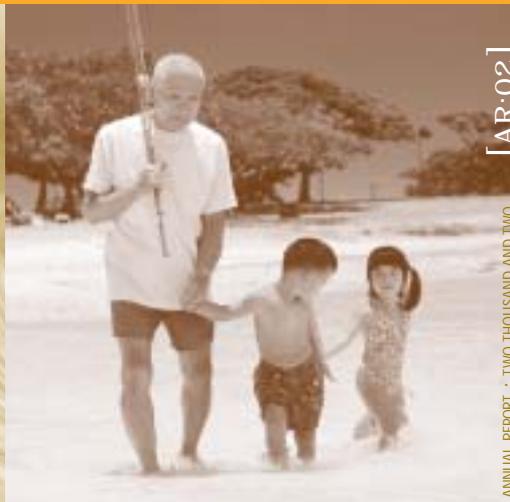


2002



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ANNUAL REPORT : TWO THOUSAND AND TWO



| HMSA FOUNDATION ANNUAL REPORT

| taking care of our own |







**ALOHA,**

In challenging times like these, HMSA strives to help our community rebound, uplifted by the realization that challenging times often bring out the best in each of us. For example, the Foundation supports local community health projects, safety net providers, research and innovation. As HMSA's primary charitable giving arm, the Foundation was established to improve health in Hawai'i.

In 2002, we saw hospital, physician and drug costs outpace HMSA dues income. Health care costs and use of benefits are growing at an alarming rate. While HMSA is taking steps, such as focusing on disease management, managing drug costs, and prevention, to maintain affordable health care benefits, success depends on all those who have a stake in health care getting involved. It is important that we work together to ensure the viability and success of Hawai'i's health care system.

This report describes the agencies we supported last year and how they are helping to carry out the important work of addressing Hawai'i's most pressing health care needs. Last year, the Foundation provided financial assistance to 37 grant recipients, including The Hawai'i Uninsured Project; collaborations with the University of Hawai'i; *Health Trends*, a

statistical chart book of health data; and Safety Net, a support system for community-based providers. Our strategic grantmaking program follows specific goals and guidelines, working closely with grant recipients to help them achieve their project objectives. This is one way we ensure that our investments have the greatest impact on our community.

Given the state's current economic conditions, such support has never been more important. We have a proud tradition of taking care of our own. We understand that strong, healthy communities are built upon the unique contribution of each member. Likewise, by investing in our community, we guarantee our personal happiness and well-being. We are proud to be part of the ongoing effort to improve the health and well-being of our Hawai'i community. The need is constant; so, too, is our commitment.

**SINCERELY,**

A handwritten signature in dark ink, reading "Robert P. Hiām".

**ROBERT P. HIAM  
PRESIDENT  
HMSA FOUNDATION**

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### THE HAWAI'I UNINSURED PROJECT

The nation's uninsured population is growing rapidly and statistics show that Hawai'i is no exception. In just over a decade, Hawai'i's uninsured rate more than doubled—growing from just 4 percent in the early 1990s to 10 percent in 2001.

In 2000, the HMSA Foundation made a three-year commitment to fund The Hawai'i Uninsured Project (HUP), a statewide collaboration dedicated to dramatically reducing the number of people in Hawai'i without health insurance. Housed and staffed by the Foundation, HUP quickly established itself as a leader on issues of the uninsured. In a short period of time, it garnered the support of a diverse constituency and developed a community-based plan for action. HUP's growth far exceeded the scope of normal Foundation operations, so in the spring of 2002, the Foundation transferred management responsibility for the project to a local nonprofit with a similar approach to policy development—one that is based in research and analysis.

### HIGHLIGHTS OF 2002

- Received a \$1.1 million grant from the Health Resources and Services Administration (HRSA) State Planning Grants Program of the U.S. Department of Health and Human Services. Through this grant, HUP and its partners at the University of Hawai'i are able to conduct in-depth research on Hawai'i's uninsured, which includes modeling potential solutions to expand coverage and determining the social and economic impacts of various options.
- At the Coverage for All Design Forum, a cross-section of experts representing business, government, labor and health plans came together to review recommendations from HUP's Policy Summit, community discussions and key leader meetings. This group generated a comprehensive strategy to ensure that all residents of Hawai'i have access to health coverage.
- Management of HUP was turned over to the Hawai'i Institute for Public Affairs, a non-partisan, non-governmental public policy think tank dedicated to providing research, analysis and recommendations on issues facing Hawai'i.
- Awarded one of three Robert Wood Johnson Foundation Demonstration Grants to implement a menu of coverage options that would provide access to coverage for all people in Hawai'i. Hawai'i was awarded \$1.3 million over a three-year period.

The Hawai'i Uninsured Project, which began as just a good idea, is now poised to bring about changes necessary to ensure that all people in Hawai'i have access to the health care that they need.

### COMMITMENT TO COMMUNITY HEALTH CARE

Community health centers provide essential services to the most vulnerable members of our society and play a critical role in assessing the health and well-being of our communities. They provide a wide range of medical, dental and behavioral health services through highly qualified practitioners while remaining fully accessible to ensure that residents' health needs are addressed.

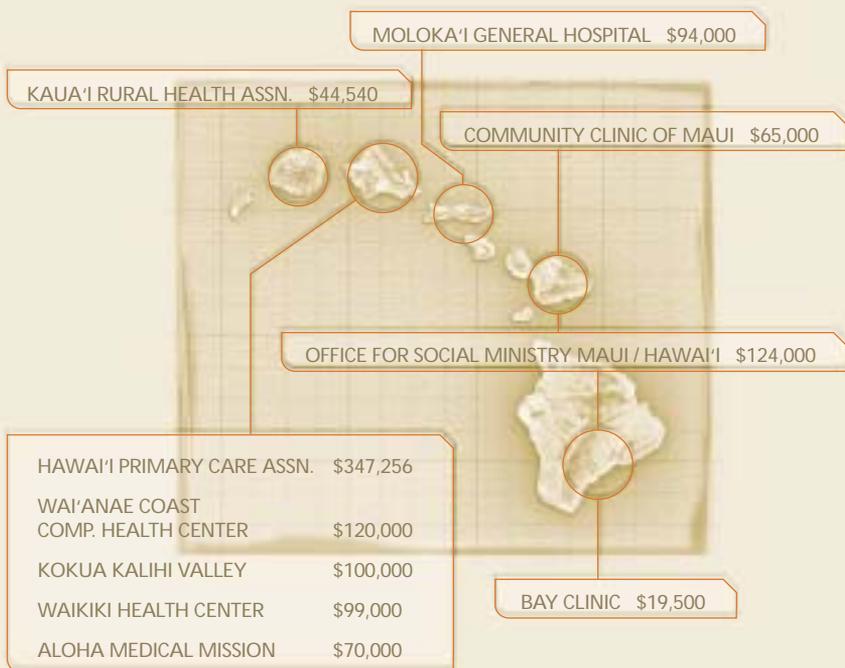
As the numbers needing care rise and resources diminish, health centers struggle to maintain service for all who enter their doors. The HMSA Foundation has always supported health centers through program and capacity building grants so that they may continue to provide quality care to Hawai'i's people for many generations to come.

### SUPPORT FOR END-OF-LIFE INITIATIVES

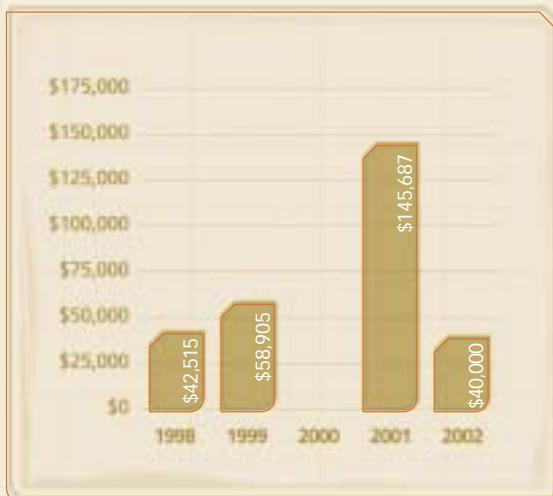
As our population ages, end-of-life issues become more relevant to Hawai'i's families. In recognition of this, the Foundation funded initiatives that will enhance compassionate care for those who are dying and their loved ones. Over the past five years, more than a quarter of a million dollars has been dedicated to end-of-life care programs. These include:

ORGANIZATION	GRANT	DESCRIPTION
Hawaiian Islands Hospice Organization	Kokua Mau Planning Grant, \$15,000	To hire a planning consultant to develop a coordinated plan of action for a partnership of agencies focusing on end-of-life issues.
State of Hawai'i, Executive Office on Aging	Kokua Mau Project, \$25,000	To coordinate public and professional education to improve end-of-life care in Hawai'i.
University of Hawai'i, Center on Aging	Appropriate End-of-Life Care, \$130,687, 3 years	To develop, test and provide training to improve end-of-life care for older adults in nursing homes.
University of Hawai'i, Center on Aging	Care for the Dying, \$58,905	To provide training through local churches to strengthen their ability to support dying parishioners and families, increase their comfort in supporting people dying in their homes, and extend resources to families who endeavor to keep a dying person at home.
University of Hawai'i, School of Public Health	Education and Research in Churches with Ethnic Minority Groups, \$42,515	To support education and research in churches with ethnic minority groups to improve end-of-life care.

COMMUNITY HEALTH CARE GRANTS (1998-2002)



END-OF-LIFE CARE GRANTS (1998-2002)



## GRANTMAKING PRIORITIES/HIGHLIGHTS IN 2002

The HMSA Foundation believes that building partnerships with community and government organizations will lead to a stronger 'ohana. That's why the Foundation sees itself as an equal partner in the quest for a healthier Hawai'i.

Yet, the needs of society are far too complicated to blindly throw money at problems. Instead, the Foundation actively pursues opportunities where many organizations combine strengths and approach problems creatively and efficiently. Toward that end, Foundation staff members offer assistance whenever possible in funding strategies, project design, partnership formation, grant writing and organizational capacity building. As a charitable organization, the Foundation recognizes that partnerships are our best chance for making meaningful contributions to our community.

The HMSA Foundation is especially interested in funding programs that have clear and logical plans, show promise of key stakeholder support, leverage local moneys to obtain grants from outside of Hawai'i, are innovative and replicable, and build the capacity of our local organizations and institutions. The following projects are a few ongoing examples of the Foundation's community partnerships.

### Health Promotion and Disease Prevention

To promote a healthy lifestyle and prevent injury and disease.

- Safety/injury prevention
- Substance abuse prevention
- Physical activity promotion
- Nutrition
- Disease-specific education
- Clinical preventative services
- Improving quality of prevention programs

### HIGHLIGHTS

To understand how the HMSA Foundation can best improve the lives of people living in our communities, we work collaboratively with research organizations to track health trends and to collect data

for the development of preventative programs. The Hawai'i Health Information Corporation (HHIC), Hawai'i's leading health care information organization, is one such organization.

HHIC's mission is to collect, analyze and disseminate statewide data to support the health care community's continuous efforts to improve quality and cost-efficiency. Their High Cost of Birth project uncovered the following: Of approximately 17,400 babies who are born in Hawai'i each year, about 3,000 babies are medically classified as "sick babies." While sick babies represent just 17 percent of the babies born each year, they account for more than 76 percent of the total newborn hospital charges. In 2000, hospital charges associated

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with these sick babies exceeded \$53 million, much of which is absorbed as bad debt by the hospitals. The project has identified causes for these newborn health problems and many of them are considered preventable. Information from HHIC's project will be used by organizations specializing in prenatal programs to design new prevention initiatives as well as to improve existing programs and policies.

#### Access to Health Care

To improve access to high quality, affordable health care.

- Service planning and care coordination
- Outreach initiatives
- Programs for the uninsured

#### HIGHLIGHTS

Community health centers act as a safety net by providing care to the indigent, homeless and uninsured. One such center, Aloha Medical Mission, has operated in Hawai'i for the past 12 years, providing free medical services to individuals with no health insurance and no financial means of paying for care. Through a grant from the Foundation, the clinic was able to move to Palama Settlement and expand its services to include dental care. Volunteer physicians, nurses, dentists, assistants and administrative staff enable the clinic to provide high quality care with low overhead costs.

The Community Clinic of Maui is the primary provider of health care for the underserved and uninsured on the island. They tend to the needs of the community through programs such as the one funded by the Foundation to provide breast and cervical cancer screenings to high-risk women—women who have a greater risk for developing these cancers due to age, yet with limited access to free services.

#### Health Care Delivery System

To maintain and improve the quality of health care services available to Hawai'i residents.

- Health care delivery models
- Provider delivery systems network
- Financing and reimbursement
- Disease management
- Measurement and quality improvement
- Performance measurement
- Data collection and analysis
- Consumer/patient satisfaction

#### HIGHLIGHTS

In recent years, there has been growing interest and use of complementary and alternative medicine, yet relatively little information is available for consumers to evaluate the safety and effectiveness of such treatments. In response, the Hawai'i State Consortium for Integrative Health Care (HSCIHS) established a fund to improve the quality of health care by facilitating integrative health research and education among the academic, insurance, hospital, government, health professional and health tourism sectors. Through a grant from the Foundation, HSCIHS will develop a statewide research agenda on the use of complementary and alternative medicine, continue to foster relations among local and national researchers, and design collaborative research projects for the benefit of people in Hawai'i.

With the physician population nearing retirement age and few in line to take their place, three medical facilities on the Big Island got together to develop a proactive plan. Hilo Medical Center, Kona Hospital Foundation, and North Hawai'i Community Hospital presented a coordinated proposal to the Foundation for an accounting of physi-

cians and specialists in practice on the island. With this information in hand, the hospitals will be able to prepare for future needs and continue providing comprehensive services to the community.

#### **General Social Welfare and Healthy Communities**

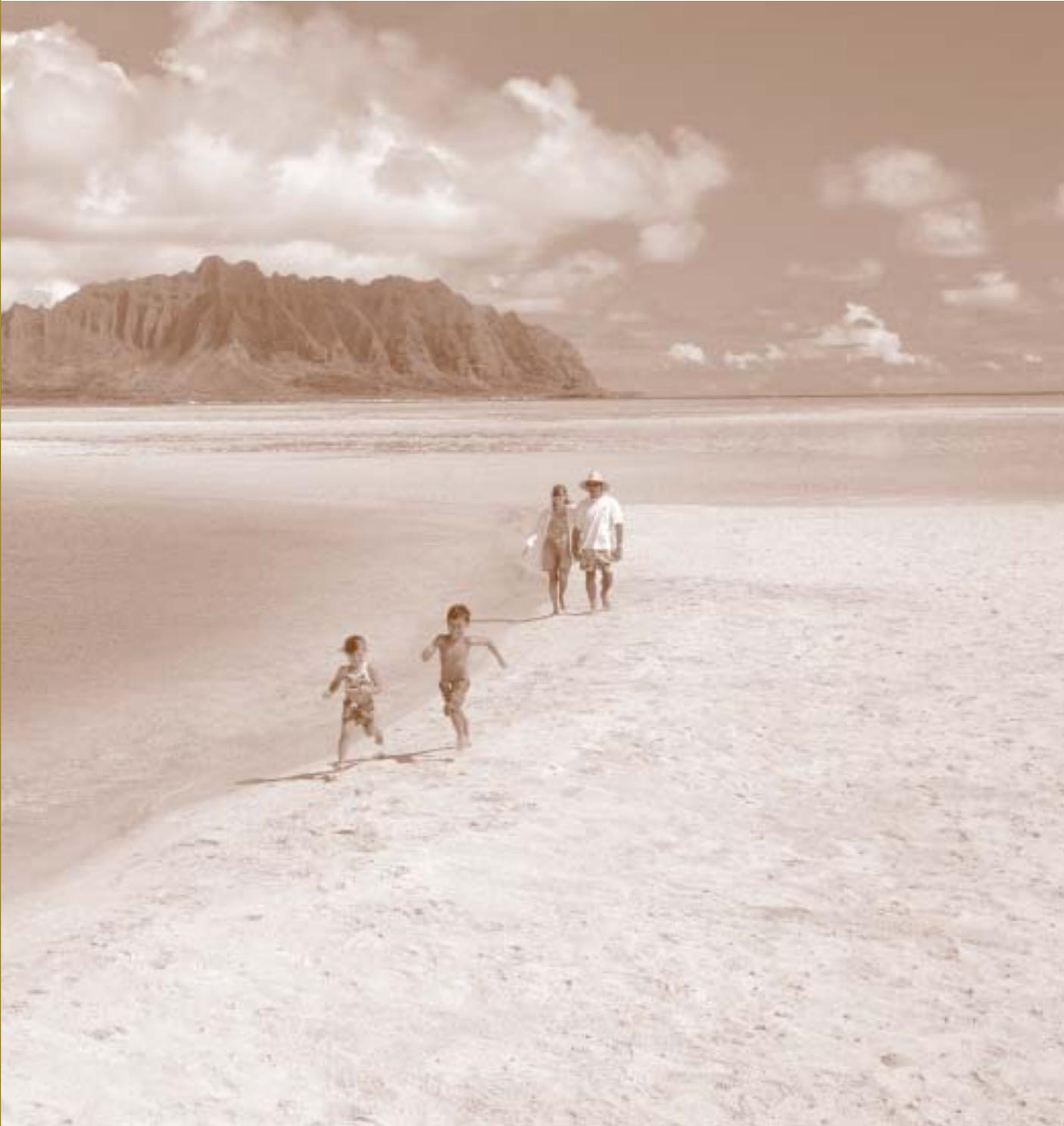
To support local community programs and activities that promote overall social welfare and healthy communities.

- Domestic violence/child abuse prevention
- Emergency assistance
- Information and referral
- Community development

#### **HIGHLIGHTS**

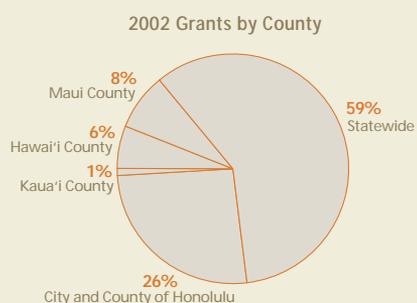
The transition from adolescence to adulthood can be daunting, but add to that other challenges that teens sometimes face such as sexual abuse, domestic violence, teen pregnancy or severe depression and it becomes overwhelming. Hui Malama Learning Center is working with high-risk youth in Central Maui to develop competencies that foster resiliency, which will prepare them to lead healthy lives as capable and caring members of their family and community.

Dating violence among teens is more common than is generally recognized. With support from the Foundation, the Domestic Violence Clearing House is able to take their Teen Alert program statewide. Through this awareness program, teens, parents and youth advisors will be taught about the potential for violence in relationships and shown where they can turn for help.



## GRANTS BY COUNTY & PROGRAM AREAS IN 2002

The Foundation is committed to supporting programs that will advance the health of people in Hawai'i both on a statewide level and in the communities where they reside. In 2002, the Foundation distributed \$1.4 million in four health-related program areas across the state.



## 2002 GRANT RECIPIENTS

<b>Aloha Medical Mission, Year 1 of 3</b> Relocate the health clinic and expand dental services for homeless and indigent residents	\$ 35,000
<b>Art Calendar Hawai'i (ARTCH) Database</b> Create greater awareness of the Hawai'i Organ/Tissue Donor Family Support Group	\$ 5,000
<b>Community Clinic of Maui</b> Provide cervical and breast cancer screenings for underserved and uninsured women on Maui	\$ 20,000
<b>Diabetes Network of Hawai'i County</b> A community-initiated effort to increase knowledge about nutrition and diabetes care among families and children	\$ 10,000
<b>Domestic Violence Clearinghouse</b> An outreach program to help teens prevent and/or cope with a violent dating situation	\$ 20,000
<b>Hawai'i Community Foundation, Year 4</b> Agenda for Building Communities Fund: A hui of funders collaborating to support grassroots community building efforts	\$ 50,000
<b>Hawai'i Community Services Council</b> The Hawaii Uninsured Project: Facilitate the transfer of administrative and programmatic activities from the HMSA Foundation to the Hawaii Institute for Public Affairs	\$ 89,000
<b>Hawai'i Health Information Corporation, Phase 3</b> High Cost of Birth: An evidence-based study to identify and prevent adverse health outcomes in newborns	\$ 49,095

<b>Hawai'i Health Systems Foundation</b>	<b>\$ 15,000</b>
Maluhia Long-Term Care Health Center: To develop evaluation measures for long-term care services in Hawai'i	
<b>Hawai'i Institute for Public Affairs</b>	<b>\$ 40,000</b>
The Hawai'i Uninsured Project: Support for a community convening to discuss strategies for reducing the number of uninsured people in Hawai'i	
<b>Hawai'i Poison Center, Year 3 of 3</b>	<b>\$ 50,000</b>
Maintain an information hotline and poison prevention programs for schools, families and community groups	
<b>Hawai'i Primary Care Association</b>	<b>\$ 10,000</b>
Global Public Health Conference: To facilitate greater public health dialogue and collaboration, and to promote leadership in the Pacific public health community	
<b>Hawai'i Primary Care Association, Year 3 of 3</b>	<b>\$ 24,304</b>
Hawai'i Covering Kids: To collect and compile data on the number of uninsured children and youth in Hawai'i	
<b>Hawai'i Primary Care Association, Year 1 of 4</b>	<b>\$ 33,000</b>
Hawai'i Covering Kids: Support for pilot projects in Kahuku and Kaua'i to establish seamless health insurance eligibility and renewal processes for Hawai'i's keiki	
<b>Hawai'i State Consortium for Integrative Health Care</b>	<b>\$ 5,000</b>
Healing in Paradise II: A public symposium with panel discussions on the role of complementary and alternative medicine in Hawai'i	
<b>Hawai'i State Consortium for Integrative Health Care</b>	<b>\$ 49,000</b>
Facilitate complementary and alternative medicine research and education within Hawai'i's health community	
<b>Hawaiian Islands Hospice Organization</b>	<b>\$ 15,000</b>
Kokua Mau: Develop a coordinated plan of action among an alliance of agencies focusing on end-of-life issues	
<b>Hilo Medical Center</b>	<b>\$ 5,000</b>
Survey the number of health providers and assess future physician needs for the island of Hawai'i	
<b>Hui Malama Learning Center</b>	<b>\$ 7,500</b>
A counseling program to help high-risk youth on Maui foster resiliency skills and transition successfully into adulthood	
<b>Kapi'olani Medical Center for Women &amp; Children, Year 3 of 3</b>	<b>\$ 68,573</b>
Determine the impact of treatment on the cognitive functioning of children with acute leukemia	
<b>Kona Hospital Foundation</b>	<b>\$ 5,000</b>
Survey the number of health providers and assess future physician needs for the island of Hawai'i	
<b>North Hawai'i Community Hospital, Inc.</b>	<b>\$ 5,000</b>
Survey the number of health providers and assess future physician needs for the island of Hawai'i	
<b>North Hawai'i Women &amp; Children's Services</b>	<b>\$ 25,000</b>
An evidence-based pregnancy prevention and life skills program for adolescents in North Hawai'i	

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Office for Social Ministry Support for mobile van units to provide medical and dental services to uninsured and underserved people in Maui and Hawai'i	\$ 49,500
The Queen's Medical Center Develop statewide resources for the advancement of patient safety measures within the health care delivery system	\$ 60,000
The Queen's Medical Center A Continuing Medical Education program on tobacco use and dependency	\$ 6,000
State Health Planning and Development Agency Study the transportation needs of Hawai'i County residents who require behavioral health services and treatment	\$ 25,000
State of Hawai'i, Executive Office on Aging Kokua Mau: Coordinate public and professional education to improve end-of-life care in Hawai'i	\$ 25,000
St. Francis Medical Center Develop a standard model of care to reduce infection and hospitalization rates of patients with end stage renal disease through focused case management services	\$ 100,000
Straub Foundation Waimanalo Keiki Asthma Fair to teach keiki with asthma and their families how to better manage the disease	\$ 10,000
University of Hawai'i, College of Business Administration Analyze causes of and develop solutions to inappropriate antibiotic prescription behavior among physicians	\$ 64,577
University of Hawai'i, Department of Kinesiology & Leisure Science, Year 3 of 3 Design a physical fitness curriculum—uniquely tailored to the needs of Hawai'i's keiki—to help reduce and prevent obesity in the Islands	\$ 119,240
University of Hawai'i, Laboratory of Intelligent and Parallel Systems, Year 2 Create a secure Web-based diabetes reporting and a management support system for patients and their physicians	\$ 75,008
University of Hawai'i, Maui Community College Develop a career ladder education program for dental assistants to dental hygienists and establish a community-based oral health center	\$ 24,950
University of Hawai'i, School of Social Work, Year 3 Ho'ola ia o Na Kupuna 'Ihi (Preserving and Respecting our Elders): A multi-site curriculum development project in gerontological social work emphasizing interdisciplinary practice and cultural competence	\$ 48,770
Waikiki Health Center Maintain primary care services for indigent and uninsured patients on the north shore of O'ahu	\$ 49,000
YWCA of Kauai Coordinate a multi-system, sexual assault response team to provide a victim-centered approach to reporting and care	\$ 16,058

### **PUBLICATION: HEALTH TRENDS IN HAWAI'I**

*Health Trends in Hawai'i* is a biennial publication that covers the entire spectrum of subjects relating to health care demographics, health status, the health marketplace, health resource availability, and utilization. The Foundation supports this biannual publication as a means of providing objective, reliable health care data in an easy-to-use format for use by businesses, organizations and governmental agencies in making decisions and setting policies. As a public service, the Foundation and HHIC distributes 1,500 print versions throughout Hawai'i every other year and maintains an online version at [www.healthtrends.org](http://www.healthtrends.org). The online version contains information that is not included in the print version and is consistently updated by HHIC.

### **GRANT APPLICATION GUIDELINES**

#### **MISSION**

The mission of the HMSA Foundation is to extend HMSA's commitment to providing access to cost-effective health care services; health promotion, education and research; and the promotion of social welfare.

#### **HISTORY**

The HMSA Foundation is a private foundation established in 1986 by the Hawaii Medical Service Association to stimulate research aimed at some of the pressing issues that confront Hawai'i's health care industry. Through grantmaking, strategic initiatives, publications, and community-wide programs, the Foundation is dedicated to improving health in Hawai'i.

In response to tough economic times and the ever-growing need for education, research, information

and financial support to help people understand and adapt to the rapidly changing health care market, the HMSA Foundation established a grantmaking program in 1997. The HMSA Foundation provides a vehicle by which HMSA can invest resources in a cost-effective manner to enhance the overall health and quality of life for the communities we serve.

The Foundation's current four program areas are general social welfare and healthy communities, access to health care, health promotion and disease prevention, and health care service delivery. In all its programs, the Foundation emphasizes the quality of health care.

#### **GRANTMAKING PROCESS**

The process for obtaining a grant from the HMSA Foundation is a competitive one. Each quarter, many more requests are received than can be funded and, thus, the Foundation board must often decline good proposals. The board members select those projects that they believe are the most meritorious and most closely fit the Foundation's purpose.

It is to your advantage to contact the Foundation office before you submit a proposal. The Foundation staff will gladly assist you and answer any questions prior to application. After your grant proposal is submitted, you will receive an acknowledgement letter. The Foundation staff may then schedule a site visit or call for additional information. The grant proposal will be placed on the quarterly docket for decision-making at the next board meeting. Board meetings are regularly scheduled in March, June, September and December. Experts from HMSA and the community at-large are often enlisted to give advisory comments.



### ELIGIBILITY & LIMITATIONS

In general, the Foundation only makes grants to organizations which are tax-exempt 1) because they are a unit of government or 2) because they are a 501(c) 3 type of organization that is not a private foundation. The Foundation does not make grants to individuals.

The Foundation does not generally support requests for endowments, development campaigns, scholarship funds, lobbying or voter registration funds. A flat rate of 5 percent of total indirect costs will be allowed.

Grants usually run for one year. Funding amounts and grant periods should be commensurate with the size and scope of the activity. Contact the Foundation staff to discuss the project before finalizing your request.

### WHAT WE LOOK FOR

**Most likely to be funded:** Research projects, demonstration projects, organizational or community capacity building efforts, start-up programs.

**Less likely to be funded:** Newly formed organizations, event support.

**Unlikely to be funded:** General program support, general organizational support, capital improvement projects, "emergency" support.

Particular consideration will be given to projects that:

- Have clear, logical, realistic plans
- Are led by strong, proven organizations and individuals

- Already have support of key stakeholders (clients, community, intended partners, etc.)
- Leverage HMSA Foundation funds to acquire or match grants from outside of Hawai'i
- Employ an innovative approach to the defined problem
- Suggest opportunities for replication
- Have realistic plans for long-term sustainability
- Build an organization's own capacity to carry out its mission in the future
- Advance the quality of health care for the residents of Hawai'i

### HOW TO APPLY

Anyone interested in applying for a grant should contact the HMSA Foundation staff at least two weeks before the due date. The staff may be able to assist you in refining your project and proposal.

Because outcome-based evaluation is pervasive in the field, the HMSA Foundation believes it is important to use consistent terminology. Unfortunately, grantmaking jargon too often hinders good projects. In simple terms, the basis for any proposal is to answer the following questions: 1) Why is your project important? 2) What exactly do you plan to do? 3) What difference will you make? 4) How will we know you have made that difference? 5) Why is your organization able to achieve this plan? 6) How much will it cost?

The grant proposal should be organized as follows:

1. Cover sheet (obtain from HMSA Foundation or Web site: [hmsafoundation.org](http://hmsafoundation.org))
  2. Proposal on organization's letterhead (no more than eight pages)
    - Statement of need. What is the desired long-term effect of your project and why is it so important that it have this effect? Stronger proposals cite evidence such as statistical data, published reports, recent studies, or reliable anecdotal evidence.
    - Activities and Outputs. What would be the key actions or events during the grant period? What would be the products of those actions or events? Outputs, sometimes called "deliverables," might be numbers (1,000 students, 10 classes, 4,000 brochures) and/or tangible items (published report, strategic plan, training manual). You may want to include a proposed timeline of work.
    - Outcomes. What key changes in skills, knowledge, values, attitudes, behaviors, conditions, etc., will result from your activities? These differences might be made in individuals (students will learn life-saving skills), communities (reduction in the incidence of a disease), or organizations (clinic will be more responsive to patients). List only those outcomes that you intend to achieve within the grant period.
    - Indicators. Indicators, sometimes called "evaluation," are observable and measurable data that you can collect to track your success in achieving your outcomes. Strong indicators such as statistical data are not always available. Well-designed and objective surveys, interviews and analyses may also produce sufficient indicators.
    - Description of your organization and its qualifications. Stronger proposals also indicate that the organization has the necessary support of other organizations and people that will be involved in the project.
    - Budget. Indicate the amount you are requesting, the proposed use of funds, and other sources of funding currently being sought.
3. Copy of your current IRS determination letter indicating tax-exempt status
  4. List of the organization's officers and directors and their affiliations
  5. Recent annual financial statements of the organization
  6. Relevant letters of support
  7. Other relevant appendices (qualifications of key staff, sample program materials, etc.)

### Deadlines and Meeting Dates

You may submit your proposal (original and one copy) at any time. However, requests will be reviewed according to the schedule indicated below.

Received or postmarked by:	Reviewed in:
January 1	March
April 1	June
July 1	September
October 1	December

If the date falls on a weekend or holiday, the deadline will be the next working day. Generally, only one request per organization will be considered in a calendar year.

### Responsibilities if Grant is Awarded

Grantees will be required to sign a grant agreement that will specify the terms of the grant and provide a formal acknowledgement of receipt of the contribution. Grantees will be expected to meet Foundation requirements for submission of periodic reports, including a written final report to be submitted within three months after completion of the grant. Failure to meet the requirements of the grant agreement may preclude future grants from the Foundation.

Letters of inquiry and questions should be directed to:

Executive Administrator  
HMSA Foundation  
P.O. Box 860  
Honolulu, HI 96808-0860

Phone: (808) 948-5585  
Fax: (808) 948-6860





**HMSA**  
**Foundation**

P.O. Box 860, Honolulu, HI 96808-0860, Phone: (808) 948-5585, Fax: (808) 948-6860, [hmsafoundation.org](http://hmsafoundation.org)