



Projects and How to Help

See your money in action supporting our community's reef conservation goals!

What will your donation help support?

Donations to the Big Island Reef Fund (BIRF) currently support the ongoing production of educational materials for marine recreation providers such as flip charts on Coral Reefs, Marine Mammals, and Manta Rays!

The Big Island Reef Fund was initially established a few years ago and had shown early success, but then support and funding declined and the program became inactive. The desire to revitalize this excellent program never diminished however. Now, through Malama Kai Foundation and the Coral Reef Alliance (CORAL), we are renewing the effort to establish the Big Island Reef Fund once again. BIRF has an important place in Hawaii's marine conservation arena by providing an easy and effective way for those who enjoy ocean activities to support local coral reef conservation efforts. Support of BIRF will help provide a long-term funding mechanism to sustain these efforts over time.

The Big Island Reef Fund actively collaborates with community partners who will help determine the best use of the funds generated... be assured that money donated locally stays in the community and supports local efforts!

Goals for the Big Island Reef Fund include:

- Technical support for the implementation of the West Hawaii Voluntary Standards for Marine Tourism (WHVS) [[link to website www.westhawaiimarinetourism.org](http://www.westhawaiimarinetourism.org)] , such as training for divemasters, snorkeling, kayaking and surfing guides on how to protect our environment as well as how to share this information with customers.
- Education and outreach utilizing local leaders through presentations about our reefs and aquatic environment will be given in schools to teach our *keiki* (children) to care for our *'aina* (land), and in hotels to educate our visitors.
- Development of additional educational and outreach tools to be used with the marine operators as well as local communities to further empower residents and visitors to be stewards of our *'aina*.
- Supporting local college students in research promoting the protection of Hawaii's beautiful reefs.

Help us help the reefs today and reach our goal of sustaining a healthy coral reef ecosystem for future generations. Donate today!

With your donation of \$10, you can receive your own reef etiquette bag tag in the mail as a thank you for supporting the Big Island Reef Fund! Or pick one up at a dive, kayak or surf shop in West Hawaii!