



Annual Report
2021



Background

The Moana Foundation is a Cook Islands charitable trust which supports environmental activism and social progress. Goldman Environmental Prize winner Jacqueline Evans founded the organization because she observed a gap in funds available to support the capacity needs of local environmental and community groups. She could see that local groups would be able to address urgent local issues with much better efficiency if they had their core organizational capacity needs met.

Donating a portion of her award from the Goldman Environmental Prize to the Trust, Jacqueline helped establish an endowment fund, proceeds from which are granted to community groups to address pressing environmental concerns and social needs in the Cook Islands.

In her thirty years of working on marine management and conservation in the Cook Islands, Jacqueline also observed a large gap in environmental research activities. For this reason, the Foundation has a research arm. Research activities focus on ocean conservation and aim to provide a better understanding of the nature of the ocean and threats to Marae Moana, the Cook Islands Marine Park

Activities in 2021

Logo Design Competition

A logo design competition was launched on Earth Day, 22nd April 2021, with a \$1,000 cash prize donated by Jacqueline Evans. The competition was open to the Pacific region and advertised through social media. Thirteen entries were received by the deadline of 24th June 2021. The winner of the competition was Rachel Suliana from Fiji. Rachael's design includes a coral and turtle which represent the vulnerability of ocean life as well as the wide range of ocean ecosystems from coral reefs to the open ocean across which a turtle migrates. The yellow, pear colour in the logo represents life, freshness, prosperity, balance and rebirth. The green invokes healing and care. The logo may also be presented in blues representing the colours of the ocean.



Rachel Suliana – winner of the logo design competition

Annual Small Grant

A call for proposals for a small grant of \$400 was made via email through the association of Cook Islands Civil Society Organisations on 26th July 2021. Applicants were asked to write one page including the title of their project, a description of their organisation, the broad outcome they're working to achieve and what the funds will be used for. Six proposals were received by the deadline of 31st October 2021. The winning proposal was submitted by Matie Ethical Care who are planning youth workshops on permaculture for sustainable food security.

Moana Foundation		
Statement of Activities		
1 Jan 2021 - 31 Dec 2021		
Balance brought forward	\$	100,150.66
Income		
Donation from J. Evans (website & software)	\$	542.90 ¹
Donation from J. Evans (Facebook ads)	\$	87.03 ²
Donation from J.Evans (monthly credit)	\$	90.00 ³
Donation from J.Evans (logo comp prize money)	\$	1,000.00
Interest (cheque account)	\$	5.12
Interest credit (savings account)	\$	478.19
Bonus Interest (savings account)	\$	2,246.37
Matured Fixed Term Deposit (27 Jan 2021)	\$	4,000.00
Total Income	\$	8,449.61
Expenses		
Admin expenses (website & software)	\$	542.90
Project expenses (FB ads for logo competition)	\$	87.03
Prize money to logo competition winner	\$	1,000.00
Bank fee to transfer prize money to winner	\$	35.00
Withholding tax (from matured Fixed Term Dep)	\$	1,199.42
Withholding tax (from accounts)	\$	26.76
Total Expenses	\$	2,891.11
Income-Expenses	\$	5,558.50
Closing balance	\$	105,709.16
Account balances at 31 Dec 21		
Community Account	\$	769.97
Savings Account	\$	104,939.19
Total balance	\$	105,709.16
¹ Details of website & software expenses		
1_website email domain & 1_website email domain 2		
Domain name	\$	44.25
Website hosting	\$	179.88
Email	\$	59.88
2_AVAST Secure VPN	\$	68.86
3_AVAST Driver updater	\$	34.36
4_AVAST Premium Security	\$	41.26
5_Microsoft Personal 12 months (Word, Excel etc)	\$	114.41
Total website & software expenses	\$	542.90
² Details of Facebook ads		
6_FB Posts on 14 Apr billed 26 Apr (US\$25) - advertise logo comp	\$	35.84
7_FB Posts on 26 Apr billed 3 May (US\$5) - advertise logo comp	\$	7.16
8_FB Posts on 22 May billed 3 Jun (US\$5) - International Biodiversity Day	\$	7.20
9_FB Posts on 20 Jun billed 3 Jul (US\$15) - logo comp deadline reminder	\$	22.14
10_FB Posts on 27 Jul billed 3 Aug (US\$9.98) - comp winner announced	\$	14.69
Total Facebook ads	\$	87.03
³ Deposits that were made to earn bonus interest		