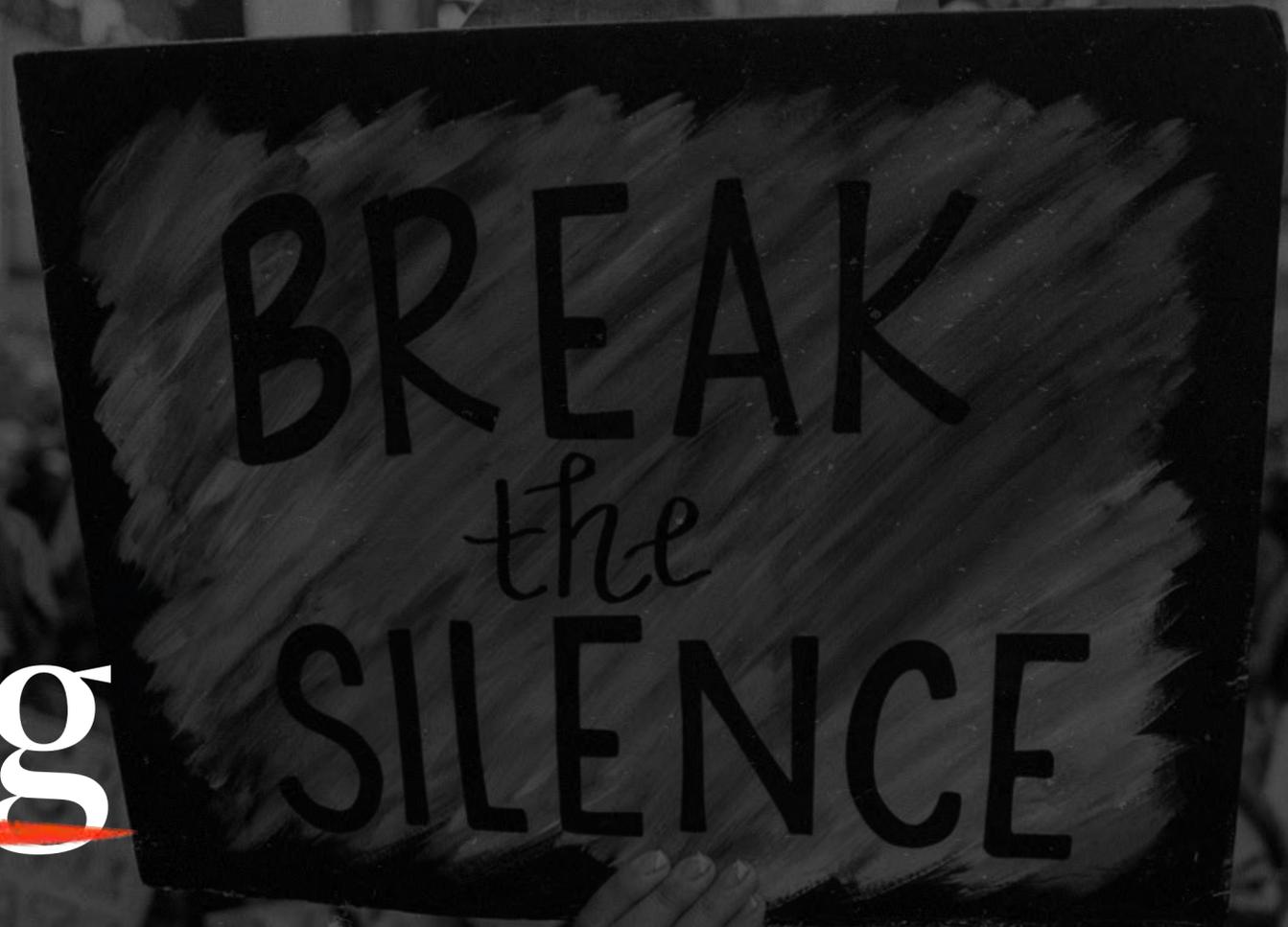


2022: Building for the Future

2022 YEAR IN REVIEW

TAAF.ORG



A letter from the CEO

In 2021, we launched TAAF to fundamentally change the treatment of and trajectory for AAPIs everywhere. Now in our second year, our work has just begun.

This year, we focused on **building the foundation** to transform the future. We believe activism isn't just done on the streets, but it's amplified in community centers, classrooms, and groundbreaking research. It's reverberated through elevating authentic stories and piloting new models to fight record levels of hate.

By building power and belonging, awareness, safer communities, and more, we are standing up TAAF's larger vision to build an America where our stories, our contributions, and we, matter.

We didn't do it alone. We can't do it alone. We worked closely with AAPI organizations to build infrastructure that will continue to strengthen the ground our communities walk on. Because we need a solid foundation if we aim to take great leaps to achieve permanent belonging and prosperity to our communities.

Brick by brick, TAAF is proud to continue building our collective journey to transform the Asian American and Pacific Islander experience to create a positive ripple effect for generations to come.

On behalf of the TAAF Board and Staff, thank you for your resilience and compassion. We are immensely proud of our impact as we continue to hold TAAF's mission close to our hearts and champion it in our work.



A handwritten signature in black ink, appearing to read "Norman Chen".

NORMAN CHEN
CHIEF EXECUTIVE OFFICER,
THE ASIAN AMERICAN FOUNDATION

OUR MISSION

To serve the Asian American and Pacific Islander community in their pursuit of belonging and prosperity that is free from discrimination, slander, and violence.

TAAF is founded
on the bold vision
of achieving an
irrevocable sense
of belonging for
AAPIs everywhere.





**This year we continued to
build a stronger foundation
to build up AAPI communities.**



**And we won't stop until
all of us are safe, represented,
and thriving.**

With our unique ability to
**unlock opportunities and
resources** for communities
who need it most

TAAF is closing the AAPI
economic and influence gap



Last year, we launched the largest philanthropic commitment in history for AAPI communities and causes.

This year, we expanded that investment into priorities we believe will build a better future and create lasting change for all.

When we build...

Power And Belonging

Awareness

Future Leaders

Safer Communities

Our Voices

Bridges

...we're building
a lasting
foundation

This year, we grounded our work in these key areas critical to pushing the AAPI movement forward.

The AAPI community has been under-funded and under-resourced for too long.

Here's how we're helping to change that.



The AAPI Giving Challenge

AAPI organizations receive less than 0.2% of philanthropic giving from foundations—despite making up 7% of the US population. To reverse the long-standing underinvestment in our communities, TAAF launched the AAPI Giving Challenge: a multi-year campaign to drive corporates, foundations, and individuals to **invest directly** in AAPI communities, organizations, and causes close to their hearts.

\$1.1B in commitments
over **5 years**

130+

PARTNERS

70

CORPORATES

13

FOUNDATIONS

50

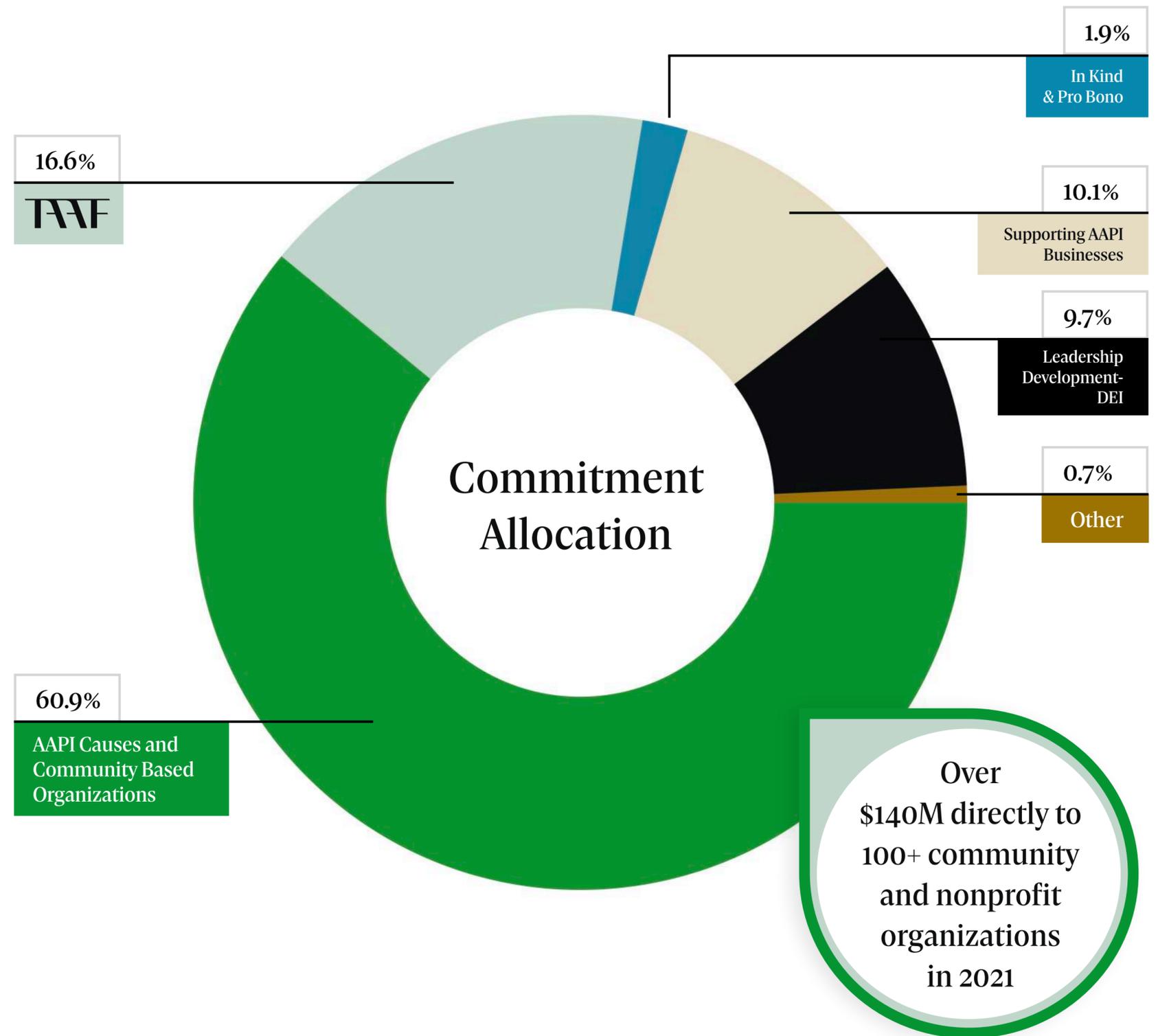
INDIVIDUALS



The AAPI Giving Challenge was designed to be flexible, empowering donors to determine how they want to support the AAPI community

Over 5 years, \$1.1B in commitments will flow directly to AAPI communities and causes

From strengthening infrastructure to fighting hate, critical funding from the Giving Challenge helps communities across the country rise up and accelerate the AAPI movement. In its first year, our Giving Challenge partners exceed their original \$220 million commitment



*Includes operational costs (covered by the TAAF Board) + Initiatives, grants and programs

Our AAPI Giving Challenge partners invested directly to causes and organizations serving AAPI communities. These are just a few of their stories.

2021

East West Bank

As a Giving Challenge partner, East West Bank is investing in diverse organizations working towards advancing AAPI representation, advocacy, and justice.

- **\$25M** committed over **5 years** in 2021
- **\$6M** donated to key community organizations in 2022

Walmart

In 2021, Walmart's Center for Racial Equity committed **\$100M** to address systemic racism and accelerate change and joined the Giving Challenge to support AAPI communities and causes.

2022

Coca-Cola

A long-standing supporter of the AAPI community, Coca-Cola made nearly **\$2M** in grants to organizations such as The Asian American Legal Defense & Education Fund, Asian Americans Advancing Justice, Center for Pan Asian Community Service, and National ACE.

Bank of America

In partnership with TAAF, Bank of America committed **\$3M** in grants to provide critical support to underserved AAPI communities. This grant was re-distributed to over **13** organizations providing direct services, language access and capacity building.



Goodwater Collective

To combat the rise in AAPI hate crimes in the Bay Area, Goodwater Collective – the social impact arm of Goodwater Capital – invested in tech solutions to give the AAPI community safety at the touch of a button.

- **\$5M** invested in community safety
- **20K AAPIs** received premium subscriptions
- **Access** includes safety agents, location tracking, and emergency services.

NFL

Leading up to the 2022 Super Bowl, the NFL collaborated with artist Bernard Chang to display a mural with custom designs of Chinese-inspired helmets of all 32 teams. Each helmet design was sold on NFL Auction, raising critical funding for orgs including TAAF and AAAJ-LA, Stand with Asians Community Fund, and the Super Bowl LVI Legacy Program.

Some of our partners focused on AAPI representation in media and the workplace through employee engagement and research initiatives.

2021

McKinsey

McKinsey joined the Giving Challenge by launching their Asian Leaders Academy, an initiative to close the AAPI representation gap in the highest tiers of industry in the U.S.

- **400+** organizations participating
- **15,000+** Asian Leaders enrolled
- **~3,400** Leaders have graduated so far

KKR

In 2021, KKR launched their first ERG for AAPI employees and allies, focused on mentorship, supporting AAPI nonprofit organizations and building a community of AAPI ERGs in NYC.

- **150** members to date
- **4** senior sponsor leads



UTA Foundation

UTA funded the most comprehensive analysis of AAPI representation in film to date. Findings by the USC Annenberg Inclusion Initiative revealed stark erasure of AAPIs in movies, making headlines and strong proof points to fight for industry change.

The Prevalence and Portrayal of Asian American and Pacific Islanders across 1,300 Popular Films

[LINK →](#)

2022

Goldman Sachs

In **2 extensive reports**, Goldman Sachs analyzed economic trends that shaped the AAPI experience, including barriers at work and key contributions to economic growth.

→ [Asianomics in America: Contributions and Challenges](#)

ASIANOMICS IN AMERICA Contributions and Challenges



Bain

Inclusive companies have healthier and happier teams. Bain set out to uncover how to create them. They released a **study** identifying concrete actions to help companies weave lasting change at the individual and organizational level.

- **10,000** people surveyed
- Survey respondents represent diverse industries and demographic backgrounds in 7 countries

Other partners changed perception by harnessing their resources to drive narrative change for the AAPI community.

2021

Sesame Street

In 2021, TAAF partnered with Sesame Workshop, along with celebrities Simu Liu, Padma Lakshmi, and Naomi Osaka, to welcome Ji-Young – Sesame Street’s first-ever Korean American muppet – in the See Us Coming Together special.



2022

Procter & Gamble

P&G released “The Name,” a short film produced by an all-Asian creative team about the importance of learning AAPI names. The film was part of a larger campaign that included actionable tools to create change far beyond AAPI Heritage Month.



[LINK →](#)

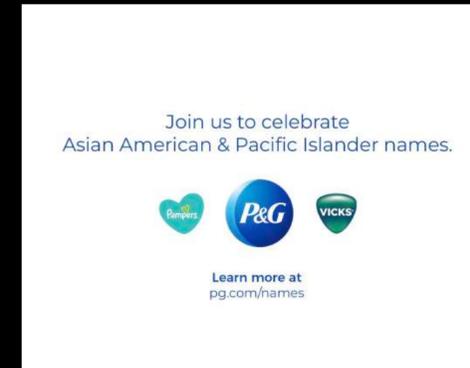
Panda Express

Panda Express was TAAF’s first Giving Challenge partner, committing **\$1 million** from the Panda CommUnity Fund to improve AAPI representation on screen through TAAF’s Narrative Change Initiative.



Adobe

In a video campaign “Where I’m From,” 8 AAPI artists flip the script on the question, “where are you from?” with creators who see their roots as catalysts, not crutches, to their creative expression.



The Giving Challenge provided access to resources and networks for AAPI artists who are telling our stories.



Sundance | The Asian American Foundation Fellowship and Collab Scholarship

Thanks to support from Panda Express and the MacArthur Foundation, the Sundance Institute and TAAF launched a fellowship and scholarship dedicated to developing the skills and careers of rising AAPI storytellers. With this program, TAAF and Sundance took action to improve AAPI representation in the entertainment industry by cultivating talent and giving them the spotlight to elevate their narratives.



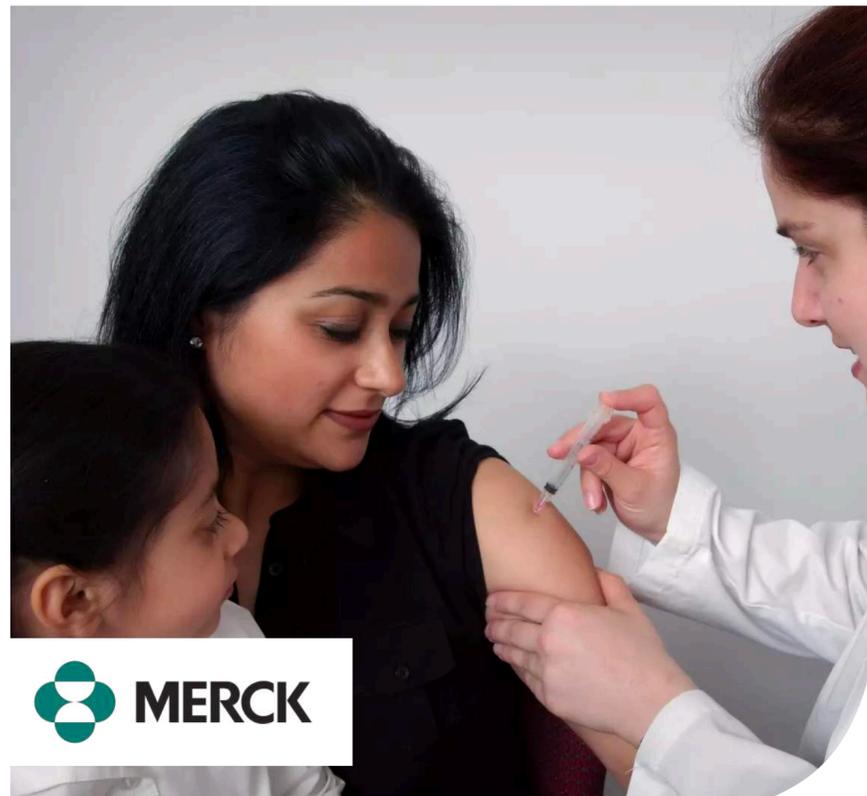
- **\$400K** grant from TAAF and Panda Express
- **\$140K** grant from The John D. and Catherine T. MacArthur Foundation
- **2** year program



- **6 AAPI Fellows per year** / cohort received a \$20,000 unrestricted grant to support each storyteller's individual projects
- **6 additional Creatives** received a scholarship to enroll in courses on their disciplines, access to a Master Class library, exclusive networking events, and professional feedback

Organizations leveraged their expertise to build healthier AAPI communities.

2022

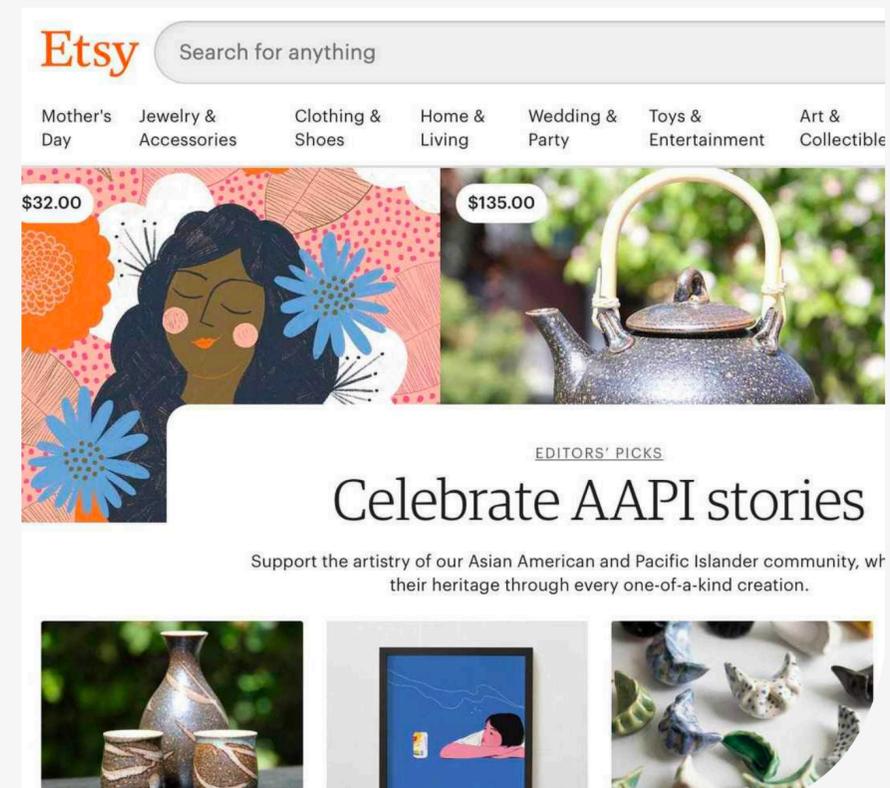


Merck

To help raise awareness of the Free Vaccines Program in immigrant communities, Merck worked with their APA EBRG to translate their Vaccines for Children Patient Education resource to Simplified Chinese, Vietnamese, and Spanish. The resource was then distributed to doctors and health systems to ensure language accessibility.

And others focused on creating opportunities for AAPI businesses and entrepreneurs.

2021



Etsy

In 2021, Etsy launched a specially curated page of AAPI-owned shops that spotlighted one-of-a-kind, beautifully crafted products. Their platform was featured in outlets like BuzzFeed, Travel and Leisure, Good Housekeeping, and many more.

Representation matters, especially in research.

We shouldn't be invisible from the data, too. →

STAATUS Index 2022

Along with partners AAPI Data and Stop AAPI Hate, TAAF and LAAUNCH released the second annual STAATUS Index, an annual assessment of American attitudes and stereotypes of Asian Americans.

We expanded our work from 2021 and created awareness by conducting briefings with the White House and Congress, leaders in academia, philanthropy and nonprofit partners throughout the year.



113 pieces

of press across print, broadcast, and online media, covered by NBC News, Newsweek, Axios, and even Hillary Clinton tweeted about it.



491 million

Impressions

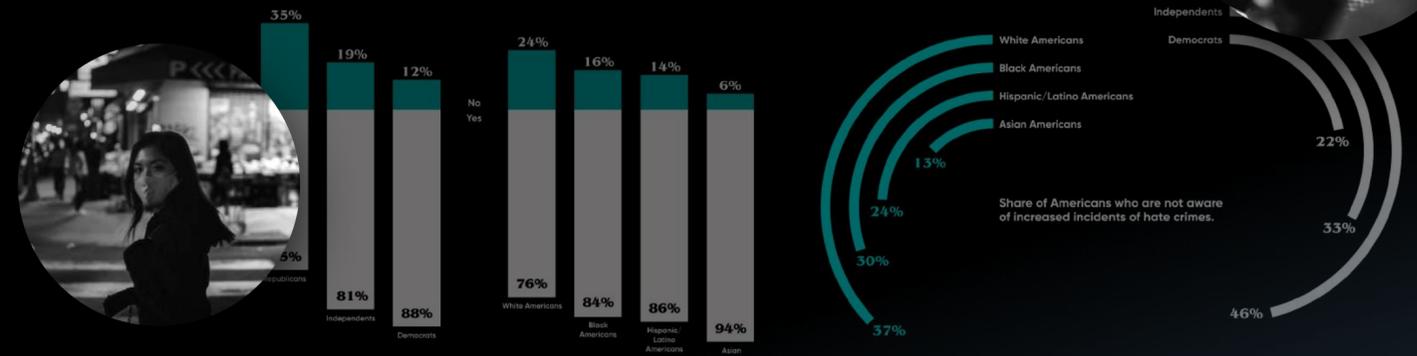


130,000 views

of TAAF Talks

STAATUS INDEX

American attitudes towards Asian Americans in 2022



KEY FINDINGS

1 out of 3

Americans believe Asian Americans are partly responsible for COVID-19

1 out of 5

respondents believe Asian Americans are more loyal to a country in Asia than to the U.S.

Over 50%

of Americans can't name a prominent Asian American

Only 29%

of Asian Americans truly feel they belong in the U.S., the lowest of all racial groups

We backed research projects to accelerate understanding and awareness across crucial issues.

Nearly 3 in 4 (74%) AANHPI women report experiencing racism and/or discrimination over the last year

NAPAWF State of Safety study

AAPI women bear a big burden of anti-Asian violence and harassment, revealing a critical gap in data on the experiences of this vulnerable group. Our funding helped NAPAWF uncover groundbreaking insights to better support AAPI women and address these inequities with action.

- **2,400** AAPI women surveyed
- **40%** AAPI women report feeling more unsafe today than when the COVID-19 pandemic first began

THE STATE OF SAFETY FOR ASIAN AMERICAN AND PACIFIC ISLANDER WOMEN IN THE U.S.

March 2022



[LINK →](#)

How AAPI communities can unlock federal resources

The Urban Institute and VENG Group study

AAPI-led and serving organizations are historically underfunded. With the Urban Institute and VENG Group, we embarked on a research project to better understand the landscape and barriers to federal funding. With new data, we're building evidence to unlock public resources and push for equitable access and meaningful policy change.



July 2021

Advancing Equity for AAPI Communities

Results and Recommendations from a Landscape Study of Asian American and Pacific Islander Organizations

Letleigh Ford
URBAN INSTITUTE

Dhruv Arshadi
URBAN INSTITUTE

Cory Lou
URBAN INSTITUTE

Janelle Wong
AAPI DAILY

Aryani Ong
CONSULTANT

with John Sankofa
URBAN INSTITUTE

Sereno Lei
URBAN INSTITUTE

URBAN INSTITUTE

TAAF The Asian American Foundation

[LINK →](#)

Classrooms need new lessons on AAPI stories.

With our partners, we helped create them. →

TEAACH Implementation Collaborative

In 2021, Illinois passed the TEAACH Act to mandate the inclusion of Asian American history in K-12 curriculum. This year, TAAF joined other organizations, funders, and agencies to form the TEAACH Implementation Collaborative, ensuring thousands of teachers—and even more students—have the tools, readiness, and knowledge for more inclusive learning.

- **\$1.02M** in funding over **2 years**
- Preparing **60K** elementary teachers and **9K** middle & high school Social Studies and English teachers
- **2.3K** K-12 teachers have engaged in the first quarter.



TEAACH FUNDERS



LLOYD A. FRY
FOUNDATION



MacArthur
Foundation

TAAF

TEAACH is a roadmap for more inclusive education

The Collaborative focused on developing curriculum and preparing teachers to deliver Asian American history in Illinois. Here's what they accomplished:

AAAJ-Chicago

K-12 Asian American Teaching Database



Illinois State Board of Education

- 2 Education Pioneers Fellows funded by TAAF
- [TEAACH Resource Guide](#) for new AAPI history learning standards
- Mentorship program with drop-in office hours pairing Asian American History experts with educators

University of Illinois Urbana-Champaign

Micro-Credentials for teachers to implement TEAACH in classrooms



AAC-EF

- TEAACHer Leader Cohorts
- Incentive and Recognition Program Briefing elected officials on TEAACH progress

With their momentum, the work of the TEAACH Implementation Collaborative will become a case study for other states to implement Asian American history curriculum in their classrooms.



talkingpoints



For a lot of AAPI families, language barriers hinder student success

This year, TAAF provided a grant to support **TalkingPoints**, an innovative platform that gives teachers and families an accessible technology solution to reduce language and culture barriers for under-resourced multilingual AAPI families.

\$1,000,000

grant over 2 years

3

AAPI languages added to the platform's 110+ languages

250,000+

under-resourced AAPI families reached

AAPI hate isn't new. Our response is.

We're working together to keep our communities safe →

AAPI Action Centers

We piloted three AAPI Action Centers in Chicago, Oakland, and New York City to serve communities most affected by hate crimes. Led by local partner organizations, these hubs respond to incidents, provide services for impacted parties and support community efforts to build a localized response network.

Together with each Action Center, we fought AAPI hate and tested a model that we hope to deploy in more cities around the country.

In 2023, we're partnering with more organizations to broaden the availability of anti-Asian and violence programs and services to additional cities.

OAKLAND



ASIAN HEALTH SERVICES

CHICAGO

Chinese American Service League
華人諮詢服務處

NEW YORK CITY



Asian American Federation



Community Healing Event

Asian Health Services
February 25, 2022 at Madison Park

CHICAGO AAPI ACTION CENTER

Chinese American Service League

In Chicago, TAAF’s funding helped CASL build extensive infrastructure to support victims of hate crimes, including hiring an Anti-Hate Action Center Manager and a Community Engagement specialist to engage in a deep outreach campaign and raise awareness for the resources available. The team coordinates wrap-around services for the survivors. CASL also conducted trainings on hate crimes at schools and did door-to-door canvassing around public safety.



- 27 community events
- 14 speaking engagements
- 8 trainings
- 70 partner meetings

- 21 meetings with elected officials and law enforcement

OAKLAND AAPI ACTION CENTER

Asian Health Services

In Oakland, TAAF provided seed funding that unlocked even more resources to help AHS launch their Community Healing Unit (CHU). This program focuses on providing care for victims with services dedicated to making them whole again. For the many victims who don’t seek help because of a language barrier, AHS ensures care is accessible in multiple languages.



- 140+ clients impacted by anti-Asian hate and violence served by AHS
- Dedicated line to access mental health services, systems navigation support, and cultural healing activities.

- 60+ community leads for funeral services, victims fund, language assistance, and media relations
- Rapid response referral program for Asian survivors with key stakeholders, including City, County, and other community-based organizations

NEW YORK CITY AAPI ACTION CENTER

Asian American Federation

In New York City, TAAF took a different approach to this Action Center by providing a grant to support AAF's Hope Against Hate Campaign, which offers upstander, de-escalation, and self-defense trainings; protective accompaniment through its Community Companion services; victim support services; and sharing of safety resources through safe zones, in partnership with community-based organizations across the city.



- **\$100K** allocated to support **10** Asian-led groups providing safety programming
- **3** AAF staff hired to create a safety network and disseminate information about available resources
- Through the Hope Against Hate Campaign, AAF provided safety trainings to nearly **1,000** participants in **6** Asian languages



Along with our Action Centers, we assembled a National Network to unite resources to better track, respond to, and prevent hate.

Beyond financial support, TAAF connects these organizations with each other to share best practices and streamline the solutions for anti-hate work.

Here's how our grantees took action:

SIKH COALITION

Applying infrastructure learned from communities uniquely targeted by cycles of hate

The Sikh Coalition led **3 workshops** with the Action Centers including **2 simulation exercises** based on post 9/11 learnings. These focused on hate crime rapid response immediately after an incident, and sustainable resources to support communities months afterwards. Additionally for our friends at the **Rise Together Fund**, we funded a study to understand the needs of the Black, Arab, Middle Eastern, Muslim, and South Asian (BAMEMSA) field to help them better plan for anti-hate efforts in the future.

NAPABA

Accessing a legal backbone to help victims heal

Our partners at National Asian Pacific American Bar Association (NAPABA) represent a network of nearly **90 local, state, and national** bar associations. To date, they responded to over **300 requests** for assistance and serve as the leading resource for intake and case management to respond to hate crimes and incidents. NAPABA also helped develop the legal response for the three Action Centers.

ACT TO CHANGE & INTERFAITH AMERICA

Building the next generation of activists

Engaging **20** Youth Ambassadors to end bullying with Act to Change and, through Interfaith America's work, hundreds of students and leaders in more than **11** college campuses to create interfaith coalition building.

AAJA

Training organizations in media rapid response

In Oakland, Chicago, and New York, the Asian American Journalists Association (AAJA) hosted **3 in-person media trainings** to equip AAPI community organizations with expertise on media relations. Local journalists gave advice on pitching stories and insights from the field.

SALDEF

Closing the gap in mental health support

For the Sikh community, our grant helped SALDEF create custom in-language fact sheets on how to navigate trauma and mental health covering all 50 states. They developed a network of culturally-competent providers, an online portal with trainings, and national resources.

For victims, survivors, and their families, we created a fund to deploy immediate support.



AAPI Emergency Relief Fund

Many victims don't have the visibility or access to quickly get support and resources when they need it. To fill this need, TAAF created the Emergency Relief Fund, partnering with GoFundMe to grow contributions with community-sourced donations.

- \$500,000 seeded in GoFundMe
- \$170,000 donated thus far
- 17 fundraisers supported

We remembered those we lost too soon, by standing in solidarity with our community partners.

Vincent Chin 40th Anniversary

TAAF was proud to be a sponsor in a commemorative week that brought people together from all over the country to honor Vincent Chin and his legacy in the pan-Asian civil rights movement. We also sponsored Stand with Asian Americans (SwAA) for screenings of *Who Killed Vincent Chin* in NY, SF, Chicago, and LA.



Oak Creek 10th Anniversary Remembrance

In August we joined our partners at the Sikh Coalition and SALDEF to remember all those who were lost in the Wisconsin Oak Creek shooting. Their spirits burned brightly as attendees lit 600 candles in their honor.



Smithsonian 80th Anniversary Remembrance

In February, we joined the National Museum of American History with event programming to commemorate the 80th anniversary of legislation that wrongfully incarcerated 120,000 Japanese Americans during World War II.



AAPI stories are
American stories.

They deserve
to be told.

We're amplifying creative voices to change the narrative →

AAPI Heritage Heroes

During AAPI Heritage Month, TAAF premiered *AAPI Heritage Heroes* on Hulu. It was our opportunity to lift up and amplify the stories of six unsung AAPI heroes who represent the very best of this nation. Presented by an AAPI celebrity cast and developed by an almost entirely AAPI crew, this program was our love letter to our community, and to their diversity, history, and determination in the face of violence and discrimination.

- 6 films with 6 unique AAPI stories by 7 AAPI filmmakers
- 900% engagement rate (9x the industry average)
- Millions of viewers across the country
- Shared by celebrities totaling 40M+ in followers on social media



OUR WORK

BUILDING OUR VOICES



T&T



AAPI HERITAGE HEROES



JUSTIN PHONGSAVANH



JUSTIN FORANDA



LIVINGSTON ASIAN YOUTH ALLIANCE (LAYA)



MIKE LAMBERT



SUKI TERADA PORTS



THIEN NGUYEN

AAPI HERITAGE HEROES SPONSORS:



RISING AGAINST ASIAN HATE

We're claiming our stories on-screen...

In October, PBS debuted *One Day in March*, a program narrated by Sandra Oh and scored by Jon Batiste. It examined the increasing anti-Asian violence and the growing movement to fight back like never before. TAAF was proud to be a funder for this tribute.



AAPI REPRESENTATION IN MEDIA PANEL

...and cultivating industry dialogue.

In July, we celebrated the release of Jo Koy's *Easter Sunday*, the launch of Dan Lin's Rideback Rise—an accelerator for BIPOC creatives—and Panda Express's commitment of \$1 million to TAAF's AAPI Narrative Change Initiative. In partnership with Rideback Rise, we brought a **powerhouse all-woman panel** to discuss representation that goes deeper than what we see on screen, followed by a night of laughter by the biggest AAPI comedians in the business.

Together we are stronger. TAAF is connecting leaders and luminaries across sectors.

Together, we're building towards solutions →

TAAF Convenings

This year, we brought together hundreds of corporate partners, nonprofit leaders, foundation executives, policymakers, and trailblazing voices in media to strengthen relationships, bridge new connections, and mobilize behind one shared mission: building a better future for the AAPI community.

- 900+ industry leaders and thinkers
- 450+ organizations represented
- 3 in-person events
- 10 panels to discuss critical AAPI issues



**AAPI Leadership
Summit**

San Francisco, CA
September 29, 2022

May Partner Summit

We hosted a one-day gathering in Washington D.C. that started with important discourse across diverse sectors and ended with a fireside chat with Jeremy Lin and a sneak preview of *AAPI Heritage Heroes*.

- 325 reception guests
- 150 conference guests
- 4 panels
- 5 sponsors

Key Speakers: Daniel Dae Kim, Jose Antonio Vargas, Erika Moritsugu



Leadership Summit

We hosted a two-day Summit that brought leaders from media, philanthropy, nonprofit, corporations, and government to have inspiring discussions and identify opportunities of intersection and collaboration to move the AAPI community forward.

- 300+ leaders
- 5+ industries represented
- 2 days
- 6 key topic breakout sessions
- 60+ corporate CEOs
- 80+ corporate executives
- 20+ Foundation Presidents/CEOs
- 35+ media/government leaders



When we bridge cultural divides, we're building solidarity.

In partnership with the **Jeremy Lin Foundation**, TAAF and other partners committed \$1.5M in seed funding to the **Stronger Together Collaborative**. This initiative recognizes that to achieve cross-racial solidarity, we also have to achieve intra-AAPI solidarity. Our support goes directly to youth organizations dedicated to building bridges within AAPI communities and other communities of color.

- **\$1.5M** grant across **3** years
- **9** NYC-based AAPI youth organizations
- **4,000+** underserved families benefiting through our grant recipients



**JEREMY LIN
FOUNDATION**

The twin pandemics of COVID-19 and the resulting wave of anti-Asian hate have created unprecedented challenges for AANHPIs...TAAF [has] responded by creating the desperately-needed infrastructure to empower communities to meet these challenges head-on.

Priya Purandare
NAPABA Executive Director

There's so much more we can do that will really empower people and uplift them and make us not afraid to use our voice. So organizations like TAAF supporting those organizations and creating programming to support people who are doing that is just really phenomenal and necessary.

Gia Vang, Co-Founder,
Very Asian Foundation

As a journalist, it's so important for me to directly connect with people in the broader Asian American community and not just in my own industry. Plus, we all share one thing in common: Experiencing what it's like to be Asian in the United States at this moment in history. There are so many ways for us to help and support each other.

Sisi Wei, Editor-in-Chief,
The Markup

Since TAAF's inception we have been continually impressed with the foundation's leadership, impact, and strategic voice to lift all AAPI organizations and communities across the country.

Paul Luu, Chief Executive Officer,
Chinese American Service League (CASL)

We all know what's happening in our community, the hate, violence, the racism, the xenophobia. Leveraging the power of the private sector and philanthropy is incredibly important.

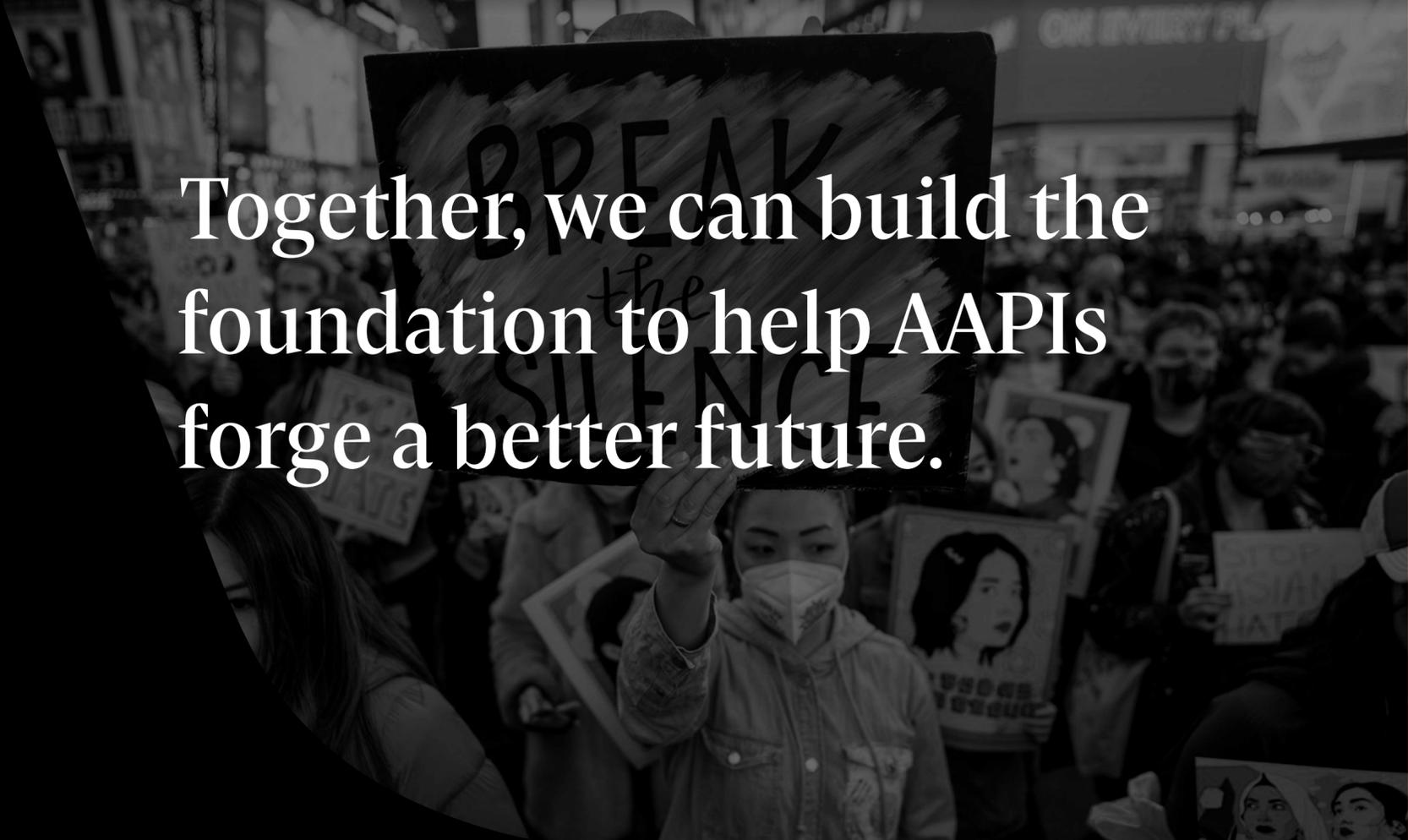
Gautam Raghavan, Assistant to the President & Director of Presidential Personnel,
The White House

We are thrilled to be working in partnership with TAAF and many other community-based organizations in solidarity as we continue to lift up a culture of inclusion and belonging.

Julia Liou, Chief Executive Officer,
Asian Health Services

We're grateful that TAAF has empowered us to do more to connect our communities with critical safety resources.

Jo-Ann Yoo, Executive Director,
Asian American Federation



Together, we can build the foundation to help AAPIs forge a better future.

Thank you for your continued fight in this journey.

CONTACT US



INFO@TAAF.ORG



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