

**CALASIAN**  
FOUNDATION



# Our Team



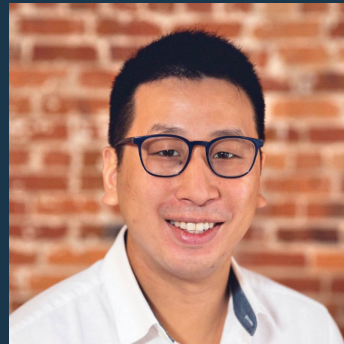
**Lauren Oto**  
CalAsian Foundation  
*Executive Director*



**Nikki Saechao**  
CalAsian Foundation  
*Program Manager*



**Cassandra Pye**  
Catalyst Leadership Program  
*Program Director*



**Ian So**  
NODE  
*Program Director*



**Jim Tabuchi**  
NextGen  
*Program Director*



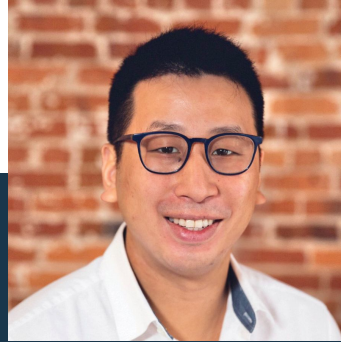
**TBA**  
Pathways to Political Leadership  
*Program Director*

# Our Board Members



## CHAIR

**Rob Fong**  
RKF Consulting  
*Principal*



## CHAIR ELECT

**Ian So**  
Chicken and Rice Guys  
*CEO, Co-Owner/Co-Founder*

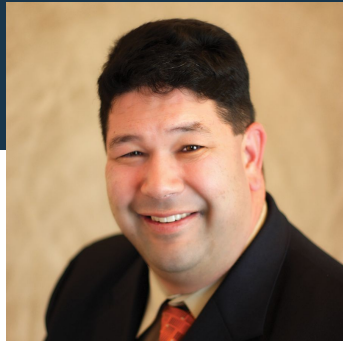


## SECRETARY

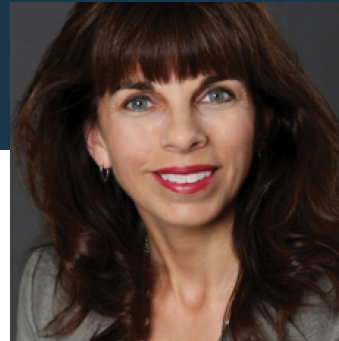
**Rosie Daut**  
Golden 1 Credit Union  
*Communication Specialist*



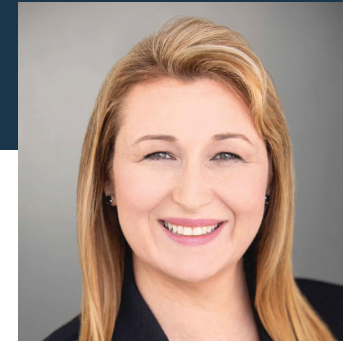
**Matt Barnes**  
Eaze  
*Senior Advisor to the Board*



**John Gutierrez**  
Comcast  
*Senior Director, Government Affairs*



**Kathy McKim**  
The Hawksbill Group  
*Vice President*



**Michelle Picard**  
Siemens Mobility  
*Director, Business Governance &  
Risk Management, DBE Liaison Officer*



**Carol Zheng**  
Highlands Community Charter  
School  
*Academics Programs Coordinator*

# Mission & Vision

## OUR VISION

**Accelerating the success of the local, state, & national Asian American Pacific Islander (AAPI) community through leadership empowerment.**

## OUR MISSION

**CalAsian Foundation is dedicated to empowering AAPI leadership through relationship building, workforce development, civic engagement, and political participation.**

# Value Statements

1

## Entrepreneurial

- As an outgrowth of the Cal Asian Chamber of Commerce, the largest ethnic chamber in California, we understand and know the importance of being entrepreneurial to make the most impact for our constituents.

2

## Outcome Focused

- We focus on maximizing tangible and measurable outcomes for the constituents.

3

## Loyalty

- We believe longevity and development of our staff and leadership leads to ever growing and maturing institutional knowledge and know-how that compounds like interest.

# Value Statements

4

## Work Ethic

- Hard work is at the root of AAPI culture, and so too at the CalAsian Foundation. We know hard work leads to great outcomes.

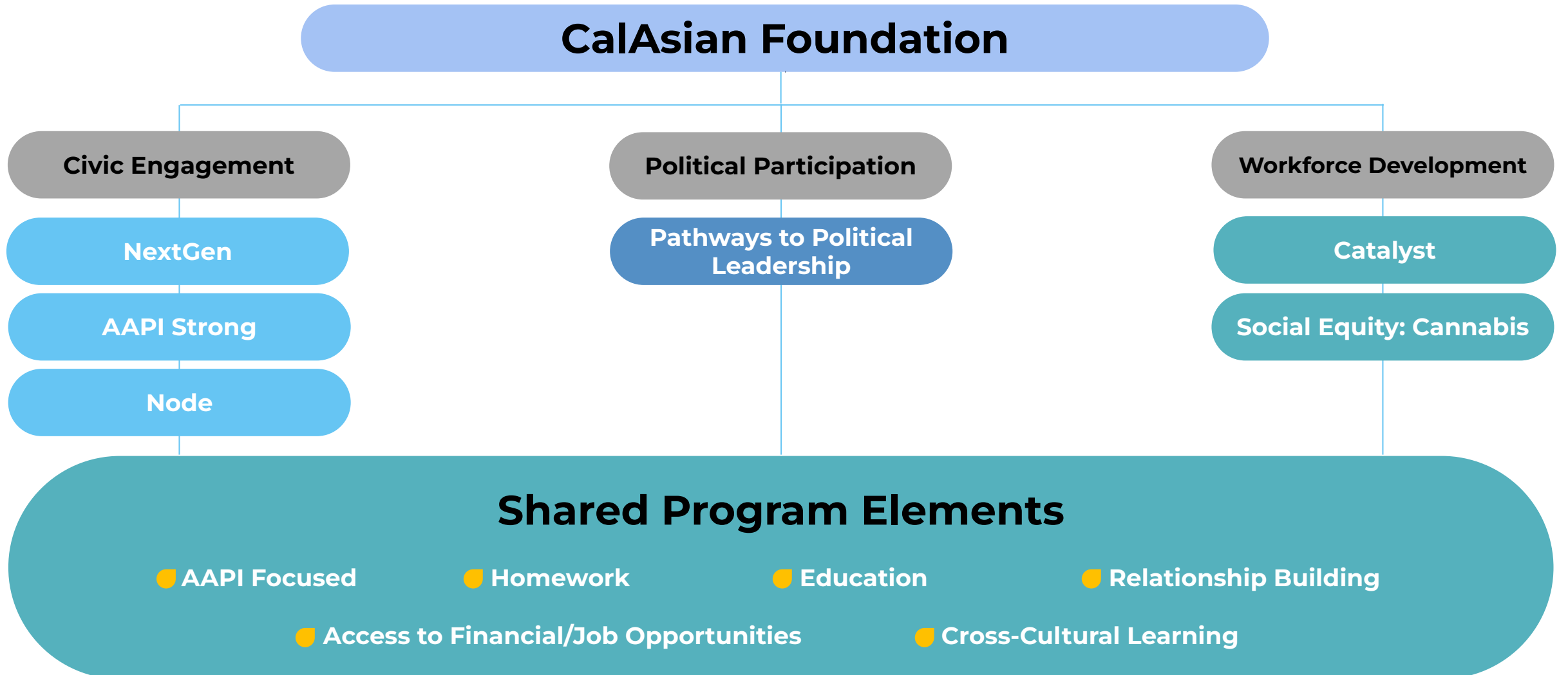
5

## Open Minded

- AAPI success does not happen in a vacuum. Success requires allyship and relationship building. We pride ourselves in being open minded and open armed in working with diverse people, community and organizations.



# What We Do



# Challenges to the AAPI Community

Between 2000-2019, the **Asian American population in California grew by more than 2 million**, the largest growth in the U.S. With this growth comes unsolved challenges. *(Pew)*

From 2020 to 2021, **anti-AAPI hate crimes have increased by 342%**. 40% of those crimes have been reported in California, home to the nation's largest AAPI population. *(CBS News)*

**AAPI's are the most underrepresented in politics at negative 85%** relative to the their population in 2020. *(Reflective Democracy Campaign)*

In philanthropy, communities of AAPI have received less than **0.5% of charitable giving**. *(Asian American Foundation)*

**More than 84% of AAPI small business have reported negative business effects from the pandemic**. Almost half have laid off staff. *(National Asian Chamber of Commerce & Entrepreneurship)*

Even though AAPI's on average have a high household income, because of certain struggling AAPI groups, **AAPI's actually have a higher poverty rate 12.3% than non-Hispanic whites at 9.8%**. Over 30% of Southeast Asians live in welfare, with 20% of Cambodians living below the poverty line. *(NPR)*



# Our Growing Influence



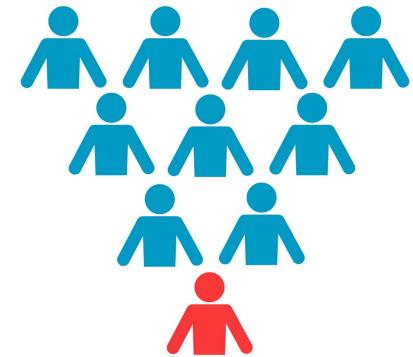
## PARTICIPATION

**1000+ participants in our programs since inception**



## NETWORK

**Over 55,000 connected through our digital network**



## IMPACT

**236 individuals placed into expanded job roles and new leadership positions after program participation**

## 15 Years of Building Diverse Leaders

Since 2007, the Catalyst Leadership Program has helped develop and connect the Sacramento region's diverse emerging leaders. During the program, participants learn to expand their individual leadership and management skills, create meaningful relationships with emerging leaders across different industries, and gain insight from the experiences of established community leaders.

### KEY BENEFITS

- Deeper **understanding** of your own leadership goals and style
- **Mentorship** and guidance from the Catalyst Program Director
- Strong **relationships** with fellow emerging leaders throughout the region
- **Knowledge** of regional issues and ways to engage in the community
- Valuable **insight** from established community leaders



**Cassandra Pye**  
Program Director

*"I hope I can make a small difference in someone's leadership journey. I expect I'll learn a lot too."*



NextGen

# Building the Next Generation of Civic Leaders



Alexis Dumonchelle  
2021 Program Participant

*"The NextGen program exceeded my expectations; through presentations from guest speakers, **interacting** with other youth in the community, and **engaging** in critical dialogue, I learned how to play an active role in my community and the world beyond it.*

*As a result of this program, I feel better equipped to "play the game"—to better **utilize my resources** and **grow my network**.*

*NextGen (and the team that made it happen) influenced how I view real, **effective change** in Sacramento by giving me tools to connect with others, to hold myself and my city accountable, and to find my voice and what is worth saying."*



## MISSION

To develop the next generation of civilly engaged minority leaders who understands the role diversity, inclusion, and advocacy play in advancing this region's workforce.



## Empowering AAPI Changemakers



NODE is a non-profit, exclusive social education network for AAPI community leaders running non-profits or mission driven organizations like B Corps, social entrepreneurs, and community focused organizations.

**Node Institute members consist of organizations from across the nation.**

**Some of our members include:**

- Boat People S.O.S., Inc.
- Asian Creative Network
- ACE NextGEN
- Laotian American National Alliance



**Lakhi Siap**  
Chicago Asian Network

*"Node's purpose of sharing resources with one another is truly admirable and something that is greatly needed within the community in order to help it grow. It's one of the primary reasons why I joined in because of its selfless mission to help elevate AAPI community leaders. Node's network has been open to sharing success stories and best practices that have been helpful to other community organizations."*

## OUR 2021 IMPACT

Digitally reached  
**38k+ followers** from  
**86 cities** and **17**  
**states, 19 Institute**  
**members, 6**  
**webinars** and **2,283**  
**Facebook Group**  
**followers.**



# Pathways to Political Leadership

**NEW  
PROGRAM  
LAUNCHING  
SOON**

**In the fall of 2022 we will launch a brand new statewide leadership program designed to support AAPI business leaders in their journey to public service.** The Pathways program is being delivered by expert faculty with direct experience in government and the private sector.

Our goal is to graduate a new cadre of AAPI business leaders each year prepared to enter key positions in government in order to make a difference in people's lives.



**Rob Fong**

*Business leader and former Sacramento City Councilmember*

*"This program helps AAPI business leaders who are unfamiliar with the workings of government, policy making and political campaigning understand what public service is all about from people who have been there."*





Working to advance economic equity  
within California's cannabis industry



Since the cannabis market was legalized in California, the Foundation has served as a trusted forum for education and technical assistance about business ownership and employment opportunities for minority businesses; especially those considered disadvantaged. Working in close partnership with local governments who fund our outreach and training efforts, the Foundation has developed an extensive market knowledge based on a professional network of state and local regulators, elected officials and staff, industry partners, investors, diverse entrepreneurs, and community stakeholders.

**255 businesses graduated from our Sacramento incubator program from 2019-2021.**

**18 social equity owned businesses currently in operation (as of March 2021).**

## WHAT WE DO

- Business Assistance and Consulting
- Outreach and Education
- Workforce Development



# AAPISTRONG CA



## AREAS OF FOCUS

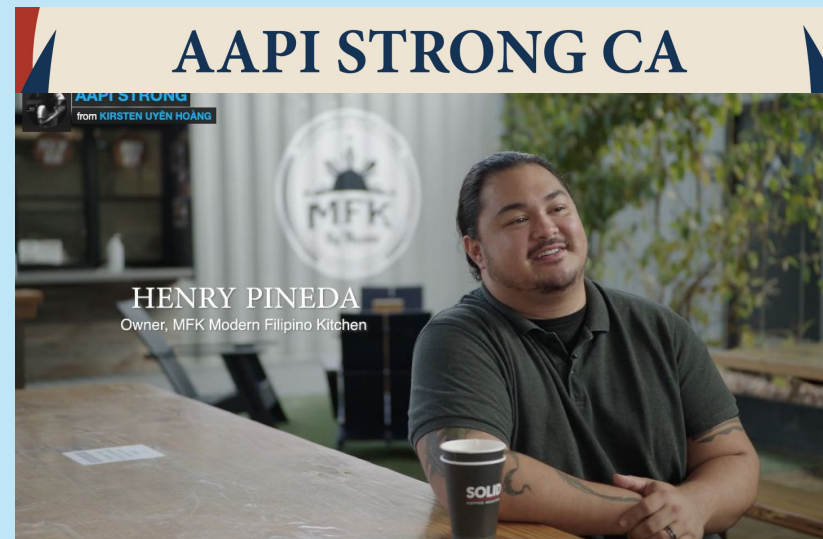
**To combat the nationwide rise in AAPI bias, harassment, and violence in our business community ACE will facilitate:**

- AAPI Bias & Culturally Sensitive Training Series
- AAPI Small Business Data Share Program
- Conference and Roundtable Discussion Series with elected officials, policymakers, AAPI business owners, & CalAsian Chamber alliance partners

AAPISTRONG CA is a part of the national #AAPISTRONG movement led by National ACE. Together, with our corporate and nonprofit partners we are standing against the racial bias, discrimination, and fear that has plagued our AAPI communities.

### WHY INVEST IN AAPI STRONG

- Providing complimentary consulting for AAPI small business owners to help them apply for government relief programs and grants
- Organizing AAPI bias and cultural sensitivity trainings for small business owners



<https://vimeo.com/655234071/d02c68d45f>



# Partner With Us

Be the changemaker in our community by helping us:

1

Address the need for expanded AAPI leadership and workforce training

2

Sustain the impact of AAPI-focused programs to help those in need

3

Accelerate the success of the AAPI community

Founding  
**\$50,000**

Founding Recognition

Opportunity to Serve on Foundation Board

Opportunity to Provide Letter in Annual Impact Report

Special Presentation to Foundational Program Cohort

Industry Press Release Acknowledging Commitment

(2) Dedicated Communication to Network

Dedicated Advertising Space on Landing Page

Prominent Website Recognition on Homepage (Logo)

Prominent Recognition on Program Communication (Logo)

Prominent Recognition in Annual Impact Report (Logo)

Social Media Recognition

(4) Participants for Pathways Program

(4) Scholarships provided to participates in Change Makers

Opportunity to Attend ALL Networking Sessions

# Sponsorship Tiers

Contributing  
**\$25,000**

Industry Press Release Acknowledging Commitment

(1) Dedicated Communication to Network

Dedicated Advertising Space on Landing Page

Prominent Website Recognition on Homepage (Logo)

Prominent Recognition on Program Communication (Logo)

Prominent Recognition in Annual Impact Report (Logo)

Social Media Recognition

(3) Participants for Pathways Program

(3) Scholarships provided to participates in Change Makers

Opportunity to Attend ALL Networking Sessions

Supporting  
**\$15,000**

Dedicated Advertising Space on Landing Page

Prominent Website Recognition on Homepage (Logo)

Prominent Recognition on Program Communication (Logo)

Prominent Recognition in Annual Impact Report (Logo)

Social Media Recognition

(2) Participants for Pathways Program

(1) Scholarships provided to participates in Change Makers

Opportunity to Attend ALL Networking Sessions

Sustaining  
**\$10,000**

Prominent Website Recognition on Homepage (Name)

Prominent Recognition on Program Communication (Name)

Prominent Recognition in Annual Impact Report (Name)

Social Media Recognition

(1) Participant for Pathways Program

(1) Scholarship Provided to Participate in Change Makers

Opportunity to Attend ALL Networking Sessions

Partner  
**\$5,000**

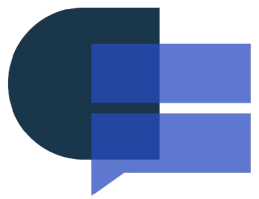
Prominent Website Recognition on Homepage (Name)

Prominent Recognition on Program Communication (Name)

Prominent Recognition in Annual Impact Report (Name)

Social Media Recognition

Opportunity to Attend ALL Networking Sessions



**CALASIAN**  
FOUNDATION

## READY TO SPONSOR?

### CONTACT

Lauren Oto

[loto@calasianfoundation.org](mailto:loto@calasianfoundation.org)

[www.calasianfoundation.org](http://www.calasianfoundation.org)