



AAPI STRONG CA

A new initiative to combat the rise in hate crimes, harassment and bias directed at Asian Americans and Pacific Islanders in California with heightened awareness, training and support.



CALASIAN
FOUNDATION

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AAPI STRONG California

Part of the nationwide #AAPISTRONG movement led by National ACE.

The CaAsian Foundation is standing against hate, discrimination, fear and bias by leading the charge in California with National ACE and our corporate and foundation partners.

Designed for all AAPIs and those who support them by AAPIs working in-language, with cultural competency, in community.

To make permanent change.



#AAPISTRONGCA

AAPI STRONG PARTNERS

TOGETHER WE
ARE AAPI STRONG

ACROSS THE NATION

Atlanta, GA
Boston, MA
Chicago, IL
Dallas, TX
Denver, CO

Detroit, MI
Houston, TX
Irvine, CA
Los Angeles, CA
Modesto, CA

New York, NY
Sacramento, CA
Washington, DC

WHY AAPI STRONG MATTERS

ASIAN BUSINESSES TARGETED

Part of the lifeblood of Asian communities, AAPI businesses and employees were the victims of more than a third of 3,800 racially-motivated incidents.

(Stop AAPI Hate, March 2020)

RISE IN ANTI-ASIAN HATE INCIDENTS

45% of Asian adults say they have experienced at least one of five specific offensive incidents since the start of the coronavirus outbreak.

(PEW Research, April 2021)

AAPI BUSINESSES HIT MORE DEEPLY BY THE PANDEMIC

More than 6 in 10 (63%) say the COVID-19 pandemic has had a negative effect on their business, compared to 59% of all small business owners nationwide.

(Small Business Majority, January 2021)

TYPES OF DISCRIMINATION AAPI HAVE FACED

- ✦ Physical assaults
- ✦ Verbal harassment and shunning
- ✦ Civil rights violations: workplace discrimination and refusal of service
- ✦ Online harassment and cyberbullying

(Stop the Hate, March 20220)

ORIGINS OF AAPI SENTIMENT

Hate crimes against Asian Americans and Pacific Islanders (AAPI) have increased 339% since the start of the pandemic (Source: National ACE, 2021).

- Origins of AAPI sentiment
- Current events with AAPI bias of hate crimes since the onset of the pandemic
- Impacts on the AAPI community and small business owners

AAPI MENTAL HEALTH

One-third of AAPI fear threats, physical attacks and most say violence against them is rising and nearly half experienced an incident tied to their racial or ethnic background since the pandemic began (Source: PEW Research, 2021).

- Mental health trends and stigma on the AAPI community
- Levels of mental health:
 - Cultural
 - Societal
 - Communal

BYSTANDER TRAINING

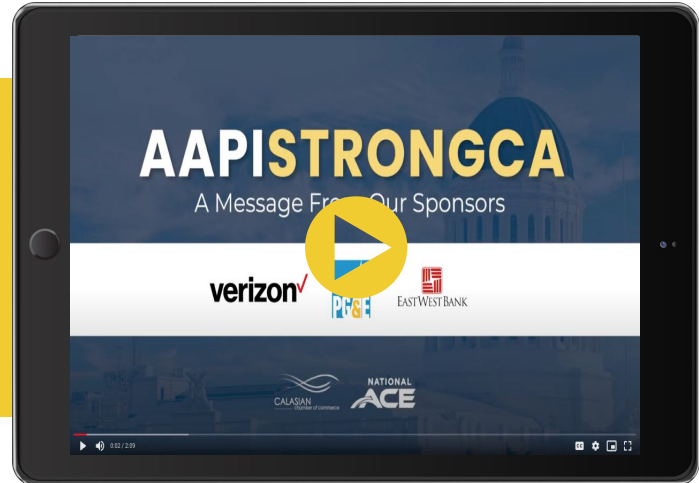
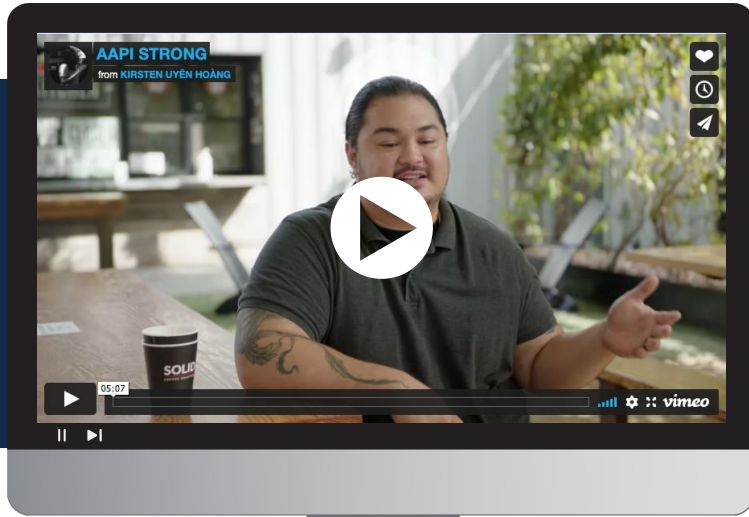
Due to the rise in Anti-Asian/American, xenophobic, harassment, and anti-hate towards minority communities of color, we provided this educational and awareness tools to combat these types of oppressions.

- Understanding the foundational concepts bias, power, privilege, harassment, discrimination and racism
- Recognize situations where you can help
- Proper intervention methods
 - RESPECT Intervention strategies

MEDIA

AAPI STRONG SMALL BUSINESS CAMPAIGN VIDEO

AAPI STRONG SPONSOR VIDEO



ROUNDTABLE SCHEDULE

TRAININGS

Bring awareness through a series of training on AAPI bias and cultural sensitivity to support the AAPI community, small business owners and their employees.

- Protecting Asian Lives
- Mental Health
- Situational Awareness Intervention Workshops
- Strategies to Mitigate Implicit Bias
- Crisis Communication

ROUNDTABLE 2

Wednesday, June 1, 2022
Virtual | 1-3 pm

A **Southern California** roundtable event with the continued conversation on the impacts of the anti-Asian sentiment, mental health and hate crimes against the AAPI community.

ROUNDTABLE 1

Wednesday, April 13, 2022
Virtual | 1-3 pm

A **Northern California** event bringing together experts focused on the impacts of the AAPI bias, discrimination, and hate crimes against the AAPI community, including small business owners.

ROUNDTABLE 3

TBA | July 2022
In-Person + Virtual

Gather together for a Recap of AAPI STRONG CA program, to look back at the year in review with

- AAPI STRONG state chapters
- small business owners
- Elected officials
- CalAsian partners
- sponsors, and community leader

ROUNDTABLES

KEY TOPICS

- Impacts of AAPI bias, discrimination, and hate crimes against AAPI communities
- Discuss areas of opportunity, issues and solutions for AAPI business owners
- What is currently working well for small business owners

PAST PRESENTERS

- **Assemblymember Evan Low**
 - *Assembly District 28*
- **Cynthia Choi**
 - Co-founder of *Stop AAPI Hate*
 - Co-Executive Director of *Chinese of Affirmative Action*
- **Lamar Heystek**
 - President, *Asian Inc.*

PARTNERS/SPONSORS

- **National ACE**
- **Wells Fargo**
- **Verizon**
- **PG&E**
- **East West Bank**
- **Eaze**

WHO BENEFITS

- AAPI Small Business Owners
- AAPI Community
- CalAsian corporate and nonprofit partners
- Elected Officials and Policymakers
- AAPI civic and business leaders

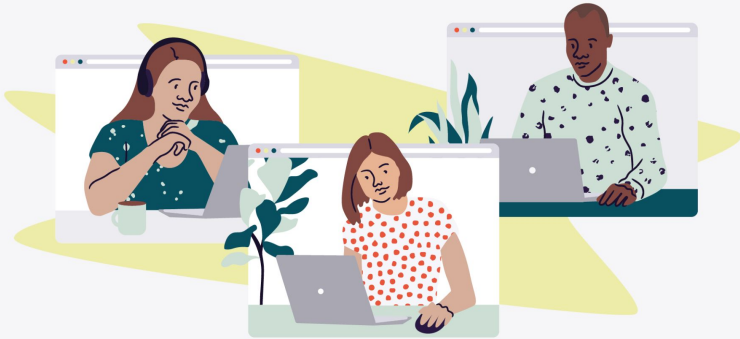
MENTAL HEALTH SUPPORT

- Strong interest from participants
- Underwriting from corporations and foundations being needed to deploy and integrate



ADDITIONAL TRAININGS

- Responding to a Hate Crime
- Strategies to Mitigate Implicit Bias



PARTNERSHIP OPPORTUNITIES

INVESTOR LEVEL



Expands populations served, range of programming and trainings offered, and increases visibility for initiative and the investor.

Valued at \$100K+

LEADER LEVEL

Supports APPI Strong expansion to key communities; widens training offerings.

Valued at \$50K to \$100K



ALLY LEVEL



Enables program growth and scaling. Opportunities to develop and deploy specific trainings. Visibility options.

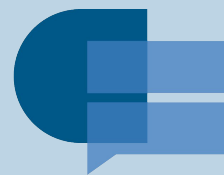
Valued at \$25K to \$50K

THANKS

Questions? Please contact us.

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CALASIAN FOUNDATION