

IMPACT REPORT

2024









/CalAsianFdn

THANK YOU FOR YOUR SUPPORT!

KEY MILESTONES

As we begin 2025, we are happy to reflect on the incredible progress we have achieved together this past year. Your unwavering support has empowered us to strengthen our support to our AAPI communities, small businesses, and young professionals through our leadership programs, community engagement, and offerings of resources addressing anti-racism and mental health. None of this would have been possible without your dedication, and we are excited to share the milestones we've reached thus far.









63%

Growth

in small business representation at our roundtables, rising from 16.3% in 2023 to 26.7% in 2024 109

Collaborations

including community organizations, leaders, and corporations, more than half of these collaborations were newly formed. 607

AAPI Strong Participants

in our AAPI Strong webinars, a 52% increase compared to 2023.

5

New Organizations

were welcomed through sending participants to our Catalyst Leadership Program. 10

AAPI LIFT Participants

of our inaugural cohort included Rick Chowdry, who ran for Sacramento County Supervisor, and William Barnedo, who volunteered for Christopher Cabaldon's Senate campaign.

KEY MILESTONES

55%

second-generation

immigrant participants in this year's NextGen Empower U cohort. 33%

Increase

in participants from our NextGen Empower U Program due to its hybrid format. 25%

first-generation

immigrant participants in this year's NextGen Empower U cohort.



This map of Asia indicates the country of origin for NextGen Empower U Participants thus far.













AAPI STATS

For generations, Asian American and Pacific Islander communities in the United States have endured widespread hate and discrimination. The surge in racism and xenophobia exacerbated by the pandemic continues to present significant challenges across every facet of our communities.

Did You Know?

45% of Asian adults say they have experienced at least 1 of 5 specific offensive incidents during the start of the coronavirus outbreak.

(PEW Research, April 2021)

According to a survey conducted by Stop AAPI Hate, nearly half (49%) of AAPIs reported experiencing a hate act in 2023 due to their race, ethnicity, or nationality.

(Stop AAPI Hate, September 2024)

Asian Americans continue to be less comfortable than other racial groups in reporting a hate crime with law enforcement authorities.

(AAPI Data | SurveyMonkey, April 2024)

Verbal harassment (62.9%) and shunning (16.3%) continue to make up the biggest share of total incidents reported among AAPIs.

(Stop AAPI Hate, November 2021)

86% of AAPIs say racism is a serious issue in this country, including 51% who say it's very or extremely serious.

(AAPI Data / AP-NORC, November 2023)

AAPI STATS

AAPIs only make up **6% of the senior leadership positions** while representing 21.2% of those in non-leadership positions in fiscal year 2021. (Frontiers in Research Metrics and Analytics, September 2022)

In a survey, only 26% of AAPI respondents felt strongly that they had support to take on leadership opportunities at work. (AAPI Data, March 2023)

In 2020, only 0.9% of US elected leaders were AAPI elected officials.

(Reflective Democracy Campaign, May 2021)

def: Bamboo Ceiling

Barriers faced by Asian Americans in ascending to top executive and leadership spaces due to stereotypes and racism.

The median age of current national leaders

is 62, underscoring the importance of investing in and empowering the next generation of leaders.

(Pew Research, May 2024)

In a survey, nearly 90% of respondents said the bamboo ceiling has had an impact on their personal career trajectory.

(AAIM, September 2021)

At CalAsian Foundation, we remain unwavering in our mission to provide guidance and support to individuals and small businesses through our Stop AAPI Hate (#AAPISTRONG) initiatives, leadership development and civic engagement programs, and critical resources for mental health and well-being.

PARTICIPATION

Events & Program Sessions

CalAsian Foundation

69

Total Events & Program Sessions

970

Total Attendees

- 5 Webinars
- 20 Program Sessions
- 37 1:1 Program Mentorship Meetings
- 7 In-Person Events

External Events

14

Total Events

Attended

1,273

Total Attendees

- 1 Webinar
- 13 In-Person Events

OUTREACH

Email Campaigns

1,265

40

Contacts

Total Messages Sent

43.3%

Open Rate

4.5%

Click Rate

Social Media Posts

(Across Instagram, Facebook, X and LinkedIn)

370

Posts

27,950

Total Impressions

677

Followers

990

Total Engagements

Programs

ASIAN AMERICAN PACIFIC ISLANDER



AAPI LIFT is a civic leadership program in California that focuses on mentoring community leaders, business owners, and entrepreneurs for public service, advocacy and/or public office. We held a full day conference with our participants and scheduled 1-on-1 mentorship meetings with our Program Director.

- Program Director: Rob Fong
- 9 Participants



Workshop 1: The Call to Public Service

- Mayor Kevin McCarty, City of Sacramento
- Workshop 2: The Best Way for You to Serve
- **Kendra Macias Reed**, Owner & COO, EJ Reed Construction LLC Workshop 3: Advocacy
- Noah Painter, Partner, KMP Strategies
- Workshop 4: Work-Life Balance in Public Service
- Mayor Bobbie Singh-Allen, City of Elk Grove
- Workshop 5: Alumni Meet & Greet
- Rick Chowdry, President, Intech Mechanical
- William Barnedo, Account Executive, Hitched Marketing Co.









Participating in the AAPI Lift Conference was an empowering experience that inspired me to embrace leadership within our community. The connections made and insights gained from industry leaders have been invaluable in driving both personal and professional growth. It's a must-attend event for anyone seeking to elevate their impact!

Programs



In a three-month initiative designed to empower AAPI youth aged 18-26, the **NextGen Empower U Program** aims to provide mentorship from experienced leaders and foster practical tools for achieving success. After hearing from community and industry experts, program participants leave with the confidence to define their own personal goals and pathways to success.

2024 PROGRAM DETAILS

- Program Director: Jim Tabuchi
- 20 Participants
- No program fee
- 5 Sessions and 2 one-on-one meetings with the program director







The NextGen Empower U
Program is amazing for young
AAPI adults who are stuck or
lost in various facets of their life.
This program has taught me
many things I did not previously
know about and I feel more
confident in leading a
successful life because of this
program.

Programs



The Catalyst Leadership Program is a transformative nine-month journey where participants meet once a month for three hours under the guidance of the program director and renowned guest speakers from various industries. The program was developed to empower the participants and foster a diverse and inclusive leadership landscape within the community.

2024 PROGRAM DETAILS

- Program Director: Cassandra Pye
- 24 Participants
- 5 Scholarships awarded to participants
- 4 Sessions in 2024
 - September 20th: Leading & Serving Your Region
 - Mayor Darrell Steinberg, City of Sacramento
 - October 18th: Implicit Bias
 - November 22nd: All-Day Retreat
 - Katie McCleary, Author of How to Bridge the Gap
 - Supervisor Rich Desmond, Sacramento County
 - Rob Stewart, Television Host & Executive Producer, KVIE Public Television
 - December 20th: Leading Through Change
 - Marcos Breton, California Opinion Editor, The Sacramento Bee









The Catalyst Leadership Program is not your average professional development program. Each session is filled with belly laughs, revelations, and deep connection with your peers. This program will teach you about yourself and how you want to lead your team.

AAPI STRONG CA

We need to be intentional about making sure that as we consider every other issue in society, that we remember that the backbone of a growing city is its small businesses and its diverse small businesses.

-- Darrell Steinberg

AAPISTRONG CA

AAPI Strong CA is part of a national #AAPISTRONG movement led by National Ace. Together, we seek to unite AAPI small business owners and community members across California, equipping them with resources to combat discrimination, offering support in the face of anti-Asian hate and bias, and providing essential resources to foster resilience and growth.



CalAsian partnered with National ACE to host a **Small Business Roundtable Series**, providing an opportunity for local Asian American & Pacific Islander (AAPI) business owners to discuss and network with key elected and government officials, and corporate leaders, regarding current business challenges.

Special Guests

- Mayor Darrell Steinberg, City of Sacramento
- Carrie Ellinwood, Deputy Director, U.S. Small Business Administration
- Les Fong, Director, San Joaquin SBDC
- Aaron Jones, Field Representative, Office of Congresswoman Doris Matsui





CalAsian hosted a mental health webinar,

Addressing Burnout & Prioritizing Wellness in The

Workplace, focused on how to identify signs of
burnout, establish work-life balance, and set
boundaries at work.

Speaker:

 Helen Garcia, Host of the Yellow Chair Collective Podcast

This was so needed! Another reminder to reorganize my time to align with my values and more encouragement to prioritize self care for my own mental health, it made me really reflect on the relationships, tasks and responsibilities that either take away or restore my energy.

CalAsian hosted 3 virtual workshops,
Understanding Trauma within AAPI
Communities, with guest speakers from the
Yellow Chair Collective that focused on healing
through trauma in our lives and our
communities.

Speakers:

- Helen Garcia, Host of the Yellow Chair Collective Podcast
- Megan Soun, Community Program Manager at Yellow Chair Collective
- Esther Yerin Lee, Associate Clinical Social Worker at Yellow Chair Collective

In partnership with Yellow Chair Collective, we've created an AAPI Racial Trauma Guide for attendees to use as an ongoing resource beyond the webinar series.

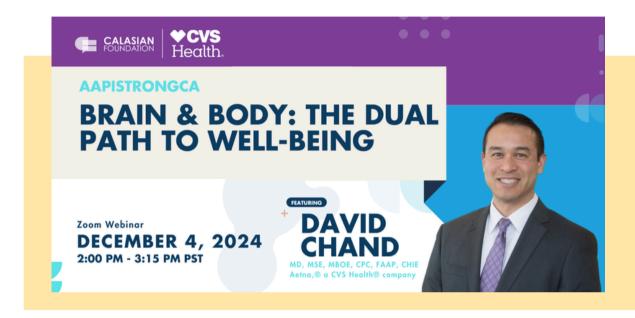
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AAPI STRONG CA

In partnership with Aetna and CVS Health, the CalAsian Foundation hosted a webinar, **Brain & Body: The Dual Path to Well Being**, that helped attendees discover how physical and mental health are intertwined and gain actionable insights on building resilience and balance.

Speaker:

• Dr. David Chand, Senior Medical Director, CVS Health



#AAPISTRONG

Why Does It Matter?

A study revealed Asian Americans who face discrimination are more likely to have problems with anxiety, depression, and sleep than those who do not. (Lee, S. & Waters, S. F., <u>Stigma and Health</u>, Vol. 6, No. 1, 2021).

38% say their family never discussed racebased discrimination growing up, and 30% say their family rarely addressed it,

highlighting the need for more open dialogue and education within our communities. (Pew Research, November 2023)

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)

AAPIs have the **lowest help-seeking rate** of any racial/ethnic group, with **only 23.3% of AAPI adults with a mental illness receiving treatment in 2019**.

(National Alliance on Mental Illness, July 2021)



This year, we enhanced our fundraising efforts by participating in the Big Day of Giving for the first time and introducing a silent auction and raffle at our Pickleball and Golf Tournament. These initiatives helped us raise \$6,193!



RÜNI

We appreciate your support in making this achievement possible. As we look ahead, we are excited to refine our strategy to raise more funds, enabling us to continue growing and expanding our programs.









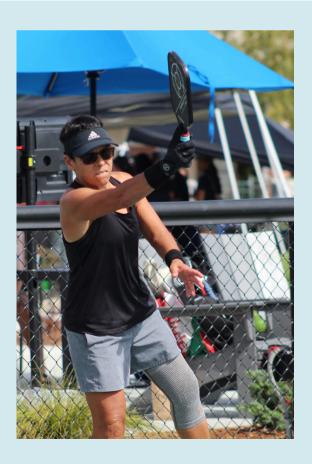
EVENTS



2024 Golf Classic

The CalAsian Foundation hosted its 2nd Golf Classic, supporting the AAPI LIFT program dedicated to uplifting Asian American Pacific Islanders in public service. The event brought together golf enthusiasts and community supporters for a day of goodwill, featuring a shotgun start at 8:00 AM and competitions for prizes in categories like Longest Drive and Closest to the Pin.

Participants: 56



2024 Pickleball Tournament

CalAsian's 2nd Annual Pickleball Tournament, where players of all levels gathered for friendly competition and team building. The tournament proceeds support our leadership development, workforce investment, and civic engagement programs.

Participants: 120

THANK YOU

Event Partners, Sponsors, & Donors

1810 Gallery | Acheson Wines | Anheuser Busch | AT&T | Bad Bakers | Bank of Marin | Bailarin Cellars | Bennett's | Black Chasm Cavern | Bogle Family Vineyard | Cal Expo State Fair | California Auto Museum | California Mobility Center | California Railroad Museum | CDSS - Stop the Hate | Cheesecake Factory | Chipotle | City of Elk Grove | City of Roseville | Clutch | College Futures Foundation | Crowe LLP | Crocker Art Museum | CVS Health | Daikon Korean BBQ | Echo & Rig | ENT Legends | Fairytale Town | Fat Family Restaurant Group | Figureology | Fujis | Gavrilov & Brooks | Golden 1 Credit Union | Haggin Oaks Golf Complex | Henry's Sports Lounge | Heringer Estates | Hyatt Centric | In-N-Out | | | J.J. Pfister Distilling Co. | Jollee | Kaiser Permanente | KOLAS | Leatherby's | Lodi Trolley | Los Rios Community College District | Lucas Public Affairs | McCarthy Holdings Inc | Michael David Winery | Michelle Picard | MOSAC | National ACE | North American Food Distribution Co. | PBS KVIE | PepsiCo Foundation | PG&E | PhRMA | Pride Industries | Old Sacramento | Red Hawk Casino | Rendezvous Winery | Republic Services | Revolution Wine & Kitchen | River Fox Train | RKF Consulting LLC | Roller King | Sacramento Children's Museum | Sacramento County Board of Supervisors | Sacramento County District Attorney's Office | Sacramento Kings | Sacramento Pipeworks | Sacramento Region Community Foundation | Sacramento River Cats | Sacramento Republic FC | SAFE Credit Union | Sage Strategies | Saigon Alley Kitchen & Bar | Sergio Robles, Elk Grove Council Member | Seven Leaves | Siemens Mobility Inc | Sierra Health Foundation | SMUD | Southwest Airlines | Sutter Health | Tahoe Donner | Target | The Citizen Hotel | Thunder Valley Casino Resort | Total Wine & More | UC Davis | United Airlines | Urban Air Adventure Park | Verizon | Western Health Advantage | Wells Fargo | Yellow Chair Collective