Community Focus

From the Executive Director

Dear Friends,

First, let me thank all of our friends and partners who supported this year’s gala. If you were able to attend, I hope you enjoyed your evening. If not, we hope to see you next year!

Our current fiscal year has come to a close. As you know, this year, we celebrated the Federation’s 20th Anniversary. Despite the fact that we were recovering from an economic recession, the Federation was able to maintain its level of support to our member agencies, as well as provide funding support exceeding half a million dollars! In addition, we initiated two new projects- Census 2010 Community Engagement Campaign and the Elderly Mental Health Project. This was all possible because of the generosity of our supporters. Thanks to you, we were able to respond to the needs of our communities and initiate time-sensitive and important projects that will have lasting impact on our communities. Additionally, five agencies have joined the Federation’s membership. The new member agencies are Rainbow Center, The Sikh Coalition, Korean American Youth Foundation, Korean American Voters’ Council and Asian Women’s Christian Association- our first New Jersey member agency!

On the occasion of its annual Philippine Independence Day event on June 8, the Federation was honored by the Queens Borough President, Helen Marshall, for its support to community-based organizations in Queens during the 2010 Census.

In closing, I wish you and your family a safe and good summer,

Cao K. O

Census 2010 Community Engagement Campaign

The Census 2010 Community Engagement Campaign has been well underway and the initial mail-back response rates since Census Day, April 1st are in. The national response rate of 72% remained the same in 2010 as the 2000 census. However, NY State increased from 66% to 67% and NYC increased 3 full percentage points from 57% to 60%. Information gathered from the NYC Department of City Planning shows that in neighborhoods with high Asian populations such as Sunset Park West, Manhattan Chinatown, Elmhurst, Flushing, Jackson Heights and Richmond Hill, the average mail-back response rate increased about 3-4% from the last census in 2000. It is clear the Census 2010 Community Engagement Campaign and all of the Federation’s 33 Census Partner agencies have made a direct and significant impact in Census participation.

(Continued on page 2)
On April 30, the Federation hosted a press conference with several partner organizations and Census Bureau staff to help kickoff the door-to-door enumeration phase. Representatives from different Asian press attended to help inform the community that Census enumerators will be knocking on doors, how individuals can properly identify Census enumerators by their official badge and bag, and ways to participate and be counted so our communities get a fair share of critical resources. During the last week of May, the Federation followed up with the press conference with strategic media ads placed in Asian language newspapers in the NYC region.

The Federation coordinated with partner agencies to identify non-traditional housing arrangements missed by the Census, and had weekly phone conferences with Census Bureau field operators to coordinate post-enumeration outreach activities. The Federation coordinated “Be Counted” days with the Census Bureau and partner agencies during the middle and end of June to identify and enumerate those in the community overlooked by the Census. Partner agencies co-hosting “Be Counted” events included Asian Americans for Equality, Asian Women’s Christian Association, Chinese Planning Council, Council of People’s Organization, Philippine American Friendship Committee, Pan American Concerned Citizens Action League, and MinKwon Center for Community Action.

**Federation Awards $45K for Citywide Census 2010 Student Poster Contest**

The Asian American Federation is pleased to award $45,000 to the winners of the Census 2010 city-wide student poster contest, You Count! 35 students have won the competition that promoted civic participation and the importance of census. The contest aimed to raise the student’s awareness, but also to encourage census participation of their parents and caretakers.

The poster contest, sponsored by the Federation and administered by our member agency, APEX, received entries from public and parochial schools from students in kindergarten through 12th grade. The contest was divided into four categories in each borough (K–2nd grade, 3rd–5th grade, 6th–8th grade/middle school, 9th–12th grade/high school). Posters were judged on the basis of artistic creativity and quality, dissemination of information, and ability to motivate participation in the census. First and Second Prizes were awarded in each grade category for the winning student, the teacher (for use in the classroom), and the school.

An awards reception took place on Friday, May 14th at Aon Corporation for the winning schools, teachers, students and student families. Assemblywoman Grace Meng and Stacey Cumberbatch, City Census Coordinator from the New York City Census 2010 Office were in attendance.

Please visit [www.aafederation.org](http://www.aafederation.org) or [www.apex-ny.org/](http://www.apex-ny.org/) for a complete list of winners and to view the winning posters. Congratulations to the winning students, schools and teachers!
Celebrating its 20th anniversary, the Federation held its annual Spirit of Asian America Gala on May 6th at The Pierre. On the occasion of its annual gala, the Federation was proud to honor three outstanding individuals-

**Don H. Liu**  
Senior Vice President, General Counsel and Secretary  
*Xerox Corporation*

**Mehmet C. Oz, MD**  
Host of The Dr. Oz Show and  
Vice-Chair and Professor of Surgery  
*Columbia University*

**Robert Yi**  
Senior Vice President Northeast Zone  
*State Farm*

With over 500 guests in attendance, the 2010 *Spirit of Asian America Gala* was a tremendous success and we are overwhelmed by the support of our friends and partners. Our honorees who have made direct impacts on our communities through their professional leadership, philanthropic endeavors and creative ingenuity delivered the most inspirational speeches.

Presenting the evening’s awards were Honorable Denny Chin, United States Circuit Judge of the U.S. Court of Appeals for the Second Circuit; Matthew S. Hodson, Vice President, Agency Northeast Zone, State Farm; and Dennis Swanson, President of Station Operations, FOX Television Stations Group.

Very special thanks to our Platinum Spirit Sponsor, Grace & Mercy Foundation, to Sophia Luk for her invaluable work on this year’s gala committee and to our wonderful supporters. This year’s gala raised $650,000 to help support the Federation and its member agencies provide critical services to our Asian communities in need.

Please visit [www.aafederation.org](http://www.aafederation.org) to view more photos of the gala.
Top: Board member and gala co-chair Theresa Yoon with board member, Dong Suk Suh, Charles Yoon and Jay Kim

Above: Friends, like Ms. Sandy Ho, enjoyed the live auction with over a dozen items to bid on

Top: Board member, Paul Huang with Yvonne Liu and Daniel Stroup

Above: Honorable Denny Chin, United States Circuit Judge of the U.S. Court of Appeals for the Second Circuit presents the Spirit of Asian America Award to Don H. Liu

New York Asian Women’s Center Executive Director, Larry Lee, Assemblywoman Grace Meng and Federation Executive Director, Cao O

Board member and gala co-chair, Dennis Swanson with Dr. and Mrs. Mehmet Oz

Spirit of Asian America Gala 2010 honorees, Robert Yi, Mehmet Oz, MD and Don H. Liu

Ong Family Foundation Executive Officer, Nelson Louis, Debbie Louis, Amanda Ing, and Lilian Moy

Soprano Fang Tao Jiang provided the evening’s beautiful entertainment

Ben Kwok, Jonathan Beane and other friends from Time Warner

Board director, Richard Hsia and guests

Board members, Dr. Yung Duk Kim and Dong Suk Suh greet honoree Don Liu
Federation Welcomes Four New Member Agencies

Asian Women’s Christian Association
The Federation welcomes our first New Jersey member agency- the Asian Women’s Christian Association (AWCA). The AWCA started 30 years ago as the NJ Homemaker’s Club. In 1985 it joined the Montclair YWCA New American Program. And in 2000, it was incorporated as an independent 501(C)(3) that is today’s AWCA. They currently operate Korean and Chinese senior centers, the Korean Family Service Center that provides mental health services, the ANGEL school, a program teaching Korean American adoptees Korean language & culture, and a home care service agency that also provides job training services to potential home care workers. Additionally, the AWCA offers walk-in social services, adult continuing education and summer youth programs. To learn more about the AWCA, please visit their website at www.awcanj.org.

Korean American Youth Foundation
Based in Queens, the Korean American Youth Foundation’s mission is to provide the resources for Korean American young adults to become successful, civic-minded citizens by promoting leadership skills and instilling community values, while creating networking avenues between the present and future generations of Korean American leaders. The Foundation supports a variety of programs and initiatives to empower Korean American youth to achieve their potential academically and professionally as well as the balance of a healthy body and mind. The KAYF has also provided opportunities for community-building within the Korean American community. Additionally, KAYF has a scholarship fund. This year, they awarded $38,000 to 26 students. For more information about KAYF, please visit http://kimchibreath.com.

Korean American Voters’ Council
The Korean American Voters’ Council (KAVC) is a non-profit organization that was started from a group of volunteers in Flushing, NY in 1996. KAVC’s goal is to educate Korean Americans about the importance of exercising their voting rights, to increase accessibility in exercising the right by removing the language barrier, and to promote informed/educated decisions pertaining to current issues. Since its inception, the Korean American Voters’ Council has been playing in important role in promoting civic participation among Korean Americans, immigrants and new citizens through community education and voting rights advocacy. KAVC worked closely with the Federation during the ongoing Census 2010 as one of its community outreach partners. Please visit www.kavc.org for more information.

Rainbow Center
The Rainbow Center, established in 1993 as a community-based non-profit organization, advocates for women’s rights, providing shelter and social services for Asian women in crisis especially for those Asian women who were married or formerly married to U.S. military servicemen. The Rainbow Center also provides educational and cultural programs for the children of these women as well. The main program of the Center is its shelter operation- the only organization that provides shelter services in the greater New York City Metropolitan area exclusively for Asian women. In addition to its shelter program, the Center also provides services in the areas of human rights advocacy, translation and interpretation, individual counseling and training, moving and acclimation support, volunteer management, meal provision, medical and psychological counseling and assistance in accessing social service benefits. For additional information about the Rainbow Center, please visit www.rainbowcenterus.org.

Asian American Federation Board Updates
We are pleased to announce the election of the Federation’s newest board member, William Wong. Mr. Wong is currently the President & Chief Executive Officer of HSBC Securities (USA) Inc. Prior to his current posting, Mr. Wong was responsible for HSBC’s compliance function of its Global Banking & Markets businesses in the Americas which include activities in Canada, United States and Latin America. Throughout his career, he has focused on the global and domestic aspects of capital markets, investment banking, corporate governance and internal control/risk functions.

Mr. Wong also serves on the Advisory Board for ASCEND. Both the staff and Board warmly welcome Mr. Wong and look forward to our work with him.

The Federation bids farewell to Don Suk Suh and Felicia Yieh as they have stepped down from the Federation’s Board. Dr. Yung Duk Kim has also stepped down and has joined our esteemed Honorary Board. Both the staff and Board are immensely grateful for their wisdom, leadership, and dedication to the Federation. You will be greatly missed.
2nd Annual Asian American Golf Classic

On Monday, June 21st the Federation and 3 other community agencies organized the 2nd annual Asian American Golf Classic held at Manhattan Woods Golf Club. Generously hosted by the Ong Family Foundation, approximately 100 individual golfers, non-golfers and staff, joined us for a beautiful and leisurely day of golf. Special thanks to all of our corporate sponsors: TD Bank, Magna Carta Companies, Answer Vending, First American International Bank, Elite/ACE, Ernst & Young and Mercedes-Benz. And congratulations to all of our prize winners!

Proceeds benefit the Asian American Federation, Chinatown YMCA, the Coalition for Asian Children and Families, and the Korean American Family Service Center.

Thank you to all our golfers and supporters. We look forward to seeing you next year at our 3rd annual Asian American Golf Classic!
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Website(s) www.aafederation.org  www.asianamericanphilanthropy.org  Phone (212) 334-5878  E-Mail info@aafederation.org

Make a Difference

You can make a difference in the well being of Asian Americans by contributing to the Asian American Federation. Your gift may be for general purposes or be designated to specific causes such as the Census 2010 campaign or suicide prevention of Asian elders. Please inquire with your employer to see if the company has a matching gift program.

Yes, I want to help Asian American communities.

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