Community Focus

From the Executive Director

Dear Friends,

With our fiscal year drawing to a close, I am very happy to announce that it has been a strong year despite the tough economic climate. We granted over $200,000 this past year to our member agencies, released a first-of-its-kind report on Asian New Yorkers, and created the Asian American Civic Alliance to increase voter education and help voters learn more about campaign finance laws.

Our success this year also stems from our events/activities including our Asian American Charity Bowl-A-Thon, W.K. Kellogg Foundation’s Cultures of Giving Donor Challenge, and our 2012 Spirit of Asian America Gala. We would like to thank our gala honorees for it was our privilege to celebrate their outstanding service to our community.

A special thanks goes out to our Gala Committee Chairman, Dennis Swanson, whose leadership and dedication these past 4 years have been unsurpassed.

For the next fiscal year, we are excited about new plans to host voter education forums and neighborhood tours to visit specific communities and member agencies to discuss and address community needs. We also look forward to seeing old and new friends at our 4th Annual AAF Golf Classic on June 25th. Have a wonderful summer!

Sincerely,

Cao K. O

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AAF’s LATEST VIDEO
CLICK BELOW to find out how we work with our member agencies to improve the lives of Asian Americans in NYC

UPCOMING EVENTS

4th Annual Asian American Golf Classic is Sold Out!

The Asian American Federation will host our annual golfing event on June 25th at Baltusrol Golf Club in Springfield, NJ. Sponsored by Mercedez-Benz USA and The PGA of America, the event is now sold out and registration is closed. Special thanks to all our participants, partners, supporters and friends. We look forward to seeing you on the 25th!

More Information >>
The Federation Celebrates Asian American and Pacific Islander Heritage Month

Asian American and Pacific Islander Heritage Month is an occasion to celebrate the contributions of Asian Americans, and also for Asian Americans to reflect on where we are as a community and the challenges we still face. The Asian American Federation celebrated this special month through a series of educational and cultural events with its corporate and community partners:

- **Empire BlueCross BlueShield** on May 14th, introducing several member agencies to ACE, the company’s new Asian employee network. *[PICTURE GALLERY]*

  ![Stella Aquino, Director of NY Valuation and Forecasting at Empire BlueCross BlueShield](image1)
  ![Creating a dialogue with our member agencies](image2)
  ![Michelle Tong, AAF Donor Relations Director, introducing member agencies to the ACE network](image3)

  PHOTOS by Anne Wang

- **News Corporation’s Speakers Series** on May 21st where attendees heard from Dennis Swanson, Fox Television Stations Group President, Christina Park, Anchor at WNYW/Fox 5 and Deborah Brewster, Deputy Managing Editor of The Wall Street Journal, Asia. *[PICTURE GALLERY]*

  ![Ivette Fernandez, Director of Corporate Diversity at News Corporation](image4)
  ![From left: Christina Park, Anchor of WNYW/Fox 5; Michelle Tong, AAF Donor Relations Director; Congressman Robert Turner; and Cao O, AAF Executive Director](image5)
  ![Q&A Discussion](image6)

  PHOTOS by Mike Nguyen

- **NBCUniversal's Asian American and Pacific Islanders Festival** with their NY/NJ APA@NBCUniversal Chapter on May 29th at 30 Rockefeller Center to help get people involved highlighting organizations that focus on education, mentoring, volunteering, and veteran services. *[PICTURE GALLERY]*

  ![AAF Interns, Rui Min Siow and Hui Liu manning our booth](image7)
  ![Participants learning about the Federation](image8)
  ![Michelle Tong, Donor Relations Director, introducing AAF’s mission](image9)

  PHOTOS by Anne Wang
The Asian American Federation commemorated its 23rd anniversary at the annual Spirit of Asian America Gala on May 3rd at The Pierre. $500,000 was raised to help continue to support critical services for our Asian American communities in need. Over 400 guests celebrated the Federation’s 23rd Anniversary with 4 outstanding, distinguished honorees:

**David L. Cohen**
Executive Vice President, Comcast Corporation
Presented by: Don H. Liu, Senior Vice President, General Counsel & Secretary, Xerox Corporation

**Khee Lee**
Head of Agency Business Development, Google NY
Presented by: David Chang, Chef & Owner, Momofuku Restaurants

**SungEun Han-Andersen**
President, The G. Chris Andersen Family Foundation
Presented by: Dr. Kenneth Yip, PhD, Founder & CEO, Investor Science Group

**Anderson Cooper**
Presented by: Dennis Swanson, President, FOX Television Stations Group

We are deeply heartened by the support of all our partners, sponsors and friends, and look forward to seeing you at next year’s Spirit of Asian America Gala celebrating our 24th Anniversary in 2013!

Standing: AAF Executive Director, Cao O; AAF Board Directors, David Chung and Paul D. C. Huang; Gala Presenter, David Chang; AAF Board Director, Richard Hsia; Co-Emcee, Pei-Sze Cheng; AAF Board Directors, Dennis Swanson and Grace Lyu Volckhausen; Co-Emcee, Christina Park; AAF Board Directors, Gary Moriwaki, Muzaffar Chishti, Jeffrey Chin; Gala Presenter, Don Liu; AAF Board Chairman, George Wang

Seated: AAF Board Director, Dr. Setsuko Matsunaga Nishi; Gala Honorees, Khee Lee, David Cohen, SungEun Han-Andersen and Anderson Cooper; and AAF Board Director, Ekta Singh

PHOTO by Nick Coleman
Honoree David Cohen; Co-emcees Pei-Sze Cheng and Christina Park and Presenter Don Liu

AAF Board Director Gary Moriwaki; Consul General Shigeyuki Hiroki; NYC Comptroller John Liu; Executive Director Cao O

Representing AAF’s corporate partner, Time Warner

Donor Relations Director Michelle Tong, Board Director Ekta Singh and her husband Mark Bushell

Hugh Hildesley of Sotheby’s North and South America, conducting the Live Auction

Young Associates from Cadwalader, Wickersham & Taft LLP

Gala Honoree, Anderson Cooper

To see more photos click HERE and PRESS COVERAGE.
On April 20th, the Asian American Federation hosted a community briefing on our newest report, *Asian Americans in New York City: A Decade of Dynamic Change 2000-2010* based on recent data releases from the 2010 Census and the new American Community Survey. The report covers changes in demographics from the past decade, as well as examines the status of Asian children and seniors as related to poverty, access to education and health insurance coverage. Other chapters cover civic engagement, income, poverty, and industry and occupations employing Asians and Asian-owned businesses.

The Asian community was the fastest growing major population in New York City, increasing by 30% in the past decade. Asians are now 13.9% of the City’s population. In the same period, the population of Asian children grew by 16%, the only major race and ethnic group to show an increase, while the number of seniors in our community grew by 64%, the largest increase among major race and ethnic groups. The report also shows:

- New York City is home to the largest Bangladeshi and Pakistani population in the U.S.
- Korean children are twice as likely not to have health insurance than all children in New York City.
- The poverty rate of Asian seniors increased while other race/ethnic groups declined.
- Asian seniors were more than twice as likely to have no health insurance coverage than seniors in other populations.
- Japanese have one of the highest rates of seniors living alone, citywide.
- While Asians represent 11% of the citizen voting-age population in New York City, Asians were least likely to be registered to vote.
- Despite having the highest income in the Asian community, Filipinos saw a drop in the median household income and an increase in child poverty rate of 4%.
- Chinese, Indians and Koreans own 80% of the Asian-owned businesses in our City.
- Asian workers had the largest jump in unemployment rates.
- Asian-owned businesses contributed $38 billion worth of sales, receipts or value of shipments to the City’s economy.

Download the full report free: *Asian Americans in New York City: A Decade of Dynamic Change 2000-2010*

To order a hard copy: [Order Form](#)

Check out new updates and data releases on our [Census Information Center](#) website!
The Federation would like to thank all of our friends and supporters who helped us raise over $160,000 within just 10 days during the W.K. Kellogg Foundation’s Cultures of Giving Donor Challenge. Because of partners like you, the Federation won a $20,000 matching grant, and placed 3rd out of 22 organizations resulting in an additional $25,000 prize. 44% of total donors were new, and we hope to build on this success and further develop our online giving efforts. The raised and matched funds will go towards our Asian American Community Fund and increase our grant-making ability to provide critical financial resources to our community service agencies.

The Federation Forms Asian American Civic Alliance

Convened in late January by the Federation and made up of community agencies and civic groups, the Asian American Civic Alliance seeks to educate on campaign finance laws and help increase voter participation among the Asian American community. The Alliance’s work was featured in The Wall Street Journal and NY Times.

On March 12th, the Alliance in partnership with the New York City Campaign Finance Board coordinated a special workshop on the dos and don’ts of campaign finance. Daniel Cho, the Board’s Director of Candidate Services, responded to questions about house parties and in-kind contributions, while also offering broad guidelines on disclosure forms and giving out personal information.

In the months leading to the November elections, the Alliance plans to start a legal hotline and host more voter education and registration workshops in other Asian neighborhoods including Flushing, Queens, Sunset Park and Brooklyn, and in Mandarin and Korean.
Lunar New Year and Open House at AAF

The Federation hosted our Lunar New Year Celebration and Open House on February 9th at our new office on the 9th floor. Our new facility features a fully equipped conference space designed to host workshops, webinars, press conferences and receptions. To rent the facility and space, please contact Winnie Li for more information at winnie.li@aafederation.org or (212) 344-5878 x216.

Over 150 guests attended AAF’s 2012 Lunar New Year and Open House Celebration

Representatives from Empire BlueCross BlueShield: Stella Aquino, Ruth Kim Cheung, Jimmy Yi and Howard Shih, AAF Census Programs Director

From left: Korean Consul General Young-mok Kim; Donor Relations Director Michelle Tong; Board Directors Jeff Chin and Paul Huang

From left: AAF Executive Director Cao K. O; Board Directors Paul Huang, Richard Hsia; 2012 Gala Honoree Khee Lee (center); Donor Relations Director Michelle Tong; Board Directors George Wang and Jeff Chin

PHOTOS by Nick Coleman
Workshop on the FY2013 City Council Discretionary Funding Requests

From left to right: Jo-Ann Yoo of the Federation; Tiffany Raspberry of YorkGroup Associates, LLC; Richard Lee of the NYC Councilmember Leroy Comrie’s Office; and Anthony Ng of the Center for Working Families.

Each year, City Council members allocate discretionary funds to community groups to support social services, youth and senior programs, and other initiatives as prioritized by each Councilmember. The Federation hosted its first workshop of the year on January 20th. The training provided useful tips on when and how to prepare your organization’s request, how to effectively introduce your organization to city leaders, and how to craft a compelling request. Jo-Ann Yoo, the Federation’s Managing Director of Community Services moderated the session, with panelists Richard Lee, Director of the Budget and Legislation for NYC Councilmember Leroy Comrie, Anthony Ng, Green and Equitable Economies Strategist at the Center for Working Families and Tiffany Raspberry, Founder and President of the YorkGroup Associates, LLC.

Federation Staff News: AAF Welcomes our 2012 Interns

Peiyi Xu is a fresh graduate from the Robert F. Wagner Graduate School of Public Service at New York University (NYU) with a Masters in Urban Planning. She has been interning with AAF since February and assisted in our latest publication Asian Americans in NYC: A Decade of Dynamic Change 2000-2010. Peiyi holds a BA in Management from Ren Min University of China, including an exchange program to Lingnan University in Hong Kong.

Hui Liu is pursuing a joint Masters in Public Administration and Economics at the University of Colorado. Her MPA degree requires a summer internship at a nonprofit. She’s interning at AAF Mon-Wed, and at the New York Asian Women’s Center on Thurs-Fri. She is originally from Shanghai, China and a graduate of Shanghai Jiao Tong University.

Rui Min Siow is an undergraduate from the Faculty of Arts and Social Sciences at the National University of Singapore. She is majoring in Sociology with a minor in Marketing. She is currently on summer internship with us until mid-July and chose to work with a nonprofit organization to gain exposure in this field.

Mike Nguyen was born and raised in Alhambra, California. He graduated from the University of California at Riverside. He is the Graphic Design intern for Ascend, Mon-Wed and interns with AAF on Thursdays. Currently, he is building his portfolio to apply for graduate school.
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The Asian American Federation’s mission is to advance the civic voice and well-being of Asian Americans. We collaboratively foster philanthropy in the community, undertake research to inform policies, and provide support to community service organizations.

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 education for children 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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- Register me as a volunteer
- Please send me info on how my association / affinity group can partner with the Federation

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