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* Various names and images of people, projects, and programs are hyperlinked throughout the annual report.
Kids and teens are bullied in schools all across the country. Unfortunately, many Asian American and Pacific Islander (AAPI) youth who are bullied face unique cultural, religious, and language barriers that can keep them from getting help. Thus, Act To Change aims to empower students, families, and educators with the knowledge and tools they need to help mitigate and prevent bullying across communities. Bullying is a problem that affects everyone, requiring everyone to act together to put an end to it. With this work, Act To Change envisions a world where all youth have the opportunity to grow up feeling proud and supported in their identities.

Act To Change was first launched in October 2015 as a national public awareness campaign on bullying prevention among youth — including Asian American, Pacific Islander, Sikh, Muslim, LGBTQI, and immigrant youth — under President Obama’s White House Initiative on Asian Americans and Pacific Islanders, in partnership with the Sikh Coalition and the Coalition of Asian Pacifics in Entertainment.

Since 2016, Act To Change has transitioned from outside of the White House to a grassroots movement to a national 501(c)(3) nonprofit organization working to address bullying, especially among the AAPI community. It is the only national group with this primary focus and an interdisciplinary approach that spans education, public health, and civil rights.

WHAT ACT TO CHANGE DOES

Act To Change leads educational programming for youth, resource support for educators and caregivers, and coalition building with advocacy organizations to impact policy. Act To Change’s work falls into four main areas:

01 PROGRAMMING

- Launched #CovidConvos, a dialogue series against Coronavirus-related racism
- Led the second annual youth conference, YOUTH RISING, in recognition of National Bullying Prevention Month
- Started the annual AAPI Day Against Bullying + Hate and hosted the second annual UNITED WE STAND event, rallying over 200 organizations and 28 celebrity guest speakers

02 CURRICULUM

- Launched Classroom Convos and Homeroom with Tan France to address curriculum improvements surrounding bullying prevention
- Created the #StopAAPIHate Social Media Campaign & Toolkit as educational resources for youth

03 POLICY

- Involvement in coalitions, like the Hate Crimes Coalition, that directly influence policies that help to address hate, bullying, and racism

04 DATA

- Launched the first-ever bullying survey, in collaboration with NextShark and ADMERASIA to measure widespread incidences and challenges students are facing today with bullying
Dear Friends and Supporters,

Over the past year, the Asian American and Pacific Islander community was changed forever. As Covid-19 ravaged our communities, so did the virus of racism.

The uptick in violence that we experienced had far-reaching impact on our youth. Not only did the pandemic require them to shift their learning and living habits, but it also challenged them to become advocates in the face of bullying and hate — just to keep themselves and their loved ones safe. Nearly 4000 incidents of anti-AAPI hate were reported, and 77% of AAPI youth expressed anger over it in 2020.

With your help, Act To Change was able to provide them the support to combat bullying and xenophobia. We offered tangible resources, rallied our diverse communities together, gathered data, advocated for policies that would protect our youth, and created safe spaces that fostered both inspiration and solidarity.

In early 2020, we pivoted our programming and anti-bullying initiatives online to raise awareness around the dire situation our AAPI youth were facing. We reached over 1 million people with our virtual programming—which brought together leaders from all walks of life—and hosted over half-a-dozen #ConvoSeries events that put youth speakers front and center.

Our mission at Act To Change has always been simple: to end bullying for all youth—including AAPI, Sikh, Muslim, LGBTQIA+, and immigrant youth—and to foster a world where all young people can celebrate differences in race, ethnicity, culture, religion, identity and background.

The impact of the Coronavirus is not over. Neither are the dangerous tenets of white supremacy, or divisive principles like the model minority myth. There is much work ahead of us. In the coming years, we at Act To Change commit -- to you -- that we will always stay true to our mission of creating a bullying-free world. We will continue to inspire AAPI youth to celebrate their cultures and identities and be vocal against injustice.

We're grateful for your much-needed support. Together, we can end bullying and hate.

Maulik Pancholy
Chair & Co-Founder, Act To Change
As COVID-19 infections continued to rise in the United States throughout 2020, so did reports of racist attacks against people of Asian descent. In alignment with its mission to dismantle bullying and hate, Act To Change significantly grew across all areas of the organization in order to support and show up for AAPI youth during this critical time. This growth allowed us to reach more people, provide more impactful resources, and ultimately empower more youth to put an end to bullying and hate.

**PEOPLE**
- Doubled the size of the board by adding five new members
- Introduced the inaugural Advisory Council by building alliances with Hollywood, journalism, and business
- Expanded volunteers and fellowships by initiating internships in collaboration with the Conference on Asian Pacific American Leadership (CAPAL)

**SIGNATURE PROGRAMS**
- Developed events such as UNITED WE STAND and YOUTH RISING into signature programs with expansive reach
  - UNITED WE STAND
    - 1893 registrants, over 50k views, and over 1.3M reach on social media
  - YOUTH RISING
    - 216 registrants, over 3k views on YouTube and Facebook, 85% attendees learned how to take action against bullying

**REVENUE**
- Increased revenue by over 1.7x from 2019
  - 2019 revenue: $22,422
  - 2020 revenue: $38,298

**PLEDGES**
- Reached 10,468 pledges to help stop bullying

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**2020 IMPACT**

**Partnerships and Collaborations**
- 2 big collaborative projects - Kindness Heals Digital Art Exhibition and AmaznHQ x ATC Hoodies
- 3 workshops and speaking engagements on race, identity, and diversity, equity and inclusion
- Over 200 partnerships with various organizations

**#StopAAPIHate Social Media Campaign & Toolkit**
- 6 activism guides published to combat anti-AAPI hate

**Homeroom with Tan France**
- 10 classroom visits and anti-bullying workshops with Tan
- 94% of participants felt proud of their identities

**Webinars and Convos**
- 2 Classroom Convos
- 3 Covid-19 Convos
- Collective total of over 160k views
- 1 Pride Convo
- 1 Solidarity Convo
In spite of the tumultuous year of 2020, Act To Change remained vigilant in carrying out its mission to combat bullying and hate. From the xenophobia towards Asians caused by the global pandemic, to the disproportionate number of COVID-19 cases affecting Pacific Islanders and people of color, to the national uprisings surrounding the Black Lives Matter movement, we are proud of our accomplishments in fulfilling a wide variety of projects and collaborations that engage and empower the youth.

**AMAZNHQ X ATC HOODIES**

To show off AAPI Pride during Asian Pacific American Heritage Month, AMAZN HQ generously donated 50% of their proceeds to Act To Change to fight hate in the AAPI community.

**KINDNESS HEALS DIGITAL ART EXHIBITION**

In celebration of World Kindness Day on Friday November 13, 2020, Act To Change, the Daniel K. Inouye Institute, and the Smithsonian Asian Pacific American Center launched its #KindnessHeals Youth Art Project to inspire hope through art as a difficult year comes to an end.

**NEW ADDITIONS TO THE ORGANIZATION**

**Board**
- Josef Canaria, Elaine Dang, Jamie K. Lok, Anthony Reyes, and Nancy Tien

**Advisory Council**
- Tan France, TV Personality
- Hudson Yang, Actor
- Michelle Lee, Editor in Chief, Allure
- Bing Chen, Chairman, Gold House
- Philip W. Chung, Creative Director, YOMYOMF

**WORKSHOPS AND SPEAKING ENGAGEMENTS**

- ATC x APIA Vote - Race & Identity in Leadership
- ATC x Stop AAPI Hate - Difficult Conversations about Race
- ATC x Voices for Healthy Kids - Diversity, Equity, Inclusion, & Systemic Oppression

**10,468 PLEDGES**

to help stop bullying
#STOPAAPIHATE

SOCIAL MEDIA CAMPAIGN & TOOLKIT

In an effort to confront racism and exacerbated AAPI hate in the face of COVID-19, Act to Change collaborated with the 2020 Conference on Asian Pacific American Leadership (CAPAL) scholars and interns cohort to create educational resources for the youth, particularly high school through college-age AAPIs. With this social media campaign and toolkit, we provided dynamic and interactive content — especially in relation to racism, xenophobia, allyship, and AAPI community— for concrete resources and tips for activism in today's digital age.

SOCIAL MEDIA GUIDES

- Confronting Your Parents With Racism
- From Screens to Streets
- What Should I Know Before Attending a Protest/Rally
- AANHPI Allyship: Myths & Facts
- COVID & the Rise of Xenophobia
- History of AANHPI Racism

RACISM IS A VIRUS TOOLKIT

PARTICIPATING SCHOOLS

1. The Head-Royce School (K-12) - Oakland, CA - 12/3/20
2. Uplift Heights Secondary Preparatory (Middle School) - Dallas, TX - 12/4/20
3. Brighton High School (High School) - Brighton, CO - 12/4/20
4. Kansas City Girls Preparatory Academy (5th-7th Grade) - Kansas City, MO - 12/8/20
5. Ambassador School of Global Leadership (K-12) - Los Angeles, CA - 12/8/20
6. Inglemoor High School (High School) - Kenmore, WA - 12/9/20
7. Da Vinci RISE High School (High School) - Los Angeles, CA - 12/9/20
8. DreamHouse Ewa Beach (6th-12th) - Kālāeʻōa, HI - 12/14/20
9. Salt Lake Center for Science Education (SLCSE) (6th-12th) - Salt Lake City, UT - 12/16/20
10. Andrew P. Hill High School (High School) - San Jose, CA - 1/27/21

Through the Act To Change Homeroom series, we aim to ensure that kids have the resources they need to be advocates against bullying within their schools and communities. Tan France virtually visited 10 schools in 2020 to host an anti-bullying workshop surrounding students’ personal bullying experiences, ways that their school is and isn’t supporting them, and actionable next steps for the students and school to help prevent bullying on campus. With the generous support of HarperCollins and Macmillan Publishers, Act To Change provided each school a shelf of books written by Black, Indigenous and People of Color (BIPOC) authors to help these become more inclusive.

94% of participants felt proud of their identities.
92% feel more comfortable talking to teachers or friends about bullying.
As part of our virtual programming, Act To Change hosted several CONVOS while inviting a wide variety of guest speakers to engage in conversation topics ranging from bullying, race, solidarity, and COVID-19. Reaching a collective total of over 160k views, these webinars and panels created intentional spaces to discuss and learn about different issues impacting the AAPI community.

"I am a mother to 6 here and I believe in bringing our kids along in these conversations and in this work. Thank you for giving youth space to engage." - Attendee

"I'm so happy for the mixed representation. Makes me feel like it's okay to be here and that I also belong in this world." - Attendee
MAY 18 - AAPI DAY AGAINST BULLYING + HATE

Act To Change rallied the nation — cities, elected officials, influencers, and community groups — to commemorate the second annual Asian American and Pacific Islander (AAPI) Day Against Bullying + Hate on May 18, 2020. We intentionally chose May 18 to trademark this day as it is the birthday of Vincent Chin, an Asian American who was murdered in a hate crime nearly four decades ago.

With bullying, discrimination, and hate crimes against Asian Americans on the rise during Covid-19, it was more important than ever to stand up to xenophobia and racism. Joined by nearly 200 organizations and over a dozen cities and states across the country, Act To Change’s day-of virtual program, UNITED WE STAND, commemorated this day with various special guests and performances.

UNITED WE STAND 2020

1893 Registrants

Over 50k Views

Social Media Impressions: #DayAgainstBullying #ActToChange

341 Posts | 228 Users | 13,367 Engagements

1,355,084 Reach | 1,589,819 Impressions

SPECIAL GUESTS

"Fantastic line up and keep up the great work. It is incumbent upon us to engage and have productive dialogue, and these role models have done a fantastic job to propel the voice we should continue to have with allies and challengers alike."

“This is so incredible, I cannot remember any other time in my life when AAPI celebrities have been brought together to have such a dynamic conversation about issues impacting our community. Thank you Act To Change for creating this platform!”

“So many Asian Americans have that conflict and confusion with identity, being bullied and trying to fit in. Thank you Act To Change for helping us feel safe in our identities!!"
In recognition of National Bullying Prevention Month, Act To Change hosted the second annual youth conference, YOUTH RISING, on October 24, 2020. The Conference was split into four panels which included AAPI youth leaders as well as celebrity guests. We engaged the audience with speakers who brought forth personal stories of bullying due to Covid-19, discussions around the importance of representation, and possible solutions to the virus of racism.

POST-CONFERENCE SURVEY RESULTS

TOP REASONS FOR ATTENDING

85% To learn how to can take action against bullying
70% To learn more about bullying
60% To see/hear from special guests

90% AGREED WITH THE STATEMENTS....

- If I experience bullying, I will stand up for myself
- If I see someone else experience bullying, I will stand up for them
- There are other kids who care about bullying as much as I do
- I feel comfortable talking to my friends about bullying
- I feel comfortable teaching other kids about bullying
- I am proud to be who I am

YOUTH RISING IN 3 WORDS:

AVERAGE SCORE FOR ENTIRE CONFERENCE:

4.7 (out of 5)
REVENUE

CONTRIBUTIONS
Individual contributions: $25,608.53
Sponsorships $9,000.00

PROGRAM REVENUE
Grants: $1,800.00
Other $1,889.83

TOTAL REVENUE: $38,298.36

EXPENSES

OVERHEAD
Admin Fees: $7,622.55
Banking Fees: $1,000.00
Website: $299.40
Registrations: $156.00
Utilities: $150.00
Members: $120.00

PROGRAMS
Events and Programs: $1,797.63
Printing, Publications: $911.05
Supplies: $637.12
Postage, Shipping: $34.13
Conference/Convention: $20.00

TOTAL EXPENSES: $12,747.89
Act To Change would not be where it is today without the generosity and support of the endless contributors who make our work possible.

Act To Change has grown so much in 2020. We thank all the individual donors, foundations, corporations, organizations, and institutions that have championed our growth and success.

Collaboration is at the core of our work to end bullying and hate. With the support of our stakeholders, together, we have achieved exponential programatic and operational wins that have allowed us to continue engaging and empowering AAPI youth. There were so many who worked tirelessly to support our mission. We would like to recognize all who contributed, whether it was through leveraging your platform, sharing your ideas, making introductions, lending us your art, or sending us five dollars or five hundred thousand. Your contribution has not only made a significant impact on our organization, but also on hundreds of thousands of youth across the country. We could not have accomplished all we did without you.

Nevertheless, our work is never done. Although 2020 was the year that put Act To Change on the map, we intend to stay there while continuing to grow, reach more youth, and provide more resources and solutions to end bullying and hate. Scale without sustainability, however, undermines our vision of lasting change. Thus, we invite you to grow with us in our journey to serve more youth and ensure their opportunity to grow up feeling proud and supported in their identities. We look forward to future collaborations to uphold the momentum in dismantling bullying and hate.