# ABOUT ACT TO CHANGE
History, Mission, and What We Do

# REMARKS FROM THE CHAIRPERSON
Recap of 2021, Board Members

# PROJECTS AND ACCOMPLISHMENTS
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# PARTNERSHIPS
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# UNITED WE STAND
Annual AAPI Day Against Bullying + Hate

# BULLYING SURVEY REPORT
First-ever Bullying Survey in Asian American community

# CHANGEMAKERS SUMMIT 2021
Annual Anti-Bullying Youth Conference

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# THANK YOU
Thank You to Our Stakeholders

*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. **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.**

**PROGRAMMING**
- Expanded #CovidConvos to #LeadershipConvos, #Data Convos and #PrideConvos to foster conversations around fighting anti-Blackness in AAPI communities and creating solidarity among all minorities
- Hosted Changemakers Summit 2021 in partnership with Hate Is A Virus and Stop AAPI Hate, to mark National Bullying Prevention Month
- Started the annual AAPI Day Against Bullying + Hate and hosted the annual UNITED WE STAND event, rallying nearly 300 organizations and 40 cities and states

**POLICY**
- Involvement in coalitions, like the Hate Crimes Coalition, TAAF’s Anti-Hate Network, NCAPA, to directly influence policies that help to address hate, bullying & racism

**CURRICULUM**
- Launched Classroom Convos, Homeroom with Tan France, Kindness Heals Activity and Youth Ambassador Program to bring conversations about bullying prevention into the classroom

**DATA**
- Published the first ever Asian American Bullying Survey Report, along with informational fridge pages, and hosted a debrief event to share recommendations
Dear Friends and Supporters,

2021 was a tough year for the Asian American and Pacific Islander community, but it was also a true testament of our resilience, and of the strength of coming together in solidarity.

The continued spike in anti-AAPI hate crimes had far reaching impacts on the physical and mental wellbeing of our youth. Over 10,000 cases of hate and discrimination against our community were reported and our youth continued battling bullying in their online and offline learning environments. This year was also marked by the horrific shootings in the Atlanta spas, which claimed the life of 8 people, including 6 Asian American women, and in the FedEx facility in Indianapolis, where 4 Sikh Americans were killed.

Hate continues to permeate our society, and with your help, Act To Change equipped our youth to become active ambassadors against hate. We celebrated the passage of the historic COVID-19 Hate Crimes Act and continued our virtual conversations around topics of anti-racism, allyship and solidarity. We heard directly from our youth and published the first-ever Asian American Bullying Survey Report, and empowered youth to rise up against hate with the Homeroom and Youth Ambassador Programs.

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.

Maulik Pancholy
Chair & Co-Founder, Act To Change
STOP AAPI HATE

None of the hate and racism is new. The AANHPI community, like all communities of color, has been subjected to various forms of racism for centuries, and the rise in xenophobia surround the COVID-19 virus is just another example of how we are frequently othered and portrayed as “perpetual foreigners” in our own country.

Act To Change acknowledges that the bullying and violence against AANHPIs is rooted in white supremacy culture. We condemn the rise in xenophobia against our community and the horrific violence that occurred in Atlanta in March 2021.

Amid the violence, we are happy to see active steps from the Biden-Harris administration to protect our community, in the form of the COVID-19 Hate Crimes Act, which was signed into law in May 2021. The Act required law enforcement to create and expand linguistically competent hate reporting tools and public education campaigns.

PARTICIPATING SCHOOLS
1. Westfield High School, Westfield, NJ
2. Black Pine Circle, Berkeley, California
3. Boston Arts Academy, Boston, MA

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 three schools in 2021 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.

Through the generous support of HarperCollins and Macmillan Publishers, Act To Change provided each school a shelf of books written by BIPOC authors as part of the Homeroom series.

YOUTH AMBASSADOR PROGRAM

Launched in partnership with The Asian American Foundation, this Program will engage and empower AAPI youth by providing them the resources and tools they need to end bullying in their communities through meaningful conversations, diversification of libraries, and faculty & school administrator engagement.

YAP will provide aspiring youth community leaders with the opportunity to collaborate with AAPI leaders and advocates across the nation through networking and mentorship opportunities by pairing them with a mentor (e.g., educators, leaders, and activists). Ambassadors will host Homeroom Anti-Bullying Workshops at their schools, conduct a Community Action Project and reflect on their experience with fellow YAP members through regular local cohort sessions and subject matter panel discussions. Act To Change opened Ambassador applications in late 2021, and the program will kick off in spring 2022.
Act To Change joined NCAPA’s Virtual National Day of Action and Healing on March 26, 2021 to raise our voices against anti-Asian hate. The Day included bystander intervention training and a Worldwide Vigil, and offered tangible resources for keeping our community safe from hate and violence.

Act To Change was featured in Disney’s #ChooseKindness program during National Bullying Prevention Month. The Choose Kindness Campaign encourages kids, families, and communities around the country to stand up for others, respect one another, and choose kindness. By encouraging people to share their stories of spreading kindness, the program raised awareness on bullying and how we can fight it.

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Act To Change was a proud partner of Sephora’s Rewards program, where customers used their shopping points to donate to charitable organizations. The program reminds people that we all have the power to make an impact for the better, and to change the world together.

Act To Change continued its partnership with the Conference on Asian Pacific American Leadership (CAPAL). The 2021 cohort of leaders and scholars joined us in raising awareness through the power of social media. The leaders and scholars released a series of TikTok videos highlighting the dire state of AAPI youth, and created a AANHPI Mental Health Infosheet, encouraging our community members seek professional help, especially to cope with the added stress of racism and xenophobia.
As part of our virtual programming, Act To Change hosted various Convos and webinars to empower AAPI youth in creating solidarity within our community and showing up as allies for other communities of color. With a variety of leaders of color as guest speakers, the virtual events explored topics of intersectionality, allyship, queer rights, beauty standards and practices, and anti-AAPI hate.

Garnering a collective total of nearly 1500 registrants and over 26k views, these webinars and panels created intentional spaces to discuss and learn about different issues impacting the AAPI community.

- **Leadership Convos 1**: Talking To Your Parents About Anti-Blackness
- **Leadership Convos 2**: Raising AAPI Kids To Combat Anti-Blackness
- **Stop AAPI Hate**: Towards Prevention and Solidarity
- **AAPI Beauty and Fashion Fest**
- **Pride Convos 2021**: Breaking Barriers in the LGBTQ+ AAPI Community
- **Data Convos**: 2021 Youth Experiences with Bullying and Hate

“While all people of color experience racism, Black people experience structural and blatant racism in a uniquely deadly way.” – Haddie Watson

**In The News**
- “Local Asian Americans Speak Out Against Racism Following Atlanta Attack” - NBC News
- “#StopAsianHate movement launches National Day of Action and Healing” - WFAA News
- “Who is Making AAPI History in 2021: The GMA Inspiration List” - ABC News
MAY 18 - AAPI DAY AGAINST BULLYING + HATE

Act To Change rallied the nation around the 3rd Annual National AAPI Day Against Hate and Bullying on May 18, 2021. May 18 is the birthday of Vincent Chin, who was brutally murdered in a hate crime four decades ago, and every year we reflect on the progress we have made in the anti-racism movement since then, and on the work that is yet to be done.

“It’s critical now more than ever that we protect and empower our Asian American and Pacific Islander communities. As anti-Asian hate crimes, xenophobia, and racism are reported at unprecedented and rising numbers, we must remain united and fight against all forms of bullying and hate,” said Chair Maulik Pancholy during our signature virtual event UNITED WE STAND.

- 40+ participating cities and states, including LA, NYC and Hawaii
- 250+ partner organizations, including CAPAC, NCAPA and Teach for America
- 30+ sponsors, including Netflix, TikTok and The Leadership Conference
- 37 guest speakers, including Second Gentleman Emhoff, Simu Liu and Liza Koshy

“This was a phenomenal event that brought tears of joy to my eyes. The variety of professions and personalities demonstrated how diverse we are. When I get frustrated with the fight, I can refer back to this event.” - Attendee

First ever AAPI Day Against Bullying+Hate Annual Awards:
- Partnership of the Year: The Leadership Conference
- Allied Org of the Year: Stop AAPI Hate
- Youth Activists of the Year: Kathleen Mallari, Carolyne Im, Komal Kamdar

“Your contributions to this real space are very eye-opening, everything and more.”
BULLYING SURVEY REPORT

On the National AAPI Day Against Hate and Bullying 2021, Act To Change released the first-ever Asian American Bullying Survey Report. The survey, conducted in partnership with Next Shark and ADMERASIA, collected data from over 300 Asian Americans on their experiences with bullying and reporting it to an adult.

Over 80% of Asian American respondents had experienced bullying – due to various factors from physical appearance, accent, cultural habits, financial status, and origin. And 70% of respondents experienced or witnessed more cyberbullying in 2021 than in the previous year. In addition to the survey data and key recommendations, we also published downloadable fridge pages.

During National Bullying Prevention Month, we partnered with Stop AAPI Hate to host Data Convos: 2021 AAPI Youth Experience with Bullying and Hate, where we highlighted some findings from our research on how the pandemic and the ensuing xenophobia affected AAPI youth.

The Stop AAPI Hate Youth Campaign Report showed that about 8 out of 10 AAPI youth (77%) express anger over the current anti-Asian hate in this nation, and 6 out of 10 (60%) also express disappointment over racism.

The data suggests that bullying and racism directed at Asian American youth are normalized in our society. This normalization imposes a vicious impact on the development of self-confidence and mental health for Asian American youth by weakening their willingness to report the case or seek help from adults and educators.
CHANGEMAKERS SUMMIT 2021

Act To Change collaborated with Hate Is A Virus and Stop AAPI Hate to host our 3rd Annual Youth Conference during National Bullying Prevention Month 2021.

Changemakers Summit 2021 offered a range of workshops, panels, creative spaces, and community discussions that adhered to three tracks: social justice, education and innovations. The four pillars of the Summit were to inform, educate, empower, and celebrate AAPI youth.

The Summit was hosted by TV journalist Yoonj Kim and featured opening remarks by First Lady Dr. Jill Biden. Guest speakers featured author and longtime activist Helen Zia, Rise founder Amanda Nguyen, Teen Vogue Editor-in-Chief Versha Sharma, photographer and Protect Mauna Kea advocate Kapulei Flores, and actor and content creator Ryan Alexander Holmes. The Summit included a virtual fair featuring several AAPI-owned companies.

Watch the panels and guest performances from the Summit here.

“By the end of the conference, I felt empowered to not only do better for myself but have the knowledge to help empower others.”
- Vi Huynh, a high school senior
REVENUE

CONTRIBUTIONS

Individual contributions:
$322,887.20

Sponsorships
$664,281.01

PROGRAM REVENUE

Grants:
$250,250.00

Other
$10,145.89

TOTAL REVENUE: $1,247,564.10

EXPENSES

OVERHEAD

Misc. Professional Fees: $36,696.21
Utilities: $176.00
Printing, Publications: $1,202.33
Postage, Shipping: $2,835.77
Admin Fees: $1,962.78
Banking Fees: $83.00
Website: $320.88
Supplies: $979.18
Conference/Convention: $370.00
Board Meetings: $375.00
Events and Programs: $1,393.58
Registrations: $122.25

TOTAL EXPENSES: $46,516.98
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 and reached so many youth in 2021. 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 programmatic 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 2021 was a tough year for our community, the strength and resilience of our youth during these testing times are what inspires us to continue our work. We will continue providing 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.