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

REMARKS FROM THE CHAIRPERSON
Recap of 2022, Board Members

YOUTH AMBASSADOR PROGRAM
Training the next generation of anti-bullying advocates

PRIDE CONVOS
Pride Month with Bowen Yang

PARTNERSHIPS
Choose Kindness Alliance, Unity March

UNITED WE HEAL
Annual AAPI Day Against Bullying + Hate

CHANGEMAKERS SUMMIT 2022
Annual Anti-Bullying Youth Conference

FINANCIALS
Revenue and Expenses

THANK YOU
Gratitude to Our Stakeholders

*Various names and images of people, projects, and programs are hyperlinked throughout the annual report.
ABOUT ACT TO CHANGE

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 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 2015, Act To Change has transitioned 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, policy, 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.

01 PROGRAMMING
- Expanded Covid Convos to Leadership Convos, Data Convos and Pride Convos to foster conversations around fighting anti-Blackness in AAPI communities and creating solidarity among all minorities
- Rallying cities, states, organizations and elected officials on the Annual AAPI Day Against Bullying + Hate, in honor of Vincent Chin
- Hosting Annual Changemakers Summit to mark National Bullying Prevention Month in October

02 CURRICULUM
- Launched Classroom Convos, Homeroom Anti-Bullying Workshop, Kindness Heals Activity
- Empowering youth with the Youth Ambassador Program to bring conversations about bullying prevention into the classroom, and equip them to become active anti-bullying advocates in their learning environments

03 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

04 DATA
- Published the first ever Asian American Bullying Survey Report, and hosted a debrief event to share recommendations
In 2022, the Asian American and Pacific Islander community continued to show our resilience in the face of hate and violence.

Till March 31, there were 11,500 hate incidents reported to the Stop AAPI Hate reporting site. 32% of parents reported being concerned about their child being a victim of anti-AAPI hate or discrimination in unsupervised spaces and on the way to school. AAPI youth still yearn for safety and belonging, but are also increasingly well-equipped to combat bullying.

This year was also monumental for Act To Change in bringing our community together against hate. For the first time since the pandemic, we convened in-person at a Community Reception in May. The gathering was also a sobering reminder of how anti-AAPI hate has been embedded into our nation’s history. We commemorated the 40th anniversary of the murder of Vincent Chin, and youth leaders, lawmakers, artists and community leaders lent a voice to collectively say no to bullying. We were honored to celebrate our youth changemakers and partners with the first-ever Annual Award Ceremony.

We also continued our Youth Ambassador Program and Changemakers Summit this year. Act To Change Ambassadors are actively combating bullying in their learning environments and inspiring others to do the same. With powerful data, thoughtful programming, unprecedented partnerships, and the unparalleled motivation from our young leaders, Act To Change is advancing our vision of creating a bullying-free world.

Hate crimes and bullying can happen anywhere to anyone. But we are not helpless - we are a community empowered by the sacrifices of our ancestors, the awareness that we truly belong here, and the hope from our younger generations.

Act To Change is grateful for your much-needed support throughout the years. Together, we can end bullying.

Maulik Pancholy
Chair & Co-Founder, Act To Change
YOUTH AMBASSADOR PROGRAM

Launched this year in partnership with The Asian American Foundation, the Youth Ambassador Program aims to 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.

In 2022, Act To Change launched two cohorts of the Program, with active participation of over 40 students. Youth Ambassadors are paired with a mentor and guided through anti-bullying, community building and leadership workshops. Ambassadors host Homeroom Anti-Bullying Workshops at their schools, conduct a Community Action Project, work in partnership with other community and youth organizations, and reflect on their experience with fellow YAP members through regular local cohort sessions and subject matter panel discussions.

As part of their Community Action Project, Youth Ambassadors hosted a workshop for Asian-identifying high school students, “Mental Health Explained: Asian Edition”, in partnership with Filipino Young Leaders Program.

The workshop was designed to dismantling western-centric, exclusive conceptions of mental health. This includes the frequent promotion of individual therapies, overemphasis on materialism, and over-prescription of medication. Through discussion and action plans, we must broaden typical mental health practices to culturally-grounded contexts, coming up with an “Asian Edition” of mental health.

In another Community Action Project, the Youth Ambassadors published the results of the 2021 Act to Change Asian American Bullying Survey into shareable graphics. The results of this survey were disheartening and they show why our work is so important:

- 8 out of 10 Asian Americans have experienced bullying either in-person or online.
- Of bullying incidents reported to adults, adults took action only 65% of the time.
PRIDE CONVOS

In continuation of the online Convo series, Act To Change hosted Pride Convos with comedian, writer and actor Bowen Yang to celebrate Pride Month 2022. Moderated by board member Josef Canaria, the Pride Convos was an inspiration for youth living at the intersectionalities of queer and AAPI identities to live their truth, and stand up against queerphobia and all forms of hate.

Act To Change expanded its Advisory Council with new member Deborah Yeh. Deborah is the Chief Marketing Officer for Sephora Americas and Sephora’s Global Chief Purpose Officer.

Deborah has been recognized as one of the 25 most innovative CMOs in the world by Business Insider, Forbes CMO Next, Adweek 50, Campaign 50, The Influence 100 by PRovoke, and Women Worth Watching by Diversity Journal. She is passionate about driving more inclusion in marketing and serves on several advisory boards aligned to this mission, including the ANA’s Alliance for Inclusive and Multicultural Marketing as well as BRIDGE.
**DISNEY'S CHOOSE KINDNESS**

Act To Change became a founding member of The Choose Kindness Project - an alliance of 20+ of the nation's leading nonprofit organizations that champion three major issue areas affecting children and teens: bullying prevention, intentional inclusion and youth mental wellness.

The Choose Kindness Project is dedicated to inspiring a more inclusive world where all young people feel empowered to be themselves and feel safe to create the futures they imagine.

---

**PROCLAIM YOUR NAME**

During Asian Pacific American Heritage Month 2022, Sulwahsoo supported Act To Change with the Proclaim Your Name campaign.

Our names carry our histories, cultures, and the aspirations of our ancestors. But many AAPI youth are ridiculed for our names and we Americanize our names to "fit in." We want to remind our youth that it's a good thing to be unique and to stand out among the crowd.

Our differences always make us stronger. Audiences were encouraged to share the meaning behind their names, and Sulwahsoo donated $1 for every post shared.

---

**UNITY MARCH**

The Unity March is an Asian American multicultural event to advance socioeconomic and cultural equity, racial justice, and solidarity. The June 25th mobilization brought together the diverse Asian diaspora with multicultural partners across the LGBTQ+, Muslim, disability communities, Black, Indigenous and Pacific Islander, Latino, and Arab American communities to advance full participation in democracy, racial and economic justice, and cultural equity and media representation.
AAPI DAY AGAINST BULLYING + HATE ON MAY 18

Act To Change rallied the nation around the **4th Annual National AAPI Day Against Hate and Bullying** on May 18, 2022. This year marked 40 years since Vincent Chin was murdered in a brutal hate crime. Four decades later, AAPI youth are still constantly targeted for our identities, our cultures and our authentic selves. Racial bullying and pandemic infused discrimination have taken a toll on youth mental health.

**In honor of Vincent Chin and Mental Health Awareness Month,** Act To Change hosted the annual event **United We Heal** with a focus on culturally competent mental health practices for our youth. We gathered at the Japanese American National Museum in Little Tokyo, Los Angeles for our first in-person event after the Covid-19 pandemic, and honored some changemakers who have been instrumental in stewarding the anti-bullying movement.

🏆 **Allied Organization of the Year:** Hate Is A Virus
🏆 **Partnership of the Year:** The Asian American Foundation
🏆 **Changemaker of the Year:** Sunny Vachher and Mina Fedor

Over 35 participating cities & states including Boston, Chicago, Houston, San Francisco
250 partnering organizations, including NCAPA, CAPAC, Stop AAPI Hate
30 sponsors, including Netflix, TikTok, The Leadership Conference
20 guests, including Secretary of Education Miguel Cardona; Ambassador Katherine Tai

**Thousands of youth inspired to actively combat bullying**

✨ "We are Americans who deserve to be seen, heard, respected and loved. Love above all else." - Reception Attendee ❤
CHANGEMAKERS SUMMIT 2022

Act To Change collaborated with Hate Is A Virus and Stop AAPI Hate to host our Annual Youth Conference during National Bullying Prevention Month 2022. Changemakers Summit 2022 offered a range of workshops, panels, creative spaces, and community discussions for middle school to college age AAPI youth, under three tracks:

- Who Are We? (Identity Development)
- What Impacts Us? (Issue Exploration)
- How Can We Create Change? (Skill-Building)

The Summit was co-hosted by Jackie Fern and Rachel Leyco, and featured Keynote Speakers Michelle Li, Estella Owoimaha-Church, Andrea Hailey, and Bianca Mabute-Louie. Youth artists like Brandon Gagante and Sydney Agudong shared their talent in moving performances, and participants engaged in workshops that were mostly led by youth. Sessions included:

- AAPI Family History is American History
- Asian American Studies, Affirmative Action, and CRT
- The PI in AAPI - Lifting Up Native Hawaiian and Pacific Islander Culture

Every year, Changemakers Summit helps participants feel greater clarity and validation of our intersectional identities inspired by our broader AAPI community and vision for liberation, and to be activated and equipped to engage in racial and social justice work in their own unique ways. 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

Grants:
$132,845

Sponsorships
$266,531

PROGRAM REVENUE

$256,190

TOTAL REVENUE: $655,566

SEPHERA Act To Change is incredibly grateful to our partner Sephora for a total donation of $176,978.5 in 2022 towards our anti-bullying mission.

EXPENSES

OVERHEADS

Misc. Professional Fees: $55,443.00
Professional Fees (Youth Ambassador Program): $16,326.49
Utilities - PO Box: $216.00
Printing, Publications: $1,824.07
Postage, Shipping: $1,023.83
Admin Fees: $373.39
Banking Fees: $93.00
Website: $335.88
Supplies: $2,559.50
Conference/Convention: $18,355.55
Board Meetings: $7,068.06
Events and Programs (May 18): $47,228.13
Registrations: $275.00

TOTAL EXPENSES: $151,121.90
Act To Change has been able to reach more youth and increase our impact tenfold in 2022 - thanks to the generosity and contributions of all our supporters. 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. 2022 proved once again the power of unity and community. We will continue providing more resources and solutions to end bullying and hate. 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 oppression and ending bullying.