Asian American Federation

Advancing the Civic Voice and Well-Being of Asian Americans

Community Focus

December 2010
Newsletter

From the Executive Director

Dear Friends,

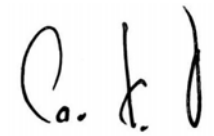
Before the year ends, the Federation would like to share some news with everyone.

First, we would like to acknowledge how proud we are to have established a partnership with an extensive network of community organizations in New York, New Jersey and Philadelphia to insure a full and accurate count of Asian Americans in the decennial census, which came to a close on September 17, 2010.

More importantly, this year we were able to provide close to $1 million in grants for many agencies and also held our 2nd Annual Charity Bowl-A-Thon this fall to help those in need during this holiday season. We would like to send a warm thank you to all our supporters for always giving so generously. It is because of your giving hearts that the Federation is able to impact lives every day.

Happy Holidays everyone!

We look forward to an even more productive 2011!



Cao K. O

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Federation Welcomes New Board Member, David Chung

On October 12, after an unanimous vote, the Board of Directors elected David Chung as a new member. Mr. Chung is the CEO of Englewood Lab LLC, a private research & development contract manufacturing company specializing in skin care and represents well-known brands such as Elizabeth Arden, Estee Lauder Group/Beauty Bank, Revive, and Strivectin. He is also Chairman and CEO of the cosmetic company 3LAB, Inc., which he founded in 2002. 3LAB products are sold in all Barney's New York stores, Nordstrom, Saks Fifth Ave dot com, and many upscale domestic and international perfumeries. The Federation welcomes Mr. Chung and looks forward to working with him.

Board Director, David Chung

2010 Census Outreach Partnership Summit

On September 17, the Federation hosted an all-day Census Convening at the Lighthouse International that officially brought a close to the Census 2010 Community Engagement Campaign. Partner organizations from NYC and New Jersey attended along with representatives from as far as Maryland, Philadelphia, and Buffalo, NY.

The Census Convening was a rare opportunity for all of our Census Partners to meet in one place and directly share lessons learned, collective challenges, and key highlights experienced along the way in helping our diverse communities get counted. It also allowed everyone to celebrate in the success of the Census Campaign that involved a total of $880,000 distributed to 36 community organizations, marking an unprecedented level of funding support to grassroots organizations in the Asian community for Census outreach and promotion in the New York region. During the reception, appreciation awards were distributed to everyone who helped make the Census Campaign a success.

The event was also attended by local elected representatives including Lorraine Cortes-Vazquez, Former NYS Secretary of State; Ruth Noemí Colón, Acting NYS Secretary of State; Peter Koo, Council Member, District 20; and Sandra Ung, representing Comptroller John Liu's office. The spirit of community support was evident and Lorraine Cortes-Vazquez added, "I was there to support the Asian American Federation in the past, and I will continue to support the Asian American Federation in the future."

The Convening served as a final cap to the Census Campaign, but it is not the end of the Census project. As a Census Information Center, the Federation is continuing the conversation and involving our community partners to ensure an even greater level of participation from our communities for the 2020 Census, as well as help our communities make sense of and use the data once the 2010 Census results are released next year.

Event Participants

Federation Partners with Member Agency, GCCA for Digital Connectors Project

In October 2010, the Federation partnered with one of our member agencies, The Greater Chinatown Community Association, to participate in the Digital Connectors Project. The Federation and GCCA recruited 15 students for training on digital media technology for two semesters at The State University of New York's Henry Street Settlement's ATTAIN computer lab. During this time, these students are also required to give back by using their computer skills they acquired to teach other members in the community. At the end of this program, each student is rewarded with a brand new computer to help them practice and continue learning more technological skills.

The Digital Connectors Project is a national program launched in 2003 that helps underprivileged adolescents from the ages 14 to 21 years old gain more technological skills to help them work in the 21st Century work environment. This program has been such a success that it has expanded to over 3,000 youths all over the country in the past 7 years. The Federation hopes that this program will make a strong impact and be able to bring more Asian Americans up to speed on a technological advancing world.

GCCA students attending computer classes

Federation Appeals to Governor-elect Cuomo to Preserve Core Social Services

On November 9, four nonprofit organizations: United Way of New York State, UJA-Federation of Jewish Philanthropies, New York State Coalition for Children's Mental Health Services, and the Asian American Federation, held a press conference in Albany to call upon Governor-elect Andrew Cuomo to work alongside the charitable sector to preserve core services that focus on prevention, protection of the needy and vulnerable, and addressing the needs of working families. The recent economy has caused significant stress on these nonprofit agencies who have had to limit their aid to the needy due to an increase of people in need and limited financial funds. With a new governor in office, the nonprofit sector believes that in order to get through these economic hard times there has to be more government assistance to help citizens in distress, and requested four key reforms the governor should take into consideration to ensure the future availability of essential services:

1. Establish and appoint a cabinet level secretary to represent the charitable sector in the development of administrative policies and budgets that address issues that cut across state agency lines
2. Support elimination of years 2 and 3 of the cut to the deductibility of charitable contributions by wealthy wage earners
3. Pledge to uphold the Prompt Contracting Laws and stop late payments on contracts by streamlining contracting and oversight procedures which also save the state money
4. When making programs, spending and tax policy, frame decisions in a way that accounts for the value of the centuries-old charitable sector in New York State as a valued partner in services delivery

With these changes, the Federation and other nonprofit agencies believe that their government will be assisting them in the fight for helping those in need.

The Federation's 2nd Annual Charity Bowl-A-Thon to Combat Poverty

On Tuesday, November 9th the Federation held its 2nd Annual Charity Bowl-A-Thon at Bowlmor Lanes. The event had over 70 guests from 10 companies participating, networking and supporting the Federation's fight against poverty this holiday season. Participating companies included:

- Cadwaladar, Wickersham & Taft LLP
- Depository Trust & Clearing Corporation
- Ernst & Young LLP
- Goldman Sachs
- HBO
- LiT Solutions
- NBC Universal/GE Capital
- Time Warner
- Verizon
- HSBC

TEAM Time Warner
Winners of the Highest Bowling Score

TEAM Goldman Sachs
Winners of the Most Funds Raised

We would like to congratulate TEAM Time Warner Cares as the winners of the Highest Bowling Score and TEAM Goldman Sachs for the Most Funds Raised.

This year's event raised over $11,000 through donations. 100% of the proceeds will be distributed through the Asian American Community Fund to community agencies with programs fighting poverty and hunger. We would again like to give a special thanks to all the participants, their sponsors, and our supporters for making this year's Charity Bowl-A-Thon such a success!

(Continue on page 4)

TEAM NBC Universal

TEAM Verizon

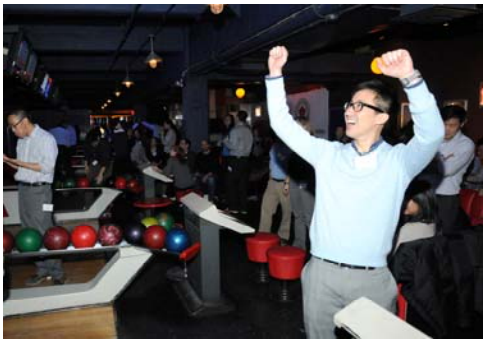
TEAM Depository Trust & Clearing Corporation

TEAM HBO

TEAM HSBC

TEAM Ernst & Young

Federation staff member, Michelle Tong with TEAM Calawalader captain, Vinny Lee



TEAM Time Warner Player, Roger Chu cheering for his team

TEAM Lit Solutions

-Photos by Cheuk Lee

Member Agency, KCS Honors the Federation

On Thursday, November 18th one of our member agencies, the Korean American Community Services of Metropolitan New York (KCS), held their 37th *Beacon of Hope* annual dinner at Dae Dong Manor. At this event, they honored the Federation for impacting and contributing resources that improved the Asian American community throughout the years. Awarded alongside the Federation was Principal of HM Investments & Development, Mr. John H. Hong, and Chief of the Division of Cardiology at New York Hospital in Queens, Dr. Chong Park. KCS has been a member agency of the Federation for almost 20 years and has been bettering the Korean American community through various programs that touch upon different service areas such as immigration, aging, job training, public health, education, youth and family.

KCS Awardees from left to right:
Cao K. O, John H. Hong and Dr. Chong Park

4th Annual AsiaNextGen Grant Awarded to Fight Hunger

This year, AsiaNextGen awarded a $20,000 grant to the Father's Heart Ministries to support their Hunger Prevention Program. The circle members chose to address poverty and hunger in our Asian American communities, especially because the grant would be available during the holiday season. AsiaNextGen decided to award Father's Heart Ministries after volunteering one Saturday morning and serving approximately 700 people a hot breakfast; noticing that 90% of the hungry were of Chinese decent.

On Nov 20th, three members from AsiaNextGen: Hai Chen Wang, Randall Chin, and Michelle Tong presented the $20,000 check to Marian Hutchins, Director of Community Resources & Development, and Carol Vedral, Executive Director. Also in attendance was New York State Councilwoman, Rosie Mendez. That morning, over *700* people were fed hot Thanksgiving meals by more than 50 volunteers because of the Father's Heart Ministries' Hunger Prevention Program which is funded by supporters like AsiaNextGen.

Incubated by the Federation, AsiaNextGen giving circle currently consists of 10 Asian American professionals collectively engaging in high impact philanthropy by strategically funding critical areas of interest to the community.

Asian American senior citizens enjoying a hot meal served by the volunteers of Father's Heart Ministries

This is the 4th grant made by AsiaNextGen since their inception back in 2004. Their key goals are to impact social change, leverage monetary contributions, infuse expertise and skills with financial and intellectual capital, and to educate and grow a new generation of philanthropists. Since they are not yet a 501(c)(3), the Asian American Federation serves as its fiscal conduit. For more information please visit: www.asianextgen.org

Left to Right: Marian Hutchins, Rosie Mendez, Pastor Chuck Vedral, Haichen Wang, Randall Chin, Michelle Tong, and Carol Vedral

Elderly needy Asian American citizens waiting on line for a hot meal

Save the Date: 2011 *Spirit of Asian America* Annual Gala

At the annual *Spirit of Asian America* gala, the Federation recognizes outstanding individuals who have made a direct, substantive contribution to our society and draws over 500 preeminent corporate executives, individual donors and friends. This event gives us the opportunity to celebrate with special corporate and individual partners who share an interest in improving the lives of Asian Americans and our communities. We are pleased to announce three exceptional honorees for 2011:

Linda Lam

Managing Partner, Northeast Sub-Area Assurance, Ernst & Young LLP

Yong Hwa Ha

31st President, Korean American Association of Greater New York
President, Solomon Agency Corp.

Judge Judith Sheindlin

Presiding Judge, Judge Judy, CBS Television Distribution

For additional information, please visit 2011 *Spirit of Asian America* Gala or contact Anne Wang at (212) 344-5878 ext 27 or anne.wang@aafederation.org

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A special Thank You to the following donors

(July 1, 2010-December 1, 2010)

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Anonymous

$150,000 and $499,999

New York State Department of State

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$5,000-$9,999

United Way of New York City
Asian American Justice Center
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(Continued on next page)

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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 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.

- ▫ Donation enclosed
- ▫ Please send me info on the Asian American Community Fund
- ▫ Register me as a volunteer
- ▫ Please send me info on how my association / affinity group can partner with the Federation

Name:

Address:

Telephone:

E-Mail:

Volunteer, Bequests, Gift-In-Kind, Pledges, Honorary Gifts