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# 2021 - 2022 APIAVOTE ANNUAL REPORT



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2021-2022



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# LETTER FROM CHRISTINE CHEN

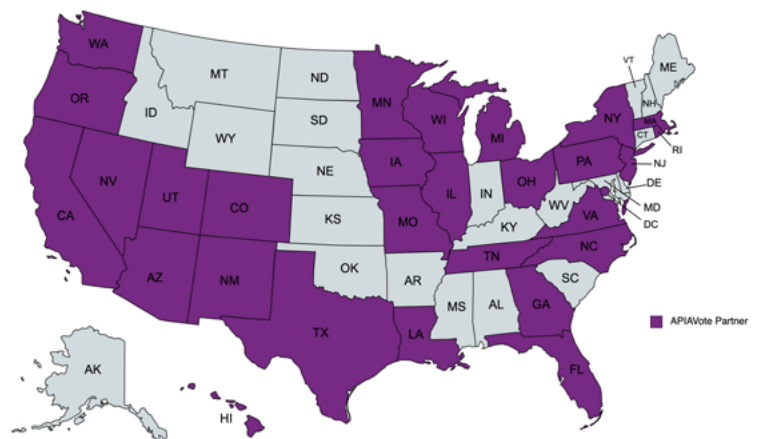
*“As the 2022 midterm election season came to a close, we all came to realize one thing: The elections over the last two years saw a remarkable rise in the influence of Asian Americans and Pacific Islanders (AAPI) at the voting booths.”*



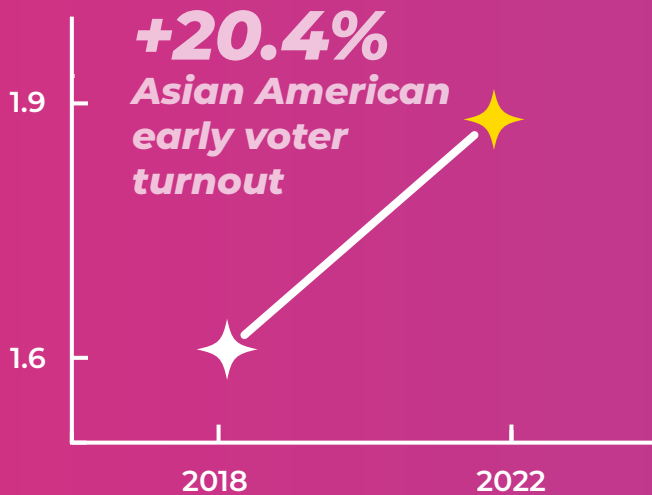
In 2020, Asian Americans achieved their highest-ever voter turnout in history, as a full 60% of the population went to the polls. While overall turnout for the 2022 midterms decreased compared to 2018, the turnout rate for Asian Americans held steady, dropping just 0.2%. It is also the second-highest ever turnout rate by Asian Americans ever for a midterm election. Based on US Census data, we also know that in 2022, 66.7% of Asian American voters chose to vote by mail or before election day, by far the highest among racial groups. This trend is only growing.

APIAVote is proud to have led this movement of building civic empowerment in our communities since the early 2000s. With decades of experience in elevating AAPI civic engagement, APIAVote has maintained a longstanding established reputation among AAPI, civil rights, and voting rights-serving groups across the country. Our deep network of coalitions and partnerships on a national, state and local level have been instrumental to our success. It has enabled us to pool our collective strength and resources to achieve our shared vision, with greater impact and efficiency.

To accomplish our mission, APIAVote invests in and partners with a nationwide coalition of organizations who are “trusted messengers” of their communities. This **Alliance for Civic Empowerment (ACE)** comprises over 80 state and local partners in 28 states. In 2022, APIAVote subgranted over \$1M in general operating funds to local partners in addition to a year-long curriculum of training, and wrap-around capacity-building support to bolster their capacity to plan and execute civic engagement programs.







**TargetSmart reported that Asian American early voting numbers soared from 1.6 million in 2018 to a staggering 1.9 million in November 2022 - a leap of 20.4%.**

And in key states like Arizona, Nevada, North Carolina, and Pennsylvania, that growth rate shot up even higher, reaching a staggering 33.6%.

This is a clear indication that the Asian American community is committed to voting and asserting their political power when they are empowered to do so.

APIAVote's training and wrap-around support provides critical coaching technical support to all partners, regardless of whether they received a subgrant from APIAVote. This included helping partners roll out civic technology tools, develop comprehensive field and communications plans, and cost-savings by participating in APIAVote's national translated direct mail program and voter protection services through management of the 1-888-API-VOTE hotline.

**VOTER HOTLINE**

**HAVE QUESTIONS OR NEED HELP VOTING?  
CALL US FOR VOTER ASSISTANCE:**

**1-888-API-VOTE  
(1-888-274-8683)**

Bilingual assistance is available in English, Mandarin (普通话), Cantonese (廣東話), Korean (한국어), Vietnamese (tiếng Việt), Tagalog, Urdu (اردو), Hindi (हिंदी), and Bengali/Bangla (বাংলা).

ADVANCED JUSTICE APIAVOTE

Sustaining and continuing to build the movement to ensure that AAPI voices and concerns are heard and valued in the halls of power is critical as more elections are being decided by thinner margins and traditional voters are becoming less persuadable. This report showcases the qualitative and quantitative evidence of APIAVote and its network's impact, through its unique approach to operations and programming, as well as highlighting the way APIAVote builds alliances to achieve these results.

As we approach the 2024 Presidential election, it is important that we continue to work towards maintaining and building upon the high levels of AAPI voter turnout seen in the 2020 and 2022 elections, ensuring that these instances are not just isolated incidents but rather the norm for future elections.

**Christine Chen, Executive Director**



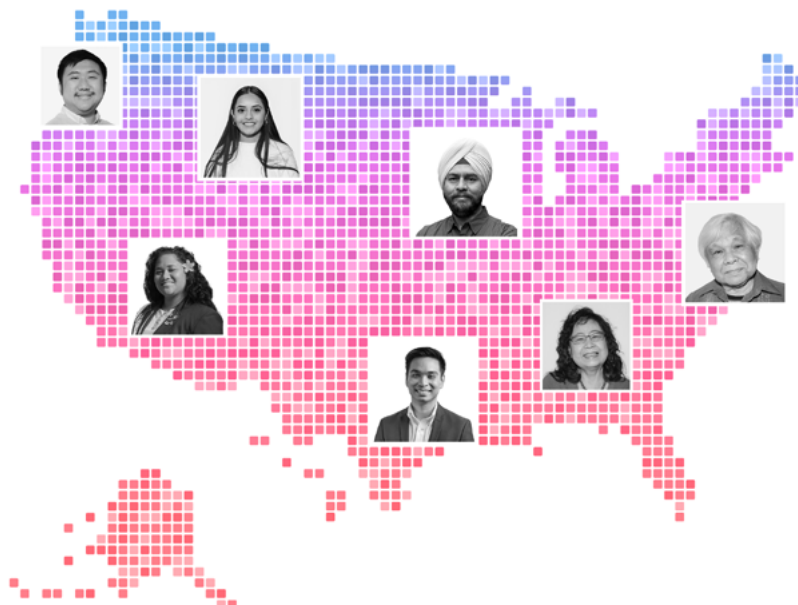
## ABOUT US

Asian and Pacific Islander American Vote (APIAVote) is the nation's leading nonpartisan nonprofit dedicated to promoting civic engagement in Asian American and Pacific Islander (AAPI) communities. We've been on a mission since 2007 to build a nationwide network of community-based organizations through the Alliance for Civic Engagement (ACE). Our effective four-pronged approach has culminated in a record-breaking AAPI voter turnout in 2020. At APIAVote, we strive to foster a culture of full democratic participation in AAPI communities across the country by investing in trusted messengers.

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## WHAT WE DO

- Our **National Field Program** is focused on empowering grassroots organizations to become dynamic and effective organizers, working to cultivate a culture of civic engagement within AAPI communities.
- Through our **Youth Engagement program**, we mobilize and organize young AAPIs on college campuses, providing leadership training and on-campus organizing opportunities to drive higher voter turnout among this demographic.
- Our **Policy and Research program** advocates for research and policy monitoring that specifically addresses the needs of AAPI communities, with a focus on language access and voting rights
- We strive to connect with and engage AAPI communities through our **Strategic Communications program**, which provides translated materials and inclusive content that allows our audience to feel seen and heard in the democratic process.







# OUR PROGRAMS



# NATIONAL FIELD TEAM

The National Field Program manages our ACE network and executes our national voter engagement strategy. It plays a crucial role in our mission to educate and empower eligible AAPI voters to participate in the electoral process and achieve parity with other racial groups. By developing culturally appropriate and translated messaging for diverse communities, we aim to establish a culture of habitual, consistent voting among all AAPI eligible voters, including the millions of first-time, newly-registered voters.



## U.S. CENSUS & AMERICAN COMMUNITY SURVEY (ACS) OUTREACH

Using our proven outreach strategy, we encourage our communities to participate in the decennial US Census as well as the annual ACS. Additionally, we provide the necessary in-language information and training that empowers community leaders to advocate for AAPI inclusion in the Census and ACS.

## SUBGRANTS & RESOURCES

APIAVote subgrants focus on providing partners with the critical unrestricted funds they need to incorporate civic engagement into their programming. Since our founding, APIAVote has developed efficient and effective processes to direct resources to partners that allow funders to achieve the kind of social impact they envision. We have worked with the Wallace H. Coulter Foundation, the MTYKL Foundation (Minami Tamaki Yamauchi Kwok & Lee Foundation), the Open Society Foundations, and most recently, the Donors of Color Network to subgrant millions annually to our ACE partners.





# NATIONAL FIELD TEAM

## ELECTION PROTECTION

In partnership with Asian American Advancing Justice-AAJC and the Lawyers Committee for Civil Rights, APIAVote has managed the 1-888-API-VOTE election protection and information hotline since 2007. The hotline is available year-round, staffed for live calls in the weeks prior to elections, and is a one-stop call center to answer questions about voting in the callers' state. Bilingual assistance is provided in English, Mandarin, Cantonese, Korean, Vietnamese, Tagalog, Urdu, Hindi, and Bengali.



## MULTITOUCH VOTER REGISTRATION, ENGAGEMENT, & EDUCATION

A key part of what sets APIAVote's civic engagement work apart is our state-specific multitouch program. About 70% of eligible voters who are engaged through our program have voted in recent elections. The close involvement of our network of trusted grassroots partners in the execution and translation of this program is critical to its effectiveness. Our program contacts voters directly through phone and text banking, multiple rounds of targeted translated mailers, coordination of door-to-door canvassing, investments in ethnic media, and targeted social media advertisements and content.

## LEADERSHIP TRAINING

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# YOUTH ENGAGEMENT

With Gen Z making up nearly 60% of US-born Asian Americans, APIAVote is laser-focused on engaging this vital voting demographic. Since 2012, we've been working to increase voter turnout among AAPI youth by organizing and empowering AAPI student organizations and leaders from across the country.



## YOUTH AMBASSADOR PROGRAM

Our Youth Ambassador Program is a key component of this effort, recruiting AAPI-identifying participants from campuses nationwide to conduct culturally-relevant voter outreach campaigns, educate their peers on issues important to the AAPI electorate, and build sustainable programming that includes and recognizes AAPIs.



# YOUTH ENGAGEMENT



## INTERNSHIP PROGRAM

To further cultivate and empower these young leaders, we offer internships both virtually and in our Washington, DC office through our Internship Program. These opportunities provide hands-on experience and training in organizing and implementing voter activities that increase AAPI participation in the electoral process.



## YOUTH SUMMIT

APIAVote hosts annual multi-day summits in order to provide young leaders with the tools and training they need to organize within their local campus communities. In 2022, two representatives of Ambassador organizations and national AAPI student organizations were flown out to Washington D.C. for an in-person training opportunity in conjunction with the National Unity March. Through this training, attendees were able to directly connect with their peers to plan civic engagement initiatives for the upcoming school year, and learn about AAPI organizations on a national scale.

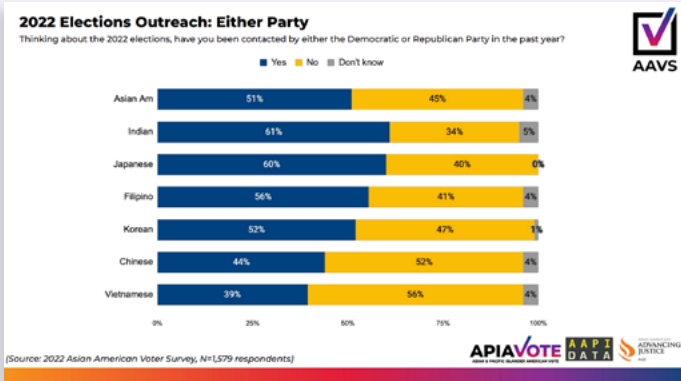
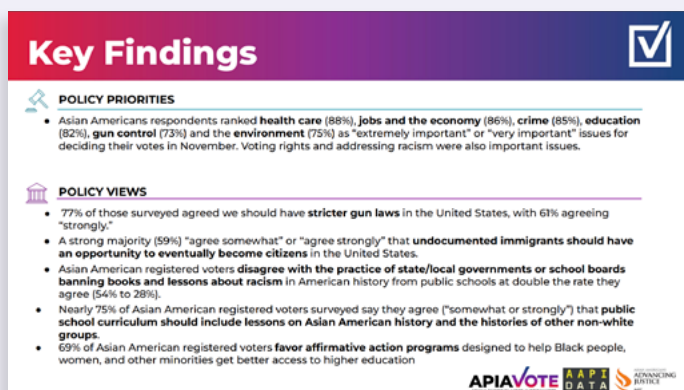


# POLICY, ADVOCACY, RESEARCH

APIAVote is a strong advocate for policies that safeguard the right to vote, promote equity for communities of color, and combat discriminatory practices. Through our research, we disseminate crucial data and offer survey-based insight to ensure that the perspectives and concerns of AAPIs are taken into account in policy decision-making processes, thus better representing our communities. Our policy expertise also empowers our network partners by providing them with a deeper understanding of the policies and politics of voting rights, and helps us coordinate our advocacy strategy both internally and externally.

## VOTING RIGHTS LEGISLATION

APIAVote works in coalition with other national and state organizations to ensure that our communities' voices are included in legislation related to voter protection, voting rights, and other important civic issues. We accomplish this through coordinated responses to key policy decisions, as well as gathering, analyzing and disseminating data about our communities to key decision-makers and stakeholders at the local, state, and especially federal level.



## ASIAN AMERICAN VOTER SURVEY

Started in 2012, our bi-annual Asian American Voter Survey is the premier pre-election survey conducted in multiple Asian languages targeting Asian Americans. The report reveals key elections issues that matter most to Asian American voters and has become a key provider of insight for media, pollsters, corporations, and political campaigns, filling a gap in the awareness and understanding about Asian American political views and attitudes.

## SECTION 203 MONITORING AND ADVOCACY

APIAVote works in collaboration with a national consortium of voting rights organizations to monitor state compliance of Section 203 of the Voting Rights Act that mandates that a state or political subdivision must provide language assistance to voters.

# POLICY, ADVOCACY, & RESEARCH

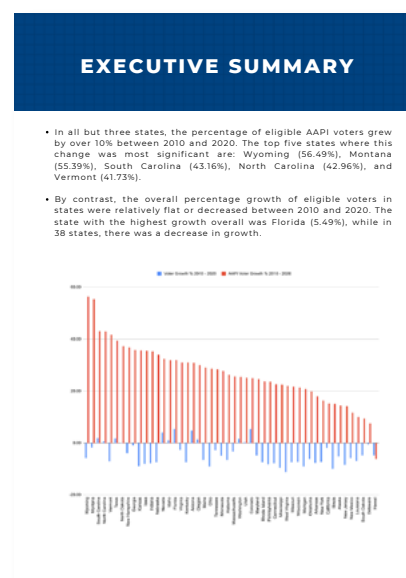
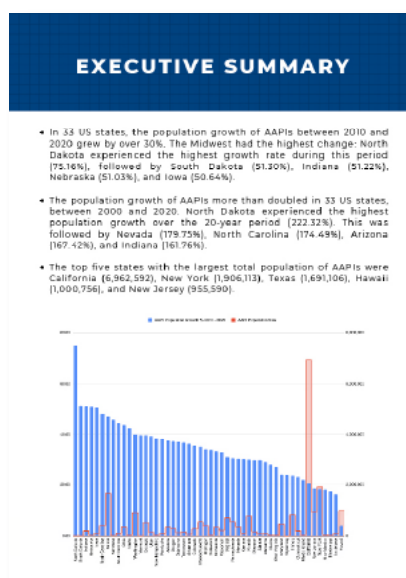
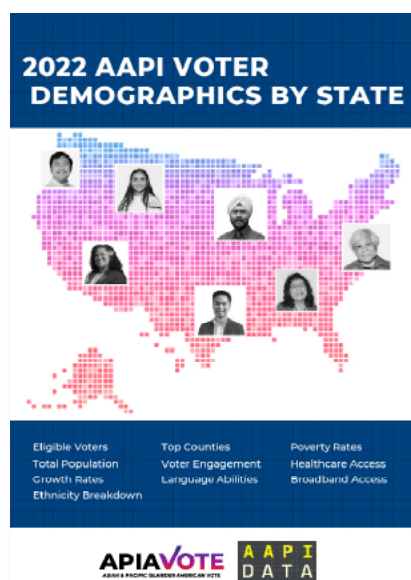


## REDISTRICTING ADVOCACY

As a leadership member of the Coalition Hub for Advancing Redistricting & Grassroots Engagement (“CHARGE”) – a consortium of leading national civic engagement organizations that includes NAACP, Common Cause, and League of Women Voters – we educate AAPIs on the redistricting process and community mapping, as well as prepare community leaders to engage with the redistricting process in their respective states and regions.

## AD-HOC DATA SUPPORT

Accessing, analyzing, and manipulating (“cutting turf”) voter and census data is a specialized and costly necessity for our ACE network to effectively identify and activate our growing communities. APIAVote provides training, consulting, and on-demand data analysis for its ACE network to give them access to critical data regardless of their organizational capacity.



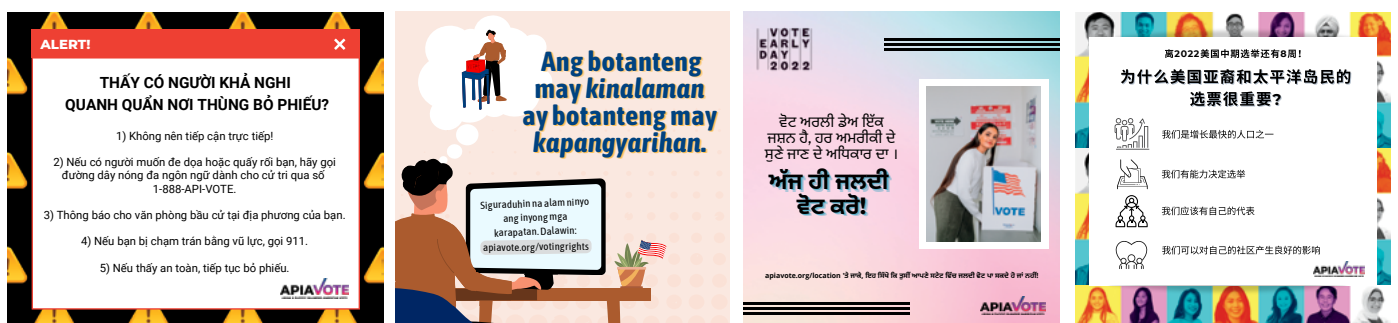
## AAPI STATE FACT SHEETS

AAPIs represent one of the fastest growing ethnic groups in the US as well as the country’s fastest growing voting bloc. Every two years APIAVote and AAPI Data updates our State Fact Sheets to share a detailed breakdown of important AAPI demographics in each state that includes: number of eligible AAPI voters, total population and ethnic populations, growth rates, counties with top AAPI populations, language abilities, and voter engagement and identification.



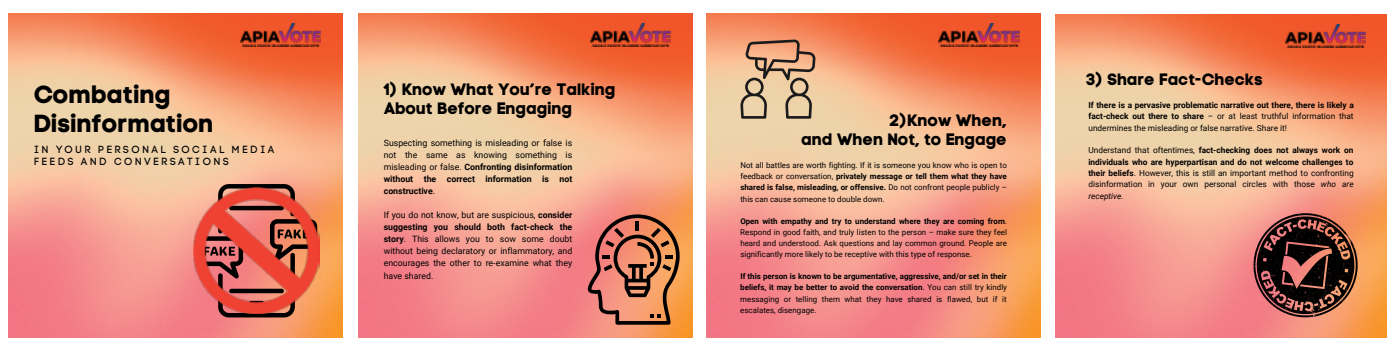
# STRATEGIC COMMUNICATIONS

At the heart of APIAVote's achievements lies our dedication to connecting with our communities on a personal level, using the languages they are most comfortable with and ensuring they feel included in our democracy. Our strategic communications team is focused on positioning APIAVote as a leading authority on the AAPI electorate, not just for our communities, but for the entire US public. We use this platform to amplify the diversity of all our voices and concerns, highlighting the unique perspectives that make our community so special.



## MULTI-LANGUAGE AND CULTURALLY TAILORED CONTENT

We provide our communities with access to critical information about their civic duties and rights in the languages that they are most comfortable and ensure that it's presented in an inclusive way.



## MIS AND DISINFORMATION OUTREACH

We monitor and analyze disinformation trends as they pertain to voting rights, elections, democracy, anti-Asian hate, and other potential narratives about and/or targeting our communities. With this information, we publish a bi-weekly report to provide our ACE network, ethnic media contacts, and other national partners with a comprehensive resource to combat mis/disinformation spreading within AAPI communities.

# STRATEGIC COMMUNICATIONS

## CREATING A PLATFORM FOR NARRATIVE CHANGE

Since 2008, APIAVote has worked with mainstream media to devise and promote coverage of the AAPI community. Because of this guidance and seeding, we've seen a growing inclusion of AAPIs in election and general news coverage starting in 2012, in the lead up to the 2020 election to today. The communications team is focused on establishing APIAVote as the premier expert and bridge into the AAPI electorate.



## ENGAGEMENT WITH ETHNIC MEDIA

Reaching our communities means we also invest in targeted paid advertisements, and outreach to the ethnic media outlets that they depend on for news and community. This effort had the unexpected benefit of providing these crucial media companies with needed revenue during the height of the pandemic. The results from 2020 reinforces our commitment to these important community messengers.



# OUR IMPACT



# 2021

***APIAVote more than doubled its head count!***

This expansion allowed us to take on and meet the growing needs of the AAPI civic engagement space.



## NYMLI REDISTRICTING TRAININGS

The Field Program at APIAVote worked with partners in 12 states to host targeted redistricting trainings and awarded \$180,000 to 11 community partners to support their engagement in the redistricting process.



## LOCAL & STATEWIDE RACES

APIAVote was active in four states - ***New Jersey, Florida, Virginia, and Iowa*** - where they produced and distributed translated mailers and conducted text and phone banking to educate voters and encourage them to get out and vote in local and statewide races.



## VACCINE TEXTBANKING



Supported by TD+W and HHS to promote COVID-19 vaccinations and public health messaging.

***1.5 million+ Asian Americans reached  
46 states phonebanked and textbanked***

## VOTER PROTECTION HOTLINE

Assisted voters with any questions they had about the voting process, which had changed following the 2020 election



## YOUTH PROGRAMS

APIAVote also took the time to evaluate its Youth Leadership program. The goal was to make the most of previous years' successes and adapt the program to better support students in the post-COVID world. With a modified curriculum and administration, APIAVote was poised to continue its efforts to empower the next generation of leaders.



# 2022

APIAVote and its partner network contributed to the the ***second-highest ever turnout rate*** by AAPIs ever for a midterm election!



APIAVote spearheaded the Unity March, a collaborative effort with more than 50+ nonprofits, multicultural partners, influencers, celebrities and community leaders to build a solidarity movement following the rise in violence against Asian Americans.

## \$1 MILLION

subgranted to 24 partners to help fulfill their civic engagement programs

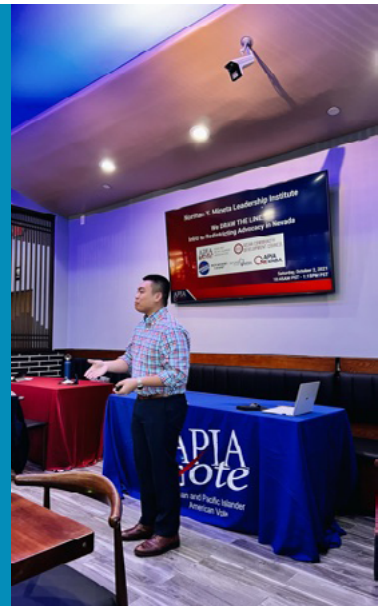
## BI-WEEKLY DISINFORMATION REPORTS

distributed to partners organizations, federal agencies, and other national groups regarding problematic narratives in the realm of **voting rights, elections, & democracy regarding AAPIs**



## 16 NYMLI TRAININGS

APIAVote's Norman Y. Mineta Leadership Institute (NYMLI) trainings were held in different states, both in-person and virtual. These voter engagement trainings provided over 600 individuals with the knowledge & resources they need to mount effective nonpartisan campaigns to encourage AAPIs to vote.



## POLICY & ADVOCACY

APIAVote worked in coalition to advocate for the **Electoral Count Act**, and in the enforcement of **Section 203 of the Voting Rights Act** to safeguard AAPI communities' electoral participation.



The Leadership Conference  
on Civil & Human Rights



NATIONAL TASK FORCE  
ON ELECTION CRISES

**3.5 MILLION** AAPI ELIGIBLE VOTERS  
reached through multitouch voter strategy and close  
collaboration with partner organizations in key states



**2 MILLION**  
**DIRECT MAIL PIECES**

**SENT TO**  
**17 STATES**

with high AAPI  
populations, followed by  
phone and text banking

**TRANSLATED INTO**  
**16 LANGUAGES**



2022  
**Reed**  
AWARDS  
Winner

**1,100 CALLS ANSWERED**



**VIA 1-888-API-VOTE MULTILINGUAL  
VOTER PROTECTION HOTLINE**

**PARTNERSHIPS WITH**  
**16 AAPI STUDENT  
ORGANIZATIONS**

activating AAPI youth to  
learn, engage, register, &  
vote alongside their peers

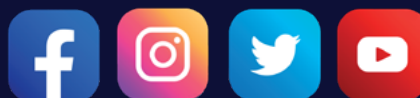


**2022 ASIAN AMERICAN  
VOTER SURVEY +  
STATE FACT SHEETS**

Published together with AAPI Data, these two  
bodies of work about the changes to AAPI  
demographics nationwide have been cited in  
multitudes of news reports as well as shared with  
academics and researchers.

In 2022, our digital ads generated:

**9.2 MILLION IMPRESSIONS**  
**1.1 MILLION ENGAGEMENTS**  
**1.6 MILLION VIDEO VIEWS**



**100+ MEDIA INTERVIEWS & REFERENCES**

Including the **New York Times**, **The Washington Post**, **Bloomberg**, **ABC**,  
**NBC**, **CNN**, **PBS**, **Politico**, **Vox**, **Axios**, **FiveThirtyEight**. Many of these articles  
brought widespread attention to the importance and impact of the AAPI  
electorate in more expansive ways than were previously reported on.







# PARTNER CIVIC ENGAGEMENT HIGHLIGHTS

APIAVote is dedicated to working hand in hand with its Alliance for Civic Engagement (ACE) and a network of national partners to empower the nearly 20 million AAPIs in the United States. Our common mission is to give these communities a stronger voice and make their presence felt in the political landscape.

In 2022, APIAVote launched its annual Capacity-Building Subgrant program, identifying 24 organizations to support with funding and resources. Our goal is to enhance these partners' ability to plan and execute impactful civic engagement programs. But APIAVote's support didn't stop there - we also provided coaching and technical assistance to all partners, regardless of whether they received a subgrant or not. Our overarching goal is to support all partners in planning and executing the most impactful, non-partisan civic engagement programs.

In partnership with APIAVote, these subgrantee partners were at the forefront of rolling out the multi-touch voter engagement program in 2022. In addition, they led dynamic civic engagement efforts in their own localities with the help of our funding program.

*See a full list of our State and Local Partners →*



## **ARIZONA**

- Arizona Asian American Native Hawaiian and Pacific Islanders for Equity (AZ AANHPI for Equity)

## **CALIFORNIA**

- Asian Americans for Community Involvement (AACI)
- Asian Law Alliance
- Asian Pacific Islander Initiative (API Initiative)
- Filipino Resource Center
- Orange County Asian Pacific Islander Community Alliance (OCAPICA)

## **COLORADO**

- National Federation of Filipino American Associations – Region 5 (NaFFAA Region 5)

## **FLORIDA**

- Asian American Federation of Florida (AAFF)
- Asian Americans Pacific Islanders Coming Together (ACT)
- Florida Asian Services (FAS)
- Greater Orlando Asian American Bar Association (GOAABA)
- National Association of Asian American Professionals – Orlando (NAAAP – Orlando)

## **GEORGIA**

- Asian Americans Advancing Justice – Atlanta
- Center for Pan Asian Community Services (CPACS)
- Georgia Redistricting Alliance (GRA)

## **HAWAII**

- Council for Native Hawaiian Advancement (CNHA)

## **ILLINOIS**

- Asian Americans Advancing Justice – Chicago

## **IOWA**

- Iowa Asian Alliance (IAA)

## **LOUISIANA**

- VAYLA – New Orleans

## **MASSACHUSETTS**

- Boston Chinatown Neighborhood Center
- Chinese Progressive Association – Boston (CPA – Boston)

## **MICHIGAN**

- APIAVote – Michigan
- Rising Voices Fund

## **MINNESOTA**

- Asian American Organizing Project (AAOP)
- CAPI USA

## **MISSOURI**

- Missouri Asian American Youth Foundation (MAAYF)

## **NEVADA**

- Asian Community Development Council (ACDC)

## **NEW JERSEY**

- Sikh American Legal Defense and Education Fund (SALDEF)
- National Federation of Filipino American Associations – New Jersey Chapter
- AAPI Montclair

## **NEW MEXICO**

- New Mexico Asian Family Center (NMAFC)

## **NEW YORK**

- Minkwon Center for Community Action
- Asian American Federation (AAF)
- APAVoice Coalition

## **NORTH CAROLINA**

- North Carolina Asian Americans Together (NCAAT)

## **OHIO**

- Asian Services in Action (ASIA)
- Ohio Chinese American Association
- TARGET Ohio

## **OREGON**

- Asian Pacific American Network of Oregon Communities United Fund (APANO)

## **PENNSYLVANIA**

- Asian Americans United
- Southeast Asian Mutual Assistance Association Coalition (SEAMAAC)
- VietLead
- Pennsylvania Immigration and Citizenship Coalition (PICC)

## **RHODE ISLAND**

- Center for Southeast Asians (CSEA)

## **TENNESSEE**

- API Middle Tennessee

## **TEXAS**

- OCA – Greater Houston
- South Asian American Voter Empowerment Texas Education Fund (SAAVETX Education Fund)
- Asian Texans for Justice (“ATJ”)

## **UTAH**

- National Tongan American Society

## **VIRGINIA**

- Hai Hua Community Center
- New Virginia Majority Education Fund
- Sikh American Legal Defense and Education Fund (SALDEF)
- National Federation of Filipino American Associations – Region 2 (NaFFAA Region 2)
- Voice of Vietnamese Americans (VOVA)

## **WASHINGTON**

- Asian Pacific Islander Americans for Civic Empowerment (“APACE Votes”)
- Asian Counseling and Referral Service (“ACRS”)

## **WISCONSIN**

- Freedom, Inc.
- Wisconsin AAPI Coalition



## SUBGRANTEE HIGHLIGHTS



Asian Law Alliance is a non-profit organization providing equal access to the justice system for Asian Pacific Islander and low-income populations in the Silicon Valley. In 2022, ALA organized and/or participated in 40 in-person outreach events and activities, including 17 tabling and presentations at community events, 10 voter registration drives, 6 voter education forums, and 7 volunteer trainings.

ALA organized poll monitoring efforts in Santa Clara County covering all 103 vote centers at least once from the start of Early Voting through Election Day. The organization also surveyed over 5,000 Asian American voters on Election Day (alongside AALDEF).



SALDEF is a national Sikh American impact organization focused on building leadership and capacity in the Sikh American community. In 2022, the organization did not prioritize voter registration, but instead calibrated its dedicated voter outreach efforts to getting registered voters to the polls. The organization focused its youth engagement efforts on encouraging recent alumni of the SikhLEAD summer internship program to become volunteers, which allowed them to run tabling events and outreach efforts in states where they didn't initially plan to conduct get-out-the-vote work, such as Kansas and Texas.



Asian Texans for Justice is a nonprofit, nonpartisan organization serving Asian American Pacific Islanders across Texas. The organization connects Asian Texans of all identities to meaningful civic action to build personal and political power for future generations. In 2022, ATJ subgranted nearly \$20,000 to AAPI-serving organizations for direct voter contact, which included hosting events for National Voter Registration Day in Austin and Dallas. ATJ also had a campus representative at both UT Austin and UT Dallas for the midterm general election, conducting voter registration, reaching out to AAPI-focused student organizations, and presenting election information to promote GOTV to student organizations and classes.

Given the large AAPI community and the broad ethnicities and languages represented, many communities simply cannot provide the information voters need. To address this gap, ATJ launched an AAPI Voter Guide for statewide elections in Texas this year. Three geographic areas - Greater Houston, Central Texas (Austin and San Antonio), and Dallas-Ft. Worth - had voter guides offered in four languages (English, Chinese, Vietnamese, and Korean). The questions in the guide specifically address issues and needs for the AAPI community and candidates answered them in their own words.

Arizona Asian American Native Hawaiian and Pacific Islander for Equity (AZ AANHPI for Equity) is a state-wide organization striving for equity and justice by building power through community directed organizing, increasing civic engagement, and empowering young leaders. In 2022, among the organization's civic engagement programs were an extensive door-to-door canvassing campaign, reaching over 16,000 doors and interacting with 2,626 residents. AZ AANHPI For Equity registered 1,701 voters by going out into the community and getting better connected with local businesses, community organizations, high schools and community colleges. The organization also distributed election protection hotline cards at different polling locations on Election Day, through Election Protection Arizona's Adopt-a-Precinct program.



The New Mexico Asian Family Center has been actively working to address the lack of culturally and linguistically tailored services for the state's Pan-Asian community. In 2022, they registered numerous voters by tabling at various religious institutions, community events and in partnership with the Central New Mexico Community College. The organization also collaborated with the Student Activities and Student Life Office to conduct multiple outreach events throughout the year. Additionally, they joined forces with the Asian American Pacific Islander Resource Center at the University of New Mexico to continue their voter registration efforts.





The Southeast Asian Mutual Assistance Association Coalition (SEAMAAC) serves and advocates for refugees, immigrants, and asylees in the Greater Philadelphia area. In 2022, they collected 153 exit polls in partnership with SALDEF and registered 739 new voters. In July of that year, the civic engagement team conducted an interactive and informative presentation at the SEAMAAC Summer Youth Program. The presentation aimed to educate the youth about the significance of political action and the various ways to participate in politics apart from just voting. Combating mis/disinformation was a top priority for the organization, and they used resources from APIAVote to ensure that their communities are informed and equipped to make informed decisions.



The Center for Pan Asian Community Services, Inc. (CPACS) is a nonprofit organization located in Atlanta, GA. Its mission is to promote self-sufficiency and equity for immigrants, refugees, and the underprivileged through comprehensive health and social services, capacity building, and advocacy. In 2022, the organization hosted voter registration drives, partnering with high schools, college organizations and community partners to register hundreds of new voters. CPACS also launched the Georgia University Coalition for Civic Engagement (GUCCE), a coalition of AAPI college student organizations in Georgia. Through GUCCE, CPACS Advocacy taught these groups different methods on how to reach out to voters like phone banking, text banking, mailers, pledging to vote, tabling, literature drops, canvassing, and voter registration.



Asian Americans United helps people of Asian ancestry in Philadelphia exercise leadership to build their communities and unite to challenge oppression. AAU was dedicated to ensuring fair and democratic elections in their community. They conducted poll monitoring at a total of 48 polling sites during both the primary and general elections, focusing on sites with higher Chinese voter turnout. In partnership with AALDEF, they conducted exit polling at two sites during the general election and collected 200 surveys. Their efforts to engage and educate voters included registering 152 new individuals for the elections and hiring and training youth canvassers to do outreach to their peers and the community. Additionally, the civic engagement team monitored the WeChat platform for any instances of mis/disinformation and took steps to counteract it when necessary.



CAPI USA's mission is to guide refugees and immigrants in their journey toward self-determination and social equality. As a result of their efforts, 720 new voters were registered by their organization in 2022. They had a specific target audience of AAPI adults aged 35 and older, with a focus on the Southeast Asian community. They spearheaded the Ignite Minnesota Asian Power (IMAP) collaboration, which brought together six other organizations, including Bhutanese Community of Minnesota, Vietnamese Social Services, Pillsbury United Communities, Karen Organization of Minnesota, Hwv Tij Hmoob, and OneFamily, to achieve their goals.

The organization worked closely with the Asian American Legal Defense and Education Fund (AALDEF) to conduct exit polling and with Ramsey County Elections to ensure compliance with Section 203, which was lacking in this cycle. Additionally, CAPI USA created the Twin Cities Youth Leadership Board cohort of AAPI youth across the community.



VietLead is a grassroots community organization in Philadelphia and South Jersey that is creating a vision and strategy for community self-determination, social justice, and cultural resilience. Vietlead made a significant impact in promoting voter engagement and participation in the midterm election. To increase visibility, they set up regular voter registration dates at community hubs such as Asian supermarkets and South East Asian events. From July to October, they had a weekly presence at local supermarkets and community events. In-language advertisements proved to be effective in attracting elders who needed assistance with the forms.

They also established stronger relationships with high schools. This resulted in more opportunities to register Southeast Asian students at South Philadelphia High School and GAMP. And with added support from college student volunteers, Vietlead was able to expand their voter registration outreach efforts. In partnership with AALDEF, they actively monitored polling at two locations in South Philadelphia and facilitated voter registration on Election Day.





Asian and Pacific Islander American Vote (APIA Vote) Michigan is a nonpartisan nonprofit committed to justice and equity for the Asian American community through grassroots mobilization, civic engagement, leadership development, and coalition building. In 2022, the organization successfully registered 1,536 individuals. The majority of these registrations were done at naturalization ceremonies. To support their efforts, the organization recruited over 100 volunteers. For National Voter Registration Day, the organization held several events and registered 195 people in just one day. In addition, they canvassed 245,246 doors and had 4,626 face-to-face conversations with potential voters.

The organization also demonstrated their commitment to ensuring fair elections by deploying over 40 staff and volunteers to serve as poll monitors and challengers on election day.



### IOWA ASIAN ALLIANCE

Iowa Asian Alliance unites diverse Asian, Asian American, and Pacific Islander communities with the purpose of fostering economic growth and broader community development within the state of Iowa. The organization successfully registered 82 individuals to vote and utilized social media to raise awareness about civic holidays. They also forged partnerships with both Republican and Democratic student organizations at Drake University, as well as recruiting a graduate student to join their civic team. In May, they had the opportunity to promote their mission and recruit new leaders at CelebrAsian2022, the Annual Asian Heritage Festival. Through NYMLI training, they were able to onboard three new leaders in the 20-27 age range and diversify their team.



The National Tongan American Society (NTAS) is one of the longest running non-profit organizations to advocate for and empower all Tongan-Americans and other Pacific Islanders. In 2022, NTAS developed a variety of creative and engaging tactics to encourage voter participation in their community. On Vote Early Day, they offered a free "Otai" cultural mango fruit drink to the first 100 people who came into the Pacific Seas Restaurant with their "I Vote" sticker. On Election Day, the organization hosted an event with performances and food trucks at a polling location, using the radio to invite members of the Native Hawaiian and Pacific Islander community to attend, register, and cast their votes.

To further mobilize young voters, the organization also recruited students from local high schools and universities to help with events on their respective campuses. This effort helped to create a sense of excitement and community around voting, and encouraged young people to get involved in the political process.

Asian Business Association of San Diego (ABASD) represents the interests of over 30,000 Asian Pacific Islander owned businesses throughout San Diego County. In 2022, the association joined forces with Our Time to Act United (OTTA United) to further their mission of organizing young people for a better future. To achieve this, they dispatched a group of dynamic youth leaders, aged between 15 and 19, to canvass API-dense neighborhoods in the area. A total of 346 homes successfully canvassed. The association is also part of the San Diego API Coalition, which is a coalition of over 40 API-serving organizations that work collaboratively to support the local



API community. After ABASD received initial funding from APIA Vote, this sparked interest from other organizations to collaborate in the future to increase civic engagement within their communities. This includes organizations that advocate for the LGBTQ community, the Korean community, the Vietnamese community, and the Filipino community.



NaFFAA Region 5 is a non-profit organization which promotes empowerment and collaboration among member organizations on its socio-cultural and ethical values. In 2022, the organization engaged heavily with registering and educating young voters by collaborating with the University of Colorado Denver, Denver Metropolitan State University, Community College of Denver and University of Denver Asian American Pacific Island American college groups through speaking at their campus events and sponsoring students to attend community events.





The MAAY Foundation is the first statewide Asian American and Pacific Islander nonprofit to focus on civic engagement. In 2022, the organization ran advertisements for the 1-888-API-VOTE hotline in Chinese language newspapers during primary and general elections. To address the issue of mis/disinformation, the organization conducted a presentation in multiple languages, including language/ethnicity-specific forms of social media such as LINE, KakaoTalk, WeChat, etc.

They also hosted a highly attended and well-received Asian American Congressional Issues Forum with Congressmembers Ted Lieu and Cori Bush. The forum provided a platform for representatives from various Asian ethnicities to discuss pressing issues within the community, including education, immigration, healthcare and mental health, and anti-Asian hate. To promote community building and provide much-needed stress relief, the MAAY Foundation organized Asian American movie theater buyouts. These events served not only as an opportunity for relaxation but also as a way to increase voter registration and visibility.

Asian American Pacific Islanders Coming Together's mission is to engage, educate, and empower the Asian American Pacific Islanders ("AAPI") community in Central Florida. The organization in 2022 had a primary goal of registering voters, but soon discovered that they did not have the resources to do so, due to the restrictive voter registration laws in Florida. To overcome this challenge, they partnered with the League of Women Voters to register voters, though they were unable to participate directly in the process due to state regulations. In celebration of National Voter Registration Day, the organization hosted a rally and march in Orlando's Mills 50 District, where a large AAPI community resides. Part of APIAVote's grant also allowed the organization to work with the Orange County Supervisor of Elections office to translate the November ballots into Vietnamese and Chinese for the first time in Orange County history.



Combating mis/disinformation has always been a priority for the organization. During the primary election, a racist and misinformative mailer was sent out about a Chinese American candidate for a local judge. The organization mobilized its newly-formed network of AAPI community leaders to speak out and denounce this misinformation, and they were featured in local newspapers and news channels when the topic made headlines. Both the candidate and their opponent participated in one of the organization's first-ever Judicial Town Halls, which was broadcasted on social media.



TARGETOHIO took a multifaceted approach to increasing voter awareness and registration. They created three series of eye-catching voter awareness postcards with different messages on the front, but with a consistent message on the back. These postcards were sent to 71,500 "persuadable" voter households.

In addition to the postcards, the organization set up a voter registration table outside Asian grocery stores on several weekends and approached all shoppers for several hours, with multiple volunteers on hand to help. The efforts of these volunteers were supplemented by a high school student who ran a voter registration drive for a full week at his high school.

Asian Americans Advancing Justice-Atlanta is a nonprofit legal advocacy organization dedicated to protecting the civil rights of Asian Americans, Native Hawaiian, Pacific Islander (AANHPI) and Arab, Middle Eastern, Muslim, and South Asian (AMEMSA) communities in Georgia and the Southeast. In 2022, the organization implemented an extensive volunteer canvassing campaign. With a dedicated group of 60 volunteers spread across Forsyth, Gwinnett, and DeKalb counties, the team knocked on over 1,000 doors and placed over 2,000 multilingual door hangers on doors outside the target universe, ensuring broader outreach and inclusivity.



Soft canvassing efforts involved 26 locations and a total of 350 hours dedicated to engaging with individuals by completing voter registration, collecting 100 pledge cards, and distributing "Voting SZN" merchandise as giveaways. 30,000 voter info postcards in multiple languages, including English, Spanish, Chinese, Vietnamese, and Korean, were distributed. The organization also embarked on deep canvassing efforts, knocking on 20k doors and distributing multilingual literature at another 30k doors. This effort involved four overnight trips to rural cities whose counties did not meet the density criteria to be a targeted county.





# FINANCE REPORT

*This is an unaudited financial statement prepared in accordance with GAAP consistently applied throughout the period covered.*

## INCOME

	2021	2022
Individuals	81,920	157,326
Corporate	534,254	2,069,947
Foundation	1,618,501	6,245,465
Government Grants	15,000	0
Fiscal Sponsor Fee	9,000	19,704
Sublease	0	136,367
Miscellaneous Income	250	5,000
In-Kind	11,292	0
<b>TOTAL INCOME</b>	<b>2,270,217</b>	<b>8,633,809</b>

## EXPENSE

	2021	2022
Salaries, Taxes, Benefits	48,271	780,129
Consultants	111,981	748,069
Subgrants	171,250	1,179,251
Advertisements	38,814	335,329
Printing & Copying	187	948,025
Administrative Expenses	48,575	70,111
Rent	15,413	173,641
Conference & Meeting	6,229	435,109
Travel	14,126	128,251
<b>TOTAL EXPENSE</b>	<b>892,846</b>	<b>4,797,914</b>

## NET ASSETS

	2021	2022
Change in Net Assets	1,377,371	3,835,894
Net Assets at Beginning of Year	1,173,224	2,550,595
Net Assets at Dec. 31 of Year	2,550,595	6,386,498



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The staff and board of APIAVote are grateful to following donors who were significant philanthropic partners in FY 2021 and 2022. Each of these donors made gifts of \$100,000 or more. Thank you to:

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**the Inatai Foundation (formally the Group Health Foundation)**

In addition to contributions made by these partners, APIAVote is grateful to all its donors whose financial contributions enabled us to strengthen our network and build power within our growing communities across the country. The impact that we accomplished in 2021 and 2022 was only possible because of the financial investments of donors who share our vision of a world where AAPIs are self-determined, empowered, and engaged.