

# ASIAN PACIFIC AMERICAN HERITAGE MONTH

MAY 2022

## Cause Toolkit



This toolkit is intended to provide your company with inspiration and resources to best engage employees in your Groundswell Workplace Giving Program, by highlighting the month of May's cause, Asian American & Pacific Islander Heritage. You can choose from the resources included in this toolkit to determine what will work best to educate and engage your employees around this cause.

# AN OVERVIEW OF ASIAN AMERICAN AND PACIFIC ISLANDER HERITAGE MONTH



Asian American and Pacific Islander (AAPI) Heritage Month is observed annually in May to celebrate the contributions that generations have made to American history, society, and culture. The AAPI population is the most rapidly growing ethnic group in the United States and is expected to increase to over 40 million individuals by 2060. The AAPI community has a rich cultural heritage that has inspired generations of artists, and contributed to the growth and diversity of the United States. As we celebrate the many contributions from the AAPI community, it is also critically important to draw awareness to the hate, bigotry, and violence AAPI communities have experienced, particularly in recent years. Many local and national nonprofits are working to empower, protect and support AAPI communities across the nation. They do this by:

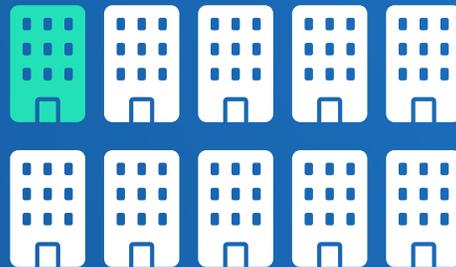
- Increasing visibility for Asian Americans rooted in American culture and society
- Raising awareness of increasing anti-Asian hate in the U.S.
- Working to stop racial profiling of Asian American and immigrant researchers
- Influencing key civil rights issues through legal advocacy
- Helping ensure all Asian Americans are accurately counted in the U.S. census

# AAPI HERITAGE MONTH

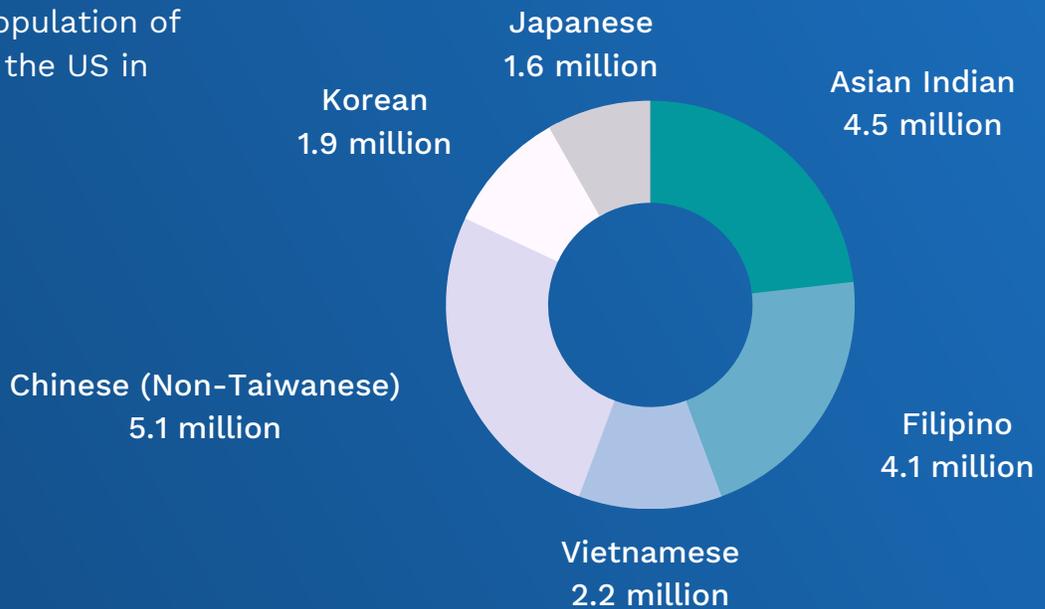
## AAPI Facts & Data

1 out of 10 or 581,200

the estimated number of Asian-owned businesses in the US in 2019



The estimated population of Asian descent in the US in 2020



## AAPI HERITAGE MONTH

# Nonprofit Spotlights

Right now, there is a tremendous opportunity to support this important cause through established organizations fighting for rights, acceptance, and positive change for Asian Americans and Pacific Islanders. Listed below are a selection of AAPI nonprofits you can find on the Groundswell app:



### Asian Arts Initiative

Connecting cultural expression and social change, Asian Arts Initiative uses art as a vehicle to explore the diverse experiences of all communities which include Asian Americans.



### Asian Art Museum of San Francisco

Located in the heart of San Francisco, the museum is home to one of the world's finest collections of Asian art, boasting more than 18,000 awe-inspiring artworks ranging from ancient jades and ceramics to contemporary video installations.



### AAPI Equity Alliance

AAPI Equity Alliance is a coalition of community-based organizations that advocates for the rights and needs of the Asian and Pacific Islander American community.



### Asian Pacific Fund

Our mission is to strengthen the Asian and Pacific Islander community in the Bay Area by increasing philanthropy and supporting the organizations that serve our most vulnerable community members.



### National Asian Pacific Women's Forum

The National Asian Pacific American Women's Forum (NAPAWF) is the only organization focused on building power with AAPI women and girls to influence critical decisions that affect our lives, our families and our communities.



### Chinese for Affirmative Action

Chinese for Affirmative Action was founded in 1969 to protect the civil and political rights of Chinese Americans and to advance social justice and multiracial democracy in the United States. Today, CAA advocates for systemic change that protects immigrant rights, promotes language diversity, and remedies racial and social injustice.



### Asian Americans Advancing Justice

Our mission is to advance civil and human rights for Asian Americans and to build and promote a fair and equitable society for all.

## AAPI HERITAGE MONTH



# Engage Your Employees

### KICKOFF

Company-wide email or blog post at the start of the month stating what the cause is, your company's support for the cause, and your call to action. This could include links to resources, and highlighting specific nonprofits that have been vetted for donations - linked via your company's Groundswell dashboard.

### MID-MONTH

Share nonprofit recommendations from Employee Resource Group (or from Groundswell's impact team) as well as links to what to READ, WATCH, or LISTEN to better understand the AAPI community and its culture.

### END OF THE MONTH

Share the results of the campaign—how many employees participated/donated, number and amount of donations, etc.

If there is a time-sensitive match that expires at the end of month, remind employees to log into their Groundswell account to donate.

### EMPLOYEE RESOURCE GROUP ENGAGEMENT

Give the AAPI Employee Resource Group a platform to share more about what it does, what it means to be a part of the AAPI community both broadly and more specifically at your company. Formats to consider: brown bag lunch, Town Hall, Blog Post on internal company network, etc.

Solicit recommendations from the AAPI Employee Resource Group around nonprofits to donate to - whether a list for the month, or specific charities to highlight each week. Provide 2x matching for employees that donate to these specific charities.

Solicit recommendations from the ERG for books to read, films and documentaries to watch, and podcasts to listen to.

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# Shareable Resources



### READ

- [The Evening Hero](#) by Marie Myung-Ok Lee
- [America Is in the Heart](#) by Carlos Bulosan
- [Minor Feelings](#) by Cathy Park Hong
- [The Octopus Museum](#) by Brenda Shaughnessy
- [Crying in H Mart: A Memoir](#) by Michelle Zauner



### WATCH

- [Minari](#)
- [Saving Face](#)
- [A Tale of Three Chinatowns](#)



### LISTEN

- [Asian America: The Ken Fong Podcast](#)
- [Feeling Asian](#)
- [Immigrantly: Conversations on Race, Culture, & the Immigrant Experience](#)
- [Legends From the Pacific](#)
- [Model Minority: Uniquely America](#)

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# Social Media Messaging

Asian Americans are integral to the fabric of America and its history. Experiences of many Asian and Pacific Islander Americans, however, often tell a different story. You can stand with Asian American communities by including Asian Americans Advancing Justice (found under Featured Causes on the Groundswell dashboard) as one of your donations this month.

Now is the time to stand in solidarity by supporting local and national nonprofits that are working to empower, protect, and support AAPI communities across the nation like [@advancingjustice\\_aajc](#), [@caasanfrancisco](#), [@cpaforg](#) & [@napawf](#).

### SAMPLE HASHTAGS

#AAPIHERITAGEMONTH

#REPRESENTATIONMATTERS

#AAPI

#STOPASIANHATE