

The logo for the Asian Leaders Alliance is a red square with the text "ASIAN LEADERS ALLIANCE" in yellow, stacked in three lines.

**ASIAN
LEADERS
ALLIANCE**

Combating Racism Through an Anti-Xenophobia Toolkit

October 22, 2020

Introductions



Jason Chan

ALA Vice President

ERG Program Advisor and Founding Member @ Guidewire Software
Technology Enablement Leader @ Guidewire Software



Mable Huang

ALA Comms Lead

Asians@ Airbnb Global Chair
Media Advocacy Strategist @ Airbnb



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Why are ERGs Important?

Traditional Approach 3 Levels

Business Resource Group (BRG)
(Bringing value to the business)



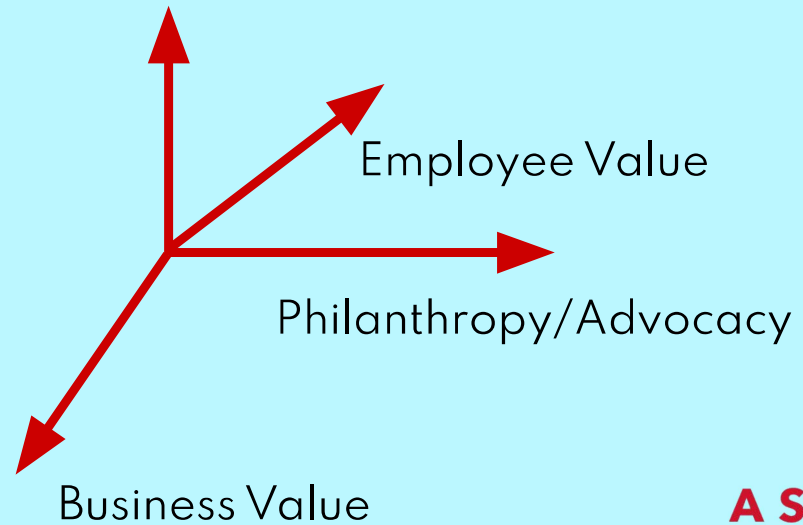
Employee Resource Group (ERG)
(Bringing value to employees)

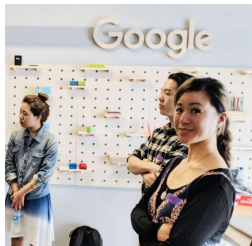


Affinity Group
(Celebrational/Community)

Our suggested Approach 4D Vector

Celebrational/Community





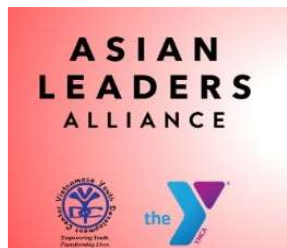
OUR MISSION

ALA's mission is to equip, empower, and enable Asian Pacific Islander Employee Resource Groups (ERG) members and allies to grow as civic leaders and advocate for the community(s) we serve.

OUR VISION

ALA's vision is to foster collaboration across Asian Pacific Islander Employee Resource Groups (ERG) and civic organizations in effort to spur positive, long-term, and inclusive community impact.

- 70+ Asian ERGs from Nor./So. California, New York, and Texas
- 400+ individual members
- \$14k+ raise for non-profits
- 3rd Annual Summer youth programs supporting 75+ youths (2020)
- Ongoing professional development series
- Ongoing cross-ERG professional networking events



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The ALA Community - Our ERG Representation



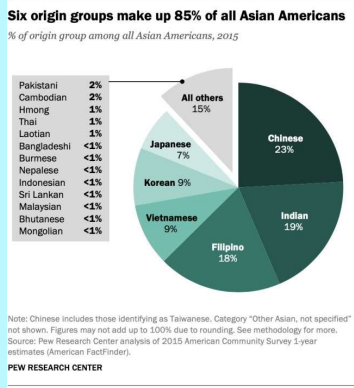
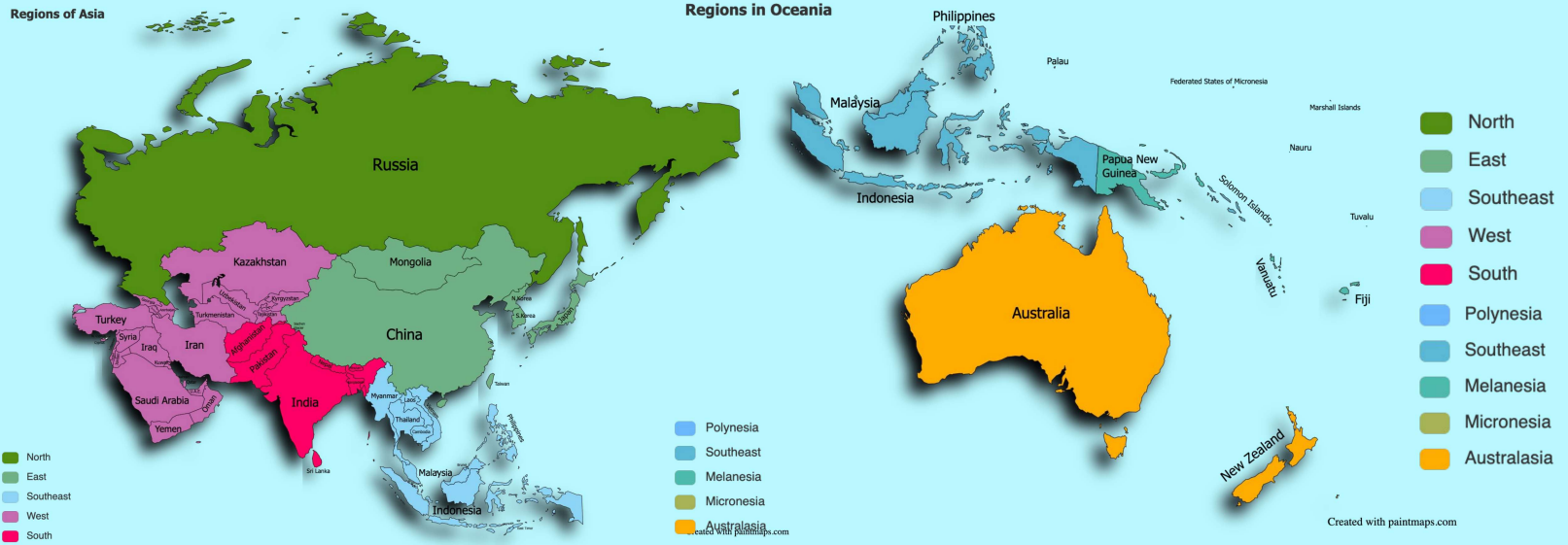
ALA / Baycat Video - #SpeakUpWithALA



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Understanding the Asian Pacific Islander (API) Community

Breaking Down the Model Minority Myth - What ethnicities make up Asians anyway?



Region	Population	% of World Population	Countries	Ethnicities
East Asia	1.67 B	21.9%	7	Chinese, Macanese, Taiwanese, Japanese, Mongolian, North Korean, South Korean, etc.
Southeast Asia	0.7 B	9.2%	13	Indonesian, Philippino, Thai, Vietnamese, Singaporean, Malaysian, Cambodian, Burmese, Laotian, Bruneian, Timorese, etc.
South Asia	1.8 B	23.6%	9	Indian, Afghani, Pakistani, Bangladeshi, Nepalese, Bhutanese, the Maldives, Sri Lankan, etc.
Oceania	0.041 B	0.54%	33	Australian, Hawaiian, Chamorros, Micronesian, Samoan, or other Pacific Islanders
Total Asia	4.2 B	55.2%	56	100+
Total World	7.6 B			

SOURCE: [Mckinsey](#)

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Anti-Asian Racism During the COVID-19 Pandemic

2,120

Hate Incidents/Crimes
Against Asians reported
March - June 2020

↑ 845%

All reported in 2017, 2018,
and 2019 combined
compared to
March - June 2020 reports

51%

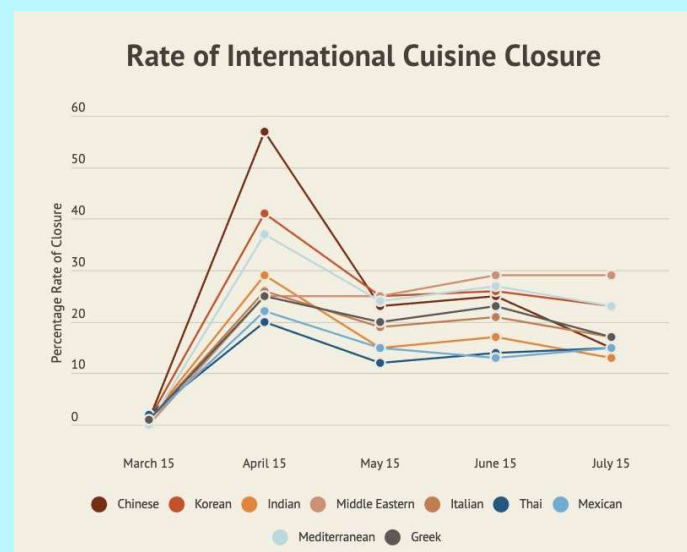
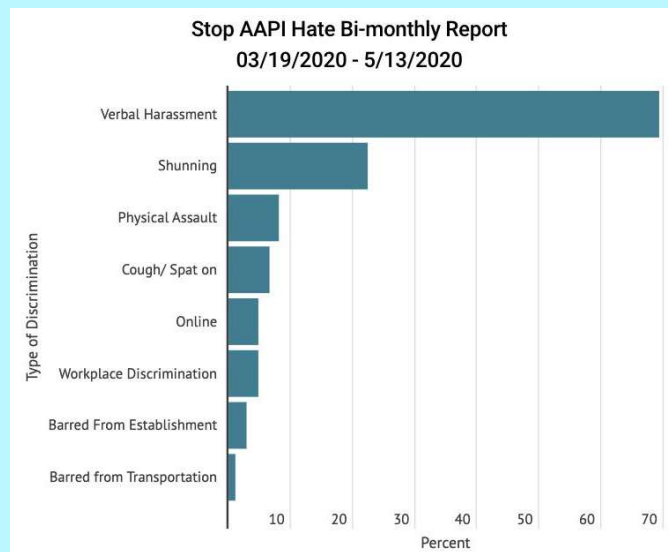
Asians concerned about
hate crimes related to
COVID

79%

Asians believe
discrimination against
Asian Americans exist

1 in 4

Asian American Youths
experience racist bullying



59%

Chinese restaurants
closed between March
and April 2020

10,210%

Increase of API unemployment
filings in between March and
April 2020

<https://www.cbsnews.com/news/asian-americans-bias-racism-2020/>
<https://www.nbcnews.com/news/asian-america/25-percent-asian-american-youths-racist-bullying-n1240380>

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Racism Against Asians is Not New

Only a fraction of events that occurred

→ 1800s

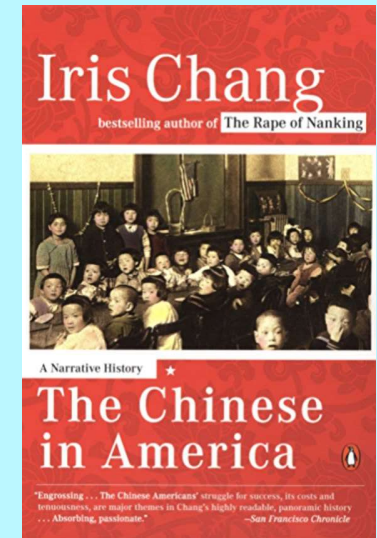
- ◆ Use of Chinese labor “shows a manifest attempt to revive the institution of slavery” (p.146)
- ◆ 1882 to 1943 - Chinese Exclusion Act 1882 + The Geary Act
- ◆ 1870 Cubic Air Law + 1870 Sidewalk Ordinance
- ◆ 1942 to 1945 - Japanese internment camps WWII / racial profiling all Asians
- ◆ White-washing and Yellow-face casting in Hollywood

→ 1900s

- ◆ 1950s “White Terror”
- ◆ 1955 - Drumwright Report / McCarthy Era
- ◆ Refusing homes to Chinese buyers
- ◆ 1970’s “bamboo ceiling” racial discrimination at work
- ◆ 1982 - Murder of Chinese-American Vincent Chin
- ◆ 1989 - Murder of Chinese-American Jim Loo
- ◆ 1980s - Monterey Park anti-“foreign invasion” campaign

→ 2000s

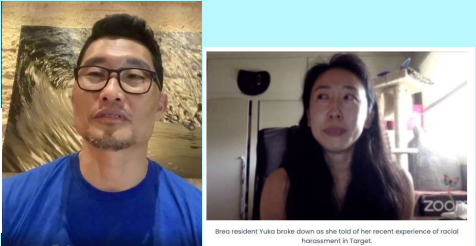
- ◆ 2011 - Targeting South Asians (Hindus, Muslims, and Sikhs) post-9/11
- ◆ 2020 - Trump calling the COVID-19 virus the “Chinese Virus”
- ◆ ***More recent examples on the next slide...***



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Donald J. Trump @realDonaldTrump
 The United States will be powerfully supporting those industries, like Airlines and others, that are particularly affected by the Chinese Virus. We will be stronger than ever before!
 6:51 PM · Mar 16, 2020 · Twitter for iPhone

CORONAVIRUS
A Man Who Allegedly Tried To Kill An Asian American Family Because Of The Coronavirus Could Face Hate Crime Charges
 BuzzFeed News A Man Attacked An Asian Woman



NEXTSHARK NEWS CORONAVIRUS CULTURE ENTERTAINMENT POL
 Vietnamese Mother Brutally Beaten in San Francisco
 A Vietnamese mother in San Francisco suffered multiple injuries after a random stranger brutally assaulted her on Sept. 22.

NYPD NEWS @NYPDnews
WANTED for ASSAULT: On 4/5 at 10:53 pm, near 64 St. and 9 Ave in Bklyn, the individual poured an unknown substance over a 39-year-old female and fled on foot. The victim sustained chemical burns to her face, neck, shoulder and back. Any info call/DM @NYPDtips at 800-577-TIPS.
 5:00 PM · Apr 7, 2020

SO SAD: AN ASIAN WOMAN MINDING HER BUSINESS IS HARASSED AND VIOLENTLY KICKED IN THE FACE BY TWO TEENS
 If it is wrong with y'all ???
 Disrespect

Chinese student assaulted in 'racist' coronavirus attack in London

By Jack Guy, CNN
 Posted Mar 3, 2020 | 0
George Takei @GeorgeTakei
 There have been five hate crimes perpetrated against Asian Americans in NYC alone since the coronavirus crisis began. Trump's ignorant rhetoric is dangerous because it stokes racial fear and violence. Call it out. Don't let it stand.
 9:46 AM · Mar 18, 2020
 15.1K See the latest COVID-19 information on Twitter

Dion Lim @DionLimTV
 "The video is very disgusting to see. Elder abuse." — Supervisor @shamannwalton speaks about this viral video of an elderly Asian man attacked, bullied & humiliated by a group of people for collecting empty cans in a Bayview neighborhood. @SFPDBayview working the case. #racism

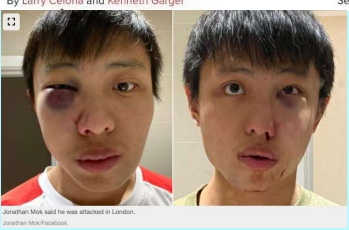


A San Francisco tech CEO was filmed leveling a racist rant against an Asian family at a California restaurant
 Katie Canales Jul 7, 2020, 5:27 PM

"I feel like I speak for many Asian Americans when I say I am fearful, a little angry, and frustrated at the uncertainty of the entire situation."
Benny Luo (Founder of Next Shark | California)

NYC Asian man punched and choked in random hate crime attack
 By THOMAS TRACY
 NEW YORK DAILY NEWS | OCT 29, 2020 AT 1:37 PM

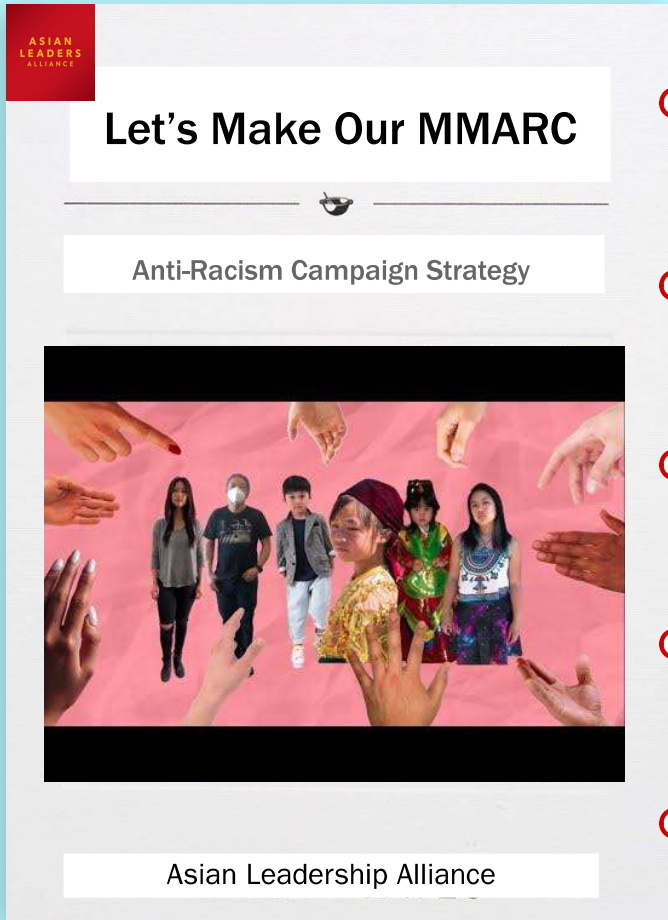
Man on bicycle attacks two Asian people in NYC while ranting about China
 By Larry Celona and Kenneth Garger
 September 3, 2020 | 1:57am | Updated 1:42 PM · Feb 24, 2020
 122 116 people are Tweeting about this



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MMARC Toolkit

M M A R C



- M Messages
- M Media
- A Awareness/Allyship
- R Resources
- C Community

Campaign Vision



- **Arm** Asian ERGs/NPOs with toolkit to impact change in their respective organizations and support the greater ALA community
- **Amplify** the importance of diversity and inclusion during this time, and unite our voices
- **Elevate** efforts via a coordinated blitz campaign over six weeks of activities and messaging to amplify our collective efforts and voice.

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M

Message

M M A R C

Contributing Organizations	 
Challenge	ERGs lacking talking points to navigate sensitive conversation for internal support. Racism against API is underexplored in community including within the D&I space.
Purpose	Provide unified internal messaging to garner stakeholder (Executive and ERG members) support
Enabling ERGS with Artifacts / Solutions	<ol style="list-style-type: none">1. General statement addressing COVID19 anti-Asian sentiment2. Message to Company<ol style="list-style-type: none">a. Execs/leadershipb. D&I stakeholdersc. ERG members3. Example PR statements from other companies / organizations

M

Message

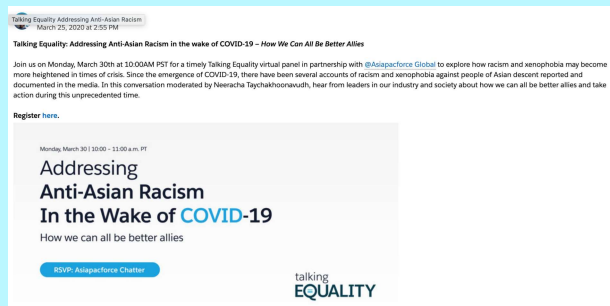


M M A R C

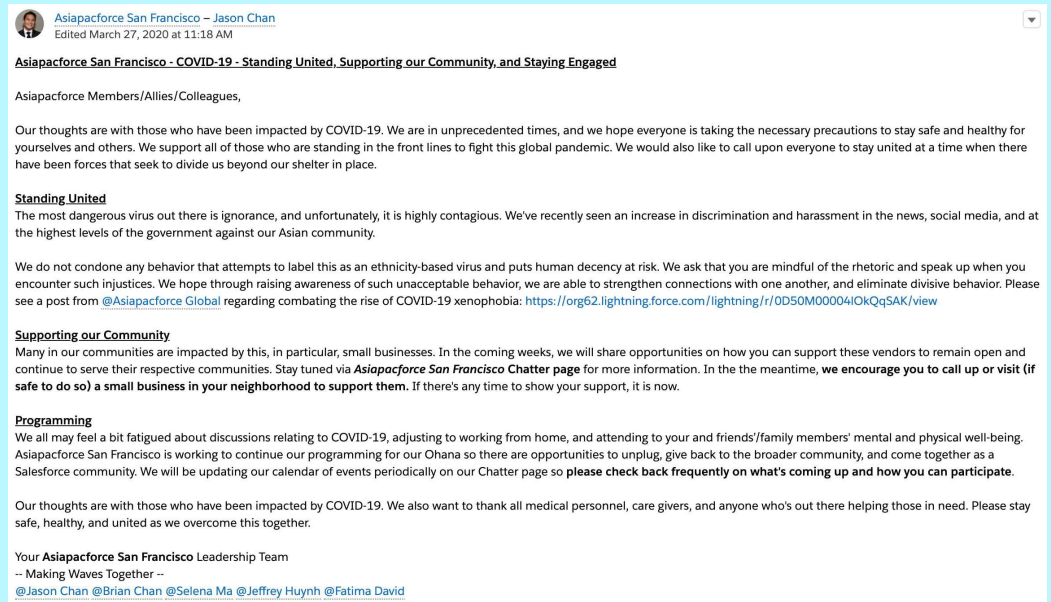
D&I Executive Leadership and PR Messaging



Anti-Asian panel event



Asian ERG leadership community messaging



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M

Media



Contributing Organizations

Challenge

Asian community historically underrepresented in the media. Even with various grassroots efforts and hashtags (e.g. #WashTheHate, #IAmNotAVirus), there is no unifying, consistent message to get behind our campaign.

Purpose

Provide unified external messaging and share best practices for making a successful media campaign to garner broad community support and awareness.

Enabling ERGS with Artifacts / Solutions

1. Unifying messages, hashtags, and social media handles for social media
2. Collection of tweets and articles covering COVID-19's impact on the Asian community (highlighting leaders that are speaking up)
3. Best practices on creating media campaigns for ERGs that go viral
4. Suggested call-to-action messages for the community to speak up and participate in the conversation



Media



M M A R C

Executive and “Inclusion + Diversity” Twitter account statements condemning racism

Kayvon Beykpour @kayvz

The term "Chinese virus" is a pathetic and dangerous way of describing COVID-19, not least of which because it risks normalizing horrible behavior like what this person experienced. Call it COVID. Or Covid 19. Or Coronavirus. Or fucking "RONA". You have many non-racist options.

linders @ peachbeach @YingjueChen · Mar 19

I know I've posted about this a lot but I'm fucking mad. Because of Trump and his insistence on using "Chinese virus" my mom was a target. She was in the car, she's not hurt but a person threw groceries at her car window. While she was inside. She was mad and scared.

Show this thread

#AllyshipRightNow

Twitter Together @TwitterTogether

As fear and stress around #Covid19 continues to grow, we've seen an increase in racism and xenophobic attacks against Asian communities around the world.

We've seen it online, we've heard about it, and we may have even witnessed it in person.

This is #AllyshipRightNow.

9:33 AM · Mar 23, 2020 · Twitter Web App

Retweets 45 Likes

Twitter Together @TwitterTogether · Mar 23

Replying to @TwitterTogether

Our voices matter and our words have meaning. It's up to us to use our platforms to not only spread kindness but mitigate bias and harm.

Here's how you can practice #AllyshipRightNow:

Learn, Ask, Show Up, and Speak Up.

1 1 6

Twitter Together @TwitterTogether · Mar 23

Learn: This is a perfect time to learn. Start by doing research to understand what Asian communities are facing right now.

Xenophobia and racism are prevalent right now. It's up to us to eradicate and remember that a virus has no ethnicity or nationality.

Viral Tweet from Employee: “The Wuhan I Know” (Laura Gao)

Twitter Asians @TwitterAsians

"Instead of remembering my hometown as the 'the place where COVID originated', I want people to respect Wuhan as a city with beautiful history, culture, and people. This is the Wuhan I know" - @heylauragao

And definitely never in good light.

41.9K views

The Wuhan I Know, by Laura Gao

Laura Gao drew this comic to shine light on what people don't know: the beautiful culture, rich history, and strong people of Wuhan. 武汉

6:13 AM · Apr 10, 2020 · Twitter Media Studio

344 Retweets 65 Quote Tweets 881 Likes

24 409 881

Laura Gao @heylauragao

This is the medical team from Wuhan responsible for recovering 50K+ patients in just a few months. They're now risking their lives again to help out Italy. Rag on China all you want for the mishandlings early on but you can't deny that these people are true selfless heroes.

4:03 PM · Mar 13, 2020 · Twitter for iPhone


19K Retweets 1K Quote Tweets 61.7K Likes

469 20.1K 61.7K

Tweets - 61.7K Likes, 20.1K Retweets (as 10/19/20)
Video Views - 41.9k (as of 10/19/20)

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A Awareness/Allyship

<p>Contributing Organizations</p>	
<p>Challenges</p>	<ul style="list-style-type: none"> → Low membership morality → Lack of cross-ERG allyship → Lack of education on racism + ways to combat it
<p>Purpose</p>	<p>Raise awareness of anti-asian racism and xenophobia with members and allies. Partner with our ally community to show stand in solidarity.</p>
<p>Artifacts</p>	<p>Organize to build community through:</p> <ul style="list-style-type: none"> → ‘Virtual safe spaces’ → Anti-discrimination Workshops → Cross-ERG events → Advocacy involvement → Panel discussions → Media campaigns

A

Awareness/Allyship

M M A R C



BLACK LIVES MATTER

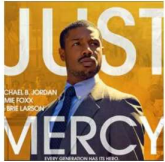
Asians@ stands in solidarity with the Black community



How to talk to your Asian families about anti-Black racism
Join Michelle Kim and Dr. Kim Tran for an educational session on how to have challenging yet critical conversations around anti-Black racism with our Asian family members. Engaging in conversations around anti-Black racism within the Asian community requires additional context and nuance, and we're excited to dive into the practice with you!
[Watch it here](#)



Letters For Black Lives
These are letters supporting BLM in Albanian, American (Eastern), Bangla, Bosnian, Burmese, Chinese (Simplified), Chinese (Traditional), Croatian, Farsi, French, German, Greek, Hmong, Indonesian, Japanese, Khmer, Korean, Lao, Nepali, Polish, Portuguese (Brazilian), Spanish, Sylheti, Tagalog, and Turkish. It is an expression of love for our families and our communities. Love for our Black family members and friends.
[Watch the trailer](#)
[Stream it for free on Google Play](#)
*Unlimited time available



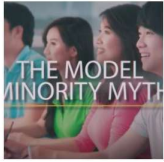
"Just Mercy" Movie
From an AFI filmmaker, Destin Daniel Cretton (The Case for Christ, Short Term 2:28) and upcoming Marvel's Shang-Chi, Just Mercy is based on the powerful and thought-provoking true story of young lawyer Bryan Stevenson (Jordan Peele) and his history-making battle for justice.
[Watch the trailer](#)
[Stream it for free on Google Play](#)
*Unlimited time available



We Cannot Stay Silent About George Floyd
Patriot Act Digital Exclusive | Netflix
Comedian and Netflix show Patriot Act host, Hasan Minhaj expressed his opinions on the current situation regarding the racism and worldwide Black Lives Matter movement.
[Watch it here](#)



'Model Minority Myth' Again used As A Racial Wedge Between Asians and Blacks
Code Switch Podcast by Kat Chew
[Listen to the podcast here](#)



Why Do We Call Asian Americans The Model Minority? | AJ+
The Model Minority Myth is a pervasive stereotype of Asian Americans in the United States. The stereotype continues to have a harmful effect on both individuals and Asian American communities as a whole.
[Watch the video here](#)



Black & Gold Forum
Define American
This panel discussion explores how we can foster support and solidarity for our Black and Asian communities to combat the racism and alleviate disparities that this pandemic has once again brought to light.
[Watch the recording here](#)

hi!
We are Asians@ Airbnb


Our Mission
Asians@ is an employee resource group dedicated to elevating the Asian Pacific Islander voice in the community, towards the wider mission of Airbnb to create a world where anyone can belong anywhere.

#asians



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R **Resource**

<p>Contributing Organizations</p>	
<p>Challenge</p>	<p>Scarce resources available to the Asian and Asian ERG communities to equip these communities to further the conversation and their participation in effecting change. In addition, there are limited platforms available to promote cross-sharing of resources (information, human capital, financial capital, etc.).</p>
<p>Purpose</p>	<p>ALA is an advocate of the API community, and we strive to provide resources that are relevant to the ERG community to begin/advance their advocacy efforts.</p>
<p>Enabling ERGS with Artifacts / Solutions</p>	<p>Resources that help ERGs address the following:</p> <ol style="list-style-type: none"> 1. What is the issue? 2. Who supports it? 3. Who is actively working on it? 4. How can members help?

R Resource



M M A R C

Organizations

Community Resources

FREE CONSULTATION ON COVID-19 AND WORKER ISSUES:

ADDITIONAL RESOURCES FOR WORKERS DURING THE COVID-19 CRISIS:

Submit an Incident Report Form below

- Incident Report Form-English
- Incident Report Form-Chinese-Traditional 提供有關COVID-19事件或與僱主有關的投訴
- Incident Report Form-Chinese-Simplified 提供有關COVID-19事件或與僱主有關的投訴
- Incident Report Form-Korean 提供有關COVID-19事件或與僱主有關的投訴
- Incident Report Form-Filipino 提供有關COVID-19事件或與僱主有關的投訴
- Incident Report Form-Japanese 提供有關COVID-19事件或與僱主有關的投訴
- Incident Report Form-Vietnamese 提供有關COVID-19事件或與僱主有關的投訴
- Incident Report Form-Haitian Creole 提供有關COVID-19事件或與僱主有關的投訴
- Incident Report Form-Tagalog 提供有關COVID-19事件或與僱主有關的投訴
- Incident Report Form-Daigang 提供有關COVID-19事件或與僱主有關的投訴
- Incident Report Form-Thai 提供有關COVID-19事件或與僱主有關的投訴

ALA-curated and community-sourced resources on ALA website

RESOURCES

Speakers Resources & Knowledge Donations & Fundraising Volunteering Opportunities

Resources & Knowledge

Our goal is to equip individuals with resources and knowledge that would allow one to understand, learn, and react to things going on.

Suggest a Resource or Knowledge

Name	URL	Category	Is this a globally applica...	If this is not a globally
1. Treating Yellow Peril: Resources to Address Coronavirus Racism	https://tinyurl.com/y59672t1	Racism COVID-19 Related Research	✓	
2. STOP AAPI HATE - Reporting Incidents	http://www.asianandpacificpolicyplanningcouncil.org/data-p-aapi-hate/	Racism Reporting		USA
3. NCARA Public Statement	https://asianleadersalliance.org/getter-from-the-national-council-of-asian-pacific-americans-ncara-to-speaker-calosi-and-minority-leader-mccarthy/	COVID-19 Related Public Statement Racism	✓	

37 records

Airtable

Public Statements

YOU DON'T BELONG HERE. THE WHITES OWN THIS COUNTRY.

TELL YOUR STORY. HELP US TRACK HATE.

OCA AND OVER 180 ORGANIZATIONS PETITION WHITE HOUSE AND OTHERS FOR SWIFT ACTION ON ANTI-AAPI HATE CRIMES

FOR IMMEDIATE RELEASE

13 March 2020

Contact Elly Toy | Coordinators@oasid.org | 202.225.3800 | elytoy@oasid.org

Washington, DC - OCA - Asian Pacific American Advocates and a coalition of 180 co-signed organizations submitted a letter to the White House, Federal Bureau of Investigation (FBI) and Department of Justice (DOJ) urging them to publicly recognize and condemn the growing anti-Asian and discrimination against the Asian American community in the wake of rising concerns over COVID-19.

In three socially-mediated video statements in the wake of the COVID-19 crisis, it became increasingly apparent that this nation's leadership cannot the safety of Asian Americans and Pacific Islanders (AAPI). OCA and its allies will urge the President to establish a Task Force to Executive Order in order to investigate and protect the civil rights of AAPI in collaboration with the Federal Bureau of Investigation (FBI) and the Department of Justice (DOJ).

This Task Force would improve data collection by surveying DOJ and FBI officials, improve hate crimes training for law enforcement agencies, and make investigations into anti-AAPI hate crimes a top priority.

Speakers

Ryan Patel · 1st

Global Business Executive, Board Director, CNN Contributor, Senior Fellow at Drucker, Keynote Speaker, Columnist
Los Angeles, California · 500+ connections · [Contact info](#)

Articles


How to Respond to Microaggressions

Should you let that comment slide, or address it head on? Is it more harm than it's worth? We can help.

THE 5 D'S OF BYSTANDER INTERVENTION

The Five D's are different methods you can use to support someone who's being harassed, emphasize that harassment is not okay, and demonstrate to people in your life that they too have the power to make the community safer.

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Contributing ERGs/NPOs	
Challenges	API Community Gaps: <ul style="list-style-type: none"> → Lack of in-language resources for a large ESL cohort → Large senior community in dense areas → Small businesses unequipped to adapt digitally → Lack coverage of Asian American stories in media → Cultural barriers undermine tendency to “speak up”
Purpose	Identifies opportunities for ERGs to work together to support API community at large.
Artifacts	<ul style="list-style-type: none"> → Volunteer (i.e. food pantry, community events, youth programs, etc.) → Monetary donation → Small businesses / PPP Loans → Immigrant support (i.e. translation) → Social media campaigns → VOTE!!!

C Community

ESTÉE LAUDER COMPANIES

M M A R C

BUSINESS INSIDER

▲ DOW -1.61% ▲ S&P 500 -1.79% ▲ NASDAQ 100 -1.37%

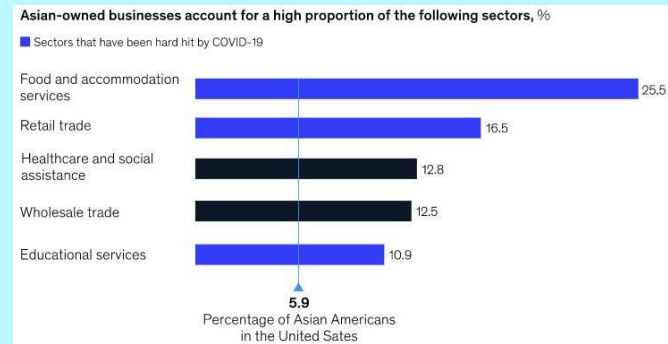
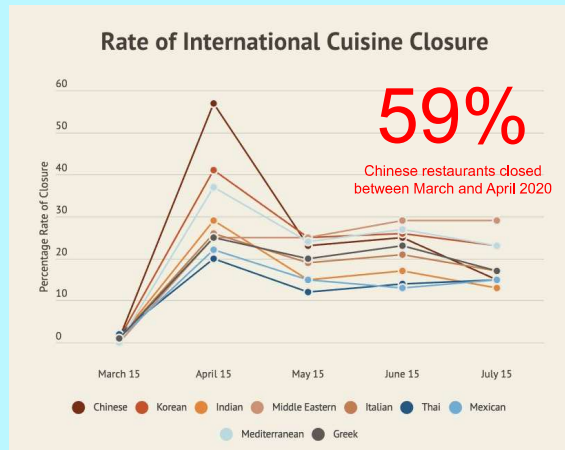
HOME > NEWS

2 organizations are working to revive NYC's Chinatown as it reels from the pandemic and racial stigma

Kara Chin, Amelia Kosciulek, and Mark Abadi Aug 5, 2020, 8:20 AM



2 organizations are working to revive NYC's Chinatown as it reels from the pandemic and racial stigma



ASIAN LEADERS ALLIANCE

Impact

Generated momentum through media, partnerships, and ERG/NPO collaboration

Partnerships

Video campaign with BAYCAT



374 Youtube
287 Vimeo
3.9k FB Views
484 interactions
1082 engagements
10,761 Impressions
848 Twitter Impressions

Fundraising campaign with #HateIsAVirus



- Partnered to raise awareness for their cause.
- Provided advisory services on campaign buildout
- Upcoming partnership to include ERG participation

Media & Speaking Engagements

KTVU coverage (online & local news)



USC ERG Leadership Summit



NAAAP ERG Talk



Marsh ERG Conference
Discussing Anti-Asian Racism and Xenophobia

ERG/NPO Collaboration

Participation by 25 ERGs/NPOs



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Takeaways

Asian Community

- Asians are **not monolithic**
- **Racism** against Asians is **not new**
- COVID-19 has **intensified racism** against Asians

ERGs

- ERGs are **critical** in **advocacy**
- Asian ERGs stand **stronger together**

Allies/Supporters

- ALA Toolkit **empowers** ERGs
- There is much work to be done
- **Allyship** is key - get involved!

Learn more and get involved!



Connect

bit.ly/join-ala-slack



Learn More

www.AsianLeadersAlliance.com



**Share our Video on Social Media
and tag:**

#SpeakUpWithALA



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