
COALITION FOR ASIAN AMERICAN CHILDREN AND FAMILIES

POLICY ADVOCACY AND CAMPAIGN DEVELOPMENT
TO SECURE FISCAL YEAR 2025 NYC BUDGET
INVESTMENTS FOR AAPI COMMUNITIES

DARE **TO**
CHANGE
CONSULTING, INC

THE TASK

With a fiscal austerity that has severely excluded, underfunded, and cut critical funding to AAPI led and serving nonprofits across New York City, we were tasked with messaging, developing, strategizing, and leading a campaign of over 100 AAPI Nonprofits in advocating and lobbying 51 City Council Members for expansions and securements of public contracts for AAPI providers.

FY25 BUDGET PRIORITIES

Developed the Fiscal Year 2025 Budget Priorities for the New York City Budget.

The campaign priorities are targeted and unique to the specific needs of AAPI communities, in addition to deeper research and evaluation as to how the respective initiatives hold share in contracting AAPI nonprofit providers in quantity of contracts and quality of award amounts.

Funding Category	Initiative	FY22 Allocation	FY23 Allocation	FY24 Allocation	FY25 Request
Community Development	AAPI Community Support Initiative	\$4,000,000	\$5,000,000	5,060,000	\$7,500,000
	Communities of Color Nonprofit Stabilization Fund	\$3,700,000	\$3,700,000	\$3,700,000	\$7,500,000
	Adult Literacy Initiative & Adult Literacy Pilot Project	\$6,500,000	\$6,500,000	\$6,500,000	\$6,500,000
	Digital Inclusion & Literacy	\$4,590,000	\$4,590,000	\$4,590,000	\$5,000,000
Criminal Justice	Combat Sexual Assault	\$4,210,000	\$4,210,000	\$4,160,000	\$4,710,000
Cultural Organizations	Cultural Immigrant Initiative	\$7,395,000	\$7,395,000	\$7,395,000	\$7,600,000
Domestic Violence	Domestic Violence & Empowerment	\$11,500,000	\$11,500,000	\$12,010,000	\$12,500,000
Food Initiatives	Food Pantries	\$19,159,000	\$7,630,203	\$7,260,000	\$8,000,000
Health	Access Health	\$4,000,000	\$3,699,179	\$3,699,179	\$4,000,000
Housing	Stablizing NYC	\$3,750,000	\$3,750,000	\$3,700,000	\$3,950,000
Immigrant Services	Immigrant Opportunities Initiative	\$2,600,000	\$2,600,000	\$2,600,000	\$3,000,000
	CUNY Citizenship NOW!	\$3,250,000	\$3,250,000	\$3,350,000	\$3,500,000
	Immigrant Health Initiative	\$2,000,000	\$2,430,341	\$2,430,341	\$2,700,000
Mental Health Services	Mental Health Services for Vulnerable Populations	\$2,338,000	\$3,933,000	\$3,633,000	\$4,200,000
	Children Under Five	\$2,502,000	\$1,787,000	\$1,556,231	\$2,502,000
	Geriatric Mental Health	\$3,405,540	\$3,405,540	\$3,405,540	\$3,805,540
Senior Services	Elder Abuse Prevention	\$335,000	\$335,000	\$335,000	\$700,000
	Senior Centers for Immigrant Populations	\$1,500,000	\$1,500,000	\$1,500,000	\$2,000,000
	Senior Centers, Programs, Enhancements	\$4,376,670	\$4,376,670	\$2,145,415	\$5,000,000
	Support Our Seniors	\$7,140,000	\$7,140,000	\$7,650,000	\$8,000,000
Small Business Services and Workforce Development	Neighborhood Development Grant	\$2,040,000	\$2,040,000	\$2,550,000	\$2,800,000
Young Woman's	Immigrant Survivors of Domestic Violence	\$530,000	\$530,000	\$530,000	\$730,000
	Step In and Stop It To Address Bystander Intervention	\$174,000	\$174,000	\$174,000	\$200,000
	Young Women's Leadership Development	\$1,805,500	\$1,805,500	\$1,740,500	\$2,000,000
Youth Services	Afterschool Enrichment	\$8,000,000	\$8,300,000	\$8,235,000	\$8,500,000
		Total	Total	Total	Total
		\$110,800,710	\$101,581,433	99,909,206	\$116,897,540

FY25 CAMPAIGN BRIEF AND MESSAGING

Developed a comprehensive and universal campaign brief to message the story and priorities of the 18% and Growing Campaign.

The brief includes compelling history and information of the campaign, data trends on the historic inequities of public funding with AAPI communities, as well as rationale and impact of specific budget priorities and initiatives.

The campaign brief is utilized by nonprofits, community members, elected officials, legislative staff, and other various stakeholders in education and advocacy.

Our messaging strategy was built to create a more sustainable storytelling practice to move beyond Anti-Asian Hate and Post-COVID outcomes by driving data on inequities within the budget in relation to per capita, per ethnic enclave, and social service category.



18% and Growing Campaign
Fiscal Year 2025 Priorities

CACF

CACF

Executive Summary

Since 1986, Coalition for Asian American Children and Families (CACF) is the nation's only pan-Asian children and families' advocacy organization bringing together community-based organizations as well as youth and community allies to fight for equity for Asian Americans and Pacific Islanders (AAPIs).

CACF's mission is to advocate for equity and opportunity for marginalized AAPI children and families. **We are building a community too powerful to IGNORE.**

CACF leads the 18% & Growing Campaign, a coalition which unites over 90 AAPI-led and serving organizations across New York City to fight for a fair and equitable budget that protects the needs of our most vulnerable community members. We advocate as a collective in solidarity to hold New York City accountable in providing the necessary resources to serve and empower the diverse needs of all AAPI New Yorkers.

In Fiscal Year 2024, New York City invested **less than 6% of total public dollars in AAPI communities of a \$107 Billion City Budget.** With a total population of **over 1.2 Million AAPI New Yorkers**, the budget unfortunately **only invests \$0.89 per capita which does not include undocumented and asylum seeking New Yorkers.**

The 18% and Growing Campaign is calling for expansions to our following top-line priorities, in addition to our campaign priorities as outlined within the brief:

- \$7.5 Million for the AAPI Community Support Initiative
- \$7.5 Million for the Communities of Color Nonprofit Stabilization Fund
- \$4 Million for the Access Health NYC Initiative

CACF grounds itself in the firm belief that to promote the welfare of, create abundant opportunities for, and solidify equity within AAPI communities, New York must **expand direct investments within AAPI community based organizations** by supporting the AAPI Community Support Initiative, **create pathways for growth by investing in capacity building** through the Communities of Color Nonprofit Stabilization Fund, and **establish a culturally responsive and accessible healthcare system** by expanding the reach of the Access Health NYC Initiative.

CACF builds coalition by working in collaboration with community partners to advocate for the needs of the most marginalized and vulnerable New Yorkers. The coalition's reach extends itself across the five boroughs of New York City and across the state where we build power to catalyze the next phases of progress and impact.

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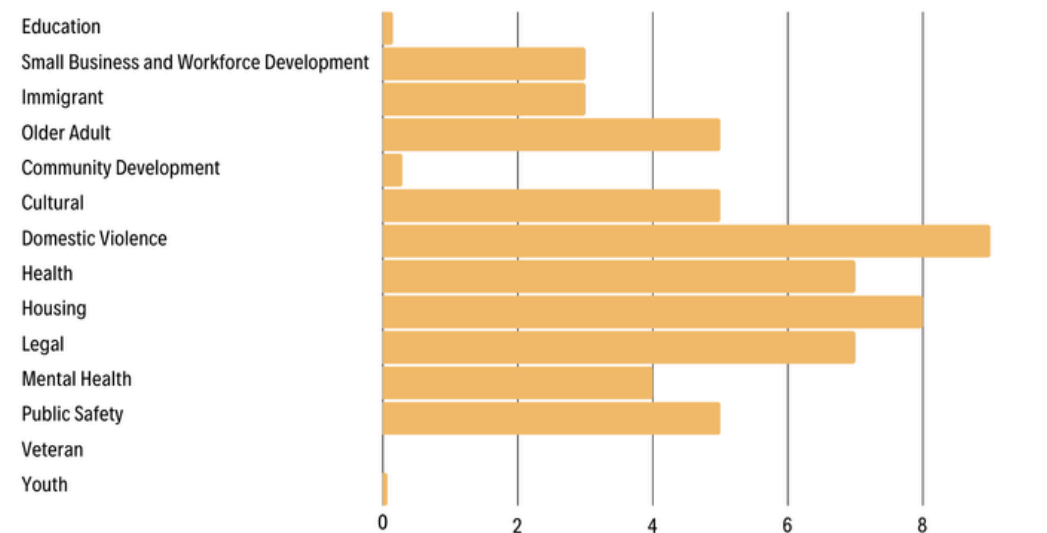
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18% & GROWING CAMPAIGN

Analyzing Fiscal Year 2024

The New York City Fiscal Year 2024 Budget was written by an austerity that excluded the needs of AAPI New Yorkers. The budget divested in not only core funding streams to support public infrastructure such as schools, libraries, hospitals, and public housing, but it additionally neglected the concerns of New Yorkers who rely on culturally responsive and linguistically accessible direct services provided by trusted on the ground community based organizations.

In Fiscal Year 2024, New York City invested less than 6% of Total Public Dollars to AAPI communities.



Dollars Per Capita = \$0.89

**Not Including Undocumented or Asylum Seeking New Yorkers*

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18% & GROWING CAMPAIGN

AAPI Community Support Initiative

What Is The AAPI Community Support Initiative?

A city-wide initiative that funds Asian American and Pacific Islander (AAPI) serving community-based organizations providing community-informed social services and programming to address widespread historic inequities that have separated our most vulnerable from social welfare and opportunity.

The initiative invests in critical programming, including mental health support, youth programs, racial literacy, hate crimes intervention, gender-based violence intervention and prevention, and other culturally responsive services needed to build long-term care and healing for AAPI New Yorkers.

The initiative builds capacity, amplifies existing community-based efforts, and supports community based organizations in reaching underserved and historically underrepresented AAPI communities.

Why Do We Need To Enhance The AAPI Community Support Initiative?

The AAPI Diaspora is the fastest growing ethnic diaspora in New York City and State, yet, it faces the highest rates of poverty, linguistic isolation, rising inequities, and widening gaps between social services.

The lingering affects of the COVID-19 pandemic have been catalytic to the sharp rise in Anti-Asian hate across New York City. As our communities face egregious levels of discrimination, we need expanded investments towards frontline organizations that work to be proactive against inequity and reactive against injustice.

The Model Minority Myth has been a harmful stereotype that has perpetuated the cycles of violence and inequity. This has allowed our most marginalized to become the most vulnerable and isolated our communities from social services, opportunity, and progress.

Fiscal Year 2025 Enhancement

To critically invest in over 90 AAPI -led and -serving community- based organizations that provide culturally responsive and linguistically accessible direct services to the hundreds of thousands of AAPI New Yorkers that reside in New York City.

Enhance The AAPI Community Support Initiative → **\$7.5 Million**

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Access Health NYC (AHNYC) is a city-wide initiative that funds 37 community-based organizations (CBOs) across all 5 boroughs of NYC to provide education, outreach, & assistance to all New Yorkers about how to access health care and coverage. Four lead agencies provide training, evaluation, technical assistance, and a consumer helpline.

AHNYC fills an information gap and provides outreach that targets hard-to-reach populations experiencing barriers to healthcare access and coverage, such as those who are uninsured, who are undocumented, who have limited English proficiency, are LGBTQ+, and who are unhoused.

Enhancing AHNYC will address emerging health concerns (i.e. mental health & reproductive health) and connect vulnerable communities, such as asylum-seekers, to critical health information and referrals.

Enhance The Access Health NYC Initiative → **\$4 Million**

Impact Since 2015



- Over 20K** Educational Workshops, Trainings, and Outreach Events
- 200K** Individuals reached and impacted
- 400K** Individuals reached via social and ethnic media
- 4K** Individuals reached via consumer helpline
- 30** Languages Spoken for health education and outreach

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The Communities of Color Nonprofit Stabilization Fund

In 2014, the **Hispanic Federation (HF)**, **Coalition for Asian American Children and Families (CACF)**, **New York Urban League (NYUL)**, and **Asian American Federation (AAF)** formed an alliance to provide capacity-building support to Black, Latino, and Asian-led community-based organizations (CBOs) throughout New York City's five boroughs. As a result, the **New York City Council** allocated \$2.5 million to establish the **Communities of Color Nonprofit Stabilization Fund (CCNSF)**. This initiative has supported over 600 capacity-building projects for nonprofit organizations to date.

The first **New York City Council** fund of its kind, CCNSF aims to build the capacity of New York City nonprofits in recognition of the fact that organizations led by people of the community are best equipped to meet the needs of the community. CCNSF is also intended to promote learning among CBO leaders.

Enhance The Communities of Color Nonprofit Stabilization Fund → **\$7.5 Million**

Impact Since 2014



- Over \$25M** In Supporting Capacity Building Projects for Nonprofits
- \$5M** In Supporting AAPI Community-Based Organizations
- 600** Projects To Support AAPI Communities
- 1K** Educational Workshops and Training events

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AAP Community Support Initiative	\$7,500,000
Access Health NYC	\$4,000,000
Communities of Color Nonprofit Stabilization Fund	\$7,500,000
Adult Literacy Initiative & Adult Literacy Pilot Project	\$6,500,000
Digital Inclusion & Literacy	\$5,000,000
Combat Sexual Assault	\$4,710,000
Cultural Immigrant Initiative	\$7,600,000
Domestic Violence & Empowerment	12,500,000
Food Pantries	\$8,000,000
Stablizing NYC	\$3,950,000
Immigrant Opportunities Initiative	\$3,000,000
CUNY Citizenship NOW!	\$3,500,000
Immigrant Health Initiative	\$2,700,000
Mental Health Services for Vulnerable Populations	\$4,200,000
Children Under Five	\$2,502,000
Geriatric Mental Health	\$3,805,540
Elder Abuse Prevention	\$700,000
Older Adult Centers for Immigrant Populations	\$2,000,000
Older Adult Centers, Programs, Enhancements	\$5,000,000
Support Our Older Adults	\$8,000,000
Neighborhood Development Grant	\$2,800,000
Immigrant Survivors of Domestic Violence	\$730,000
Step In and Stop It To Address Bystander Intervention	\$200,000
Young Women's Leadership Development	\$2,000,000
Afterschool Enrichment	\$8,500,000

We are calling for expansions to the following priorities to invest in community based organizations that directly serve New Yorkers through trusted, culturally responsive, and linguistically accessible social services.

New York City can no longer afford to starve our most marginalized and vulnerable New Yorkers by perpetuating fiscal disenfranchisement.

It is time that New York City hold: accountability to New Yorkers and support the foundations to create equitable social safety nets so that every New Yorker can live in safety, opportunity, and wellbeing.

We believe in a New York where every New Yorker is guaranteed with opportunities to quality of life, mobility, and capital.

CITY COUNCIL ADVOCACY WEEK

Developed a comprehensive outreach strategy to coordinate over 30 nonprofits with over 20 legislative meetings with New York City Council Members and Staff, in addition to a weeklong digital campaign and advocacy trainings.

Our team drafted the communications strategy, program agendas, digital assets, coordinated government relations, meeting scripts, and facilitated legislative meetings.

Our efforts led to commitments by City Councilmembers in supporting campaign priorities and securing expanded public contracts.



18 & GROWING CAMPAIGN
CACF

**JOIN US AS WE FIGHT FOR A FAIR,
EQUITABLE, AND INCLUSIVE BUDGET**

**16TH ANNUAL
CITY ADVOCACY WEEK**

MARCH 4TH – MARCH 8TH, 2024

FOR MORE INFORMATION

Policy Inquiries: fsingh@cacf.org
Press and Media Inquiries: lgandhi@cacf.org

CITYWIDE AAPI PRESS RALLIES

Planned and executed AAPI Press Rallies across New York City in the Boroughs of Manhattan, Queens, Brooklyn, and The Bronx to convert earned media coverage, escalate the public positioning of campaign priorities, and drive direct action.

Convened and coordinated with borough planning committees which comprised of 3–5 nonprofits per borough to facilitate logistics, strategy, and program agenda.

Created digital assets to utilize for event messaging.



OUTCOME:

Our strategic storytelling and messaging, advocacy, government relations, and campaign development with the **Coalition for Asian American Children and Families** sustained priority initiatives and secured over **\$30 Million in direct investments and hundreds of public contracts for AAPI Nonprofit Providers.**
