

*Join the movement for equity for Asian Pacific American children and families.*



**CATALYST**  
*for* **CHANGE**

COALITION FOR ASIAN AMERICAN CHILDREN + FAMILIES

**2018 AWARDS GALA**

OCTOBER 29, 2018 | 6PM | EDISON BALLROOM, NYC

**SPONSORSHIP OPPORTUNITIES**



# Our Mission

The **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 parents to fight for equity for Asian Pacific Americans (APAs).

# Our Vision

We want APA children and families to be seen for who we are and not what we look like; to be surrounded by supportive communities and unbiased systems; and to be afforded the opportunities needed to succeed.

We want APA community members to have pride in ourselves and in our diverse community, and when necessary, to know how to come together and make our voices heard.

# Our Work

**CACF leads the fight for improved and equitable policies, systems, funding, and services to support those in need. We do this by:**

## **Activating** community collaboration

among almost 50 member organizations to identify and speak out on common challenges and needs across the APA community; and

**Building** social justice leaders by training and equipping youth, parents, and community organizations to be forward-thinking, community-connected, and long-term drivers of social change.



## There is power in numbers.

The Asian Pacific American (APA) population, over 1.3 million people, comprises over 15% of New York City – the same size of the entire population of Dallas. Yet, the needs of the APA community are often overlooked, misunderstood, and uncounted by decision-makers and those in power in New York City and State. The APA community *must have* alliances and coalitions that represent them. **We must fight together to make our voices heard.**

## We must speak up and be invisible no more.

Our communities’ problems remain invisible to those in power. This means our communities and the organizations that serve them lack resources to provide critical services for those in need.

## Without CACF

APA youth and families risk continued prejudice, marginalization, and oppression. The organizations that serve the APA community risk losing funding, resources, and political power – hindering their ability to help those in need.

Contrary to the model minority myth, too many Asian Pacific American (APA) families and children continue to struggle to succeed.

ALMOST A  
**QUARTER OF APAs**  
**LIVE IN**  
**POVERTY**  
IN NEW YORK CITY.

APAs HAVE *THE*  
**HIGHEST**  
**POVERTY RATE**  
AMONG FULL-TIME,  
YEAR-ROUND WORKERS.

**38%**  
OF THE APA POPULATION  
IN NEW YORK CITY  
**RECEIVES**  
**MEDICAID.**

**40%** OF NYC  
APA YOUTH  
**ARE NOT**  
**COLLEGE READY**  
UPON GRADUATION  
FROM HIGH SCHOOL.

**MANY** IN OUR  
COMMUNITY ARE *NOT*  
*FLUENT* IN ENGLISH AND  
**STRUGGLE**  
**APPROACHING**  
**SYSTEMS & SERVICES.**

*ACROSS THE COUNTRY,*  
ASIAN AMERICAN STUDENTS REPORT THE  
**HIGHEST PERCENTAGE**  
**OF RACIAL HARASSMENT**  
*AMONG ALL RACIAL GROUPS.*

**78%** OF THE  
COMMUNITY IS  
FOREIGN-BORN | **&** | **42%** OF HOMES ARE  
LINGUISTICALLY  
**ISOLATED**  
*WITH NO ONE OVER THE AGE OF 14*  
*SPEAKING ENGLISH WELL.*



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The **Catalyst for Change Awards** honor Asian Pacific American (APA) leaders who are a force for positive change in the community and in their fields of work. Past honorees include APA leaders in media, in education, in urban design, and in leadership development.

The Catalyst for Change Awards Gala draws 350 diverse New Yorkers, many innovators and changemakers themselves, who are interested in investing in the Asian Pacific American community. The evening includes a cocktail reception, seated dinner, and silent and live auctions.



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**DEADLINE FOR INCLUSION IN GALA INVITATION: AUGUST 10, 2018**

**DEADLINE FOR INCLUSION IN GALA JOURNAL: SEPTEMBER 14, 2018**

	<b>INSPIRATION \$35,000</b>	<b>HOPE \$25,000</b>	<b>PLATINUM \$15,000</b>	<b>GOLD \$10,000</b>	<b>SILVER \$5,000</b>
<b>TOTAL TICKETS</b>	20	10	10	10	10
<b>SEATING PLACEMENT</b>	PREMIUM VIP PLACEMENT	VIP PLACEMENT	PROMINENT PLACEMENT	PREFERRED PLACEMENT	SPONSOR PLACEMENT
<b>ON-SITE GALA RECOGNITION</b>	YES	YES	YES	YES	—
<b>GALA INVITATION RECOGNITION</b>	LOGO PLACEMENT	LOGO PLACEMENT	LOGO PLACEMENT	LOGO PLACEMENT	NAME LISTING
<b>GALA JOURNAL RECOGNITION</b>	PREMIUM LOGO PLACEMENT	PREMIUM LOGO PLACEMENT	PROMINENT LOGO PLACEMENT	PREFERRED LOGO PLACEMENT	NAME LISTING
<b>GALA WEBSITE RECOGNITION</b>	PREMIUM LOGO PLACEMENT	PREMIUM LOGO PLACEMENT	PROMINENT LOGO PLACEMENT	PREFERRED LOGO PLACEMENT	LOGO PLACEMENT
<b>PODIUM RECOGNITION</b>	YES	YES	YES	YES	—
<b>AD IN GALA JOURNAL</b>	INSIDE FRONT COVER COLOR	FULL PAGE COLOR	FULL PAGE B/W	HALF PAGE B/W	QUARTER PAGE B/W
<b>TAX DEDUCTIBLE AMOUNT</b>	\$31,700	\$23,350	\$13,350	\$8,350	\$3,350



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**GALA SPONSORSHIP COMMITMENT FORM**

Please complete this form by **August 10, 2018** to be included in invitations or **September 14, 2018** to ensure inclusion in the gala journal to Andrea Wu at [awu@cacf.org](mailto:awu@cacf.org). Please mail all checks with this form to: **Coalition for Asian American Children & Families 50 Broad Street, 18th Floor New York, NY 10004**

**Sponsorship**

I/We would like to sponsor the Coalition for Asian American Children and Families' CATALYST for CHANGE Awards Gala at the following sponsorship level(s).

**PLEASE CHECK ONE**

- INSPIRATION \$35,000**
- HOPE \$25,000**
- PLATINUM \$15,000**
- GOLD \$10,000**
- SILVER \$5,000**

**Journal Ad or Greeting**

I/We would like to purchase a journal ad.

**PLEASE CHECK ONE**

- INSIDE BACK COVER, COLOR \$2000**
- FULL PAGE, BLACK & WHITE \$1000**
- 1/2 PAGE, BLACK & WHITE \$750**
- 1/4 PAGE, BLACK & WHITE \$500**

**ADS MUST BE SUBMITTED BY SEPTEMBER 14, 2018 AS A HIGH RESOLUTION PDF TO AWU@CACF.ORG.**

**Individual Tickets**

I would like to purchase \_\_\_\_\_ tickets at **\$500** each.

**TAX DEDUCTIBLE AMOUNT: \$335/TICKET**

**Catalyst Tickets INCLUDES ON-SITE RECOGNITION**

I would like to purchase \_\_\_\_\_ tickets at **\$1,000** each.

**TAX DEDUCTIBLE AMOUNT: \$835/TICKET**

**Donation**

I cannot attend, but would like to donate \$\_\_\_\_\_ to support CACF.

\_\_\_\_\_  
COMPANY NAME (AS WILL APPEAR IN ALL PRINTED MATERIALS)

\_\_\_\_\_  
CONTACT PERSON

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
CONTACT PHONE

\_\_\_\_\_  
CONTACT EMAIL

\_\_\_\_\_  
CONTACT ADDRESS

- A CHECK IN THE AMOUNT OF \$\_\_\_\_\_ IS ENCLOSED.
- PLEASE INVOICE.
- MY COMPANY \_\_\_\_\_ WILL MATCH THIS DONATION FOR A TOTAL DONATION OF \$\_\_\_\_\_.
- I HAVE ENCLOSED MY COMPANY'S GIFT MATCHING FORM.

**FOR ALL INQUIRIES, PLEASE CONTACT ANDREA WU AT AWU@CACF.ORG.**