

# 2024 Leadership and Advocacy Training Program



## Sponsorship Packet

*Deadline for sponsorship: Friday, May 31, 2024*

### **CONTACT:**

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SEARAC has trained **more than 1,200 Southeast Asian American (SEAA) students, community leaders, and allies from 41 states** on how to harness the power of their own personal journeys to inspire communities and to engage elected officials to action. Our alumni go on to work across the country as **advocates, organizers, service providers, and local policymakers** to represent and empower local Southeast Asian American communities. **This year, we are celebrating the 25th anniversary of our groundbreaking Leadership and Advocacy Training (LAT) program and invite your organization to be a part of the celebration.**

### **When and where?**

July 22-25, 2024

National Education Association

1201 16th Street, NW

Washington, DC 20036

### **Why now?**

SEARAC's commitment to building the power of Southeast Asian American communities grounds our Leadership and Advocacy Training program, **and we are thrilled to be celebrating the program's milestone 25th anniversary.** As we continue to navigate the COVID-19 pandemic and ongoing anti-Asian violence, the disruption and uncertainty that our communities have faced makes it even more critical that we build strong leadership to advocate for Southeast Asian Americans across the country. **Together, we are building community power to achieve our civil rights vision.**

## **WHY BECOME A SPONSOR?**

### **Benefit to your business/organization**

- Establish your legacy as an ambassador of social and racial justice

### **Benefit to the community**

- Develop a pipeline of leaders who will sustain the civil rights movement of this generation
- Support education and information-sharing to push for policy solutions that help Southeast Asian American communities

# 45 YEARS OF SEARAC

## Our Mission

SEARAC is a national civil rights organization that empowers Cambodian, Laotian, and Vietnamese American communities to create a just and equitable society. As representatives of the largest refugee community ever resettled in America, SEARAC stands together with other immigrant and refugee communities, communities of color, and social justice movements in pursuit of social equity.

## Our History

SEARAC was originally formed in 1979 by a group of American volunteers in response to the genocide in Cambodia. Originally the “Indochina Refugee Action Center” (IRAC), the group’s powerful advocacy led to the passage of the Refugee Act of 1980 and the establishment of the Office of Refugee Resettlement. As keeper of the “historical memory” of the experience and struggles of Southeast Asian communities in the U.S., SEARAC has amassed valuable insights into the issues and challenges that refugees and immigrants face long-term as new Americans.

## Impact at a Glance

- Trained over 1,200 advocates from 41 states over 25 years in our annual Leadership and Advocacy Trainings. Our alumni are working across the country as advocates, service providers, community organizers, and local policymakers to empower local Southeast Asian American communities.
- Held more than 80 events to educate Southeast Asian American communities on COVID-19, vaccines and boosters, and testing. More than 200,000 community members were reached with informational resources, and SEARAC distributed almost half a million dollars directly to our partners to help with relief, recovery, and education efforts.
- Advocated against Homeland Security deportation-related visa sanctions on African and Southeast Asian community members, including a Change.org petition that garnered more than 2600 signatures and supporting Rep. Omar’s letter to the Administration urging the lifting of these sanctions. The visa ban against Laos was lifted in early 2022.
- Produced a series of PSA videos uplifting the stories of Southeast Asian American community members impacted by deportation. The videos are subtitled in five Southeast Asian languages.
- Supported the adoption of the Ethnic Studies Model Curriculum by the CA State Board of Education, including incorporation of Cambodian, Hmong, Lao, Iu-Mien, and Vietnamese history, providing a historic resource for local education agencies to teach diverse histories and experiences more representative of the student population

## Our Communities

More than 1.3 million refugees from Cambodia, Laos, and Vietnam arrived in the U.S. after 1975 – the largest resettlement of refugees in U.S. history. Southeast Asian refugees were resettled in low-income cities and neighborhoods, and many found themselves integrating into communities with struggling schools, high crime rates, and few economic opportunities. These barriers were compounded by limited English skills and little knowledge on how to access resources.

Despite these challenges, Southeast Asian Americans have blazed trails where none existed – growing strong community-based service organizations, speaking up for the rights and contributions of refugees and new Americans, and nurturing emerging leaders who became celebrated artists, business leaders, community advocates, and elected officials.



*Community members and SEARAC staff during our  
2018 Leadership & Advocacy Training.  
Photo credit: Stephen Bobb Photography*

# What Does Sponsorship Provide?

## All program sponsors receive the following:

- Recognition on SEARAC's website for one year
- Social media posts on Facebook, Instagram, and X uplifting your logo, mission, and/or website
- Recognition in official press releases for LAT
- Recognition in LAT opening remarks
- Your logo on LAT website, printed program materials, and email blasts
- Promotional materials distribution (i.e., collateral in attendee folders) at LAT



*SEARAC interns at LAT 2023  
Photo credit: Les Talusan*

## Your sponsorship makes LAT possible

### **Sponsorship dollars are needed for:**

- Cost of airfare and hotel accommodations for all program participants
- Ground transportation in Washington, DC, for participants, including transit to and from Capitol Hill for meetings with elected officials
- Printed worksheets and prep materials for participants to explore Southeast Asian American history, identity, and advocacy
- Commemorative t-shirts, pins, and other SEARAC swag for participants
- Stipends for speakers who are experts in policy advocacy, immigration, education, and/or health equity
- A videographer and photographer to record LAT and share its impact with community members, media, elected officials, and future participants
- Meals for participants, SEARAC staff, and partners who join us in DC for LAT

## THE IMPACT OF LAT ON A GENERATION OF LEADERS

"LAT was a significant turning point in my personal, educational, and professional trajectory. It was my first time in a space where other Khmer/Cambodian and SEAA folks were having essential conversations about community and civic engagement surrounding important topics impacting our community. **LAT activated my civic and political consciousness, and I began to see myself even more as a connected and intertwined community member who could**



**contribute to collective power building.** Seeing other SEAs in various roles helped me to understand that I could follow in their footsteps. I started my doctoral program a year later, in 2012, and am now a tenured faculty member. LAT helped me understand that I have an important voice and story to share, and this space has been integral to my development." - [Varaxy Yi, LAT 2011](#)



"My hope is to see more Southeast Asian Americans influencing policy, advocating for their communities, and being more visible. Whether it's on the Hill or in state government, whether it's at national or grassroots organizations – seeing that number rise is really inspiring.

On the final day of LAT, when we put all of our training into practice through Hill visits, **I remember feeling so proud seeing all those Southeast Asian American participants walking through the halls of the Capitol.**

To see our group navigating that space was so empowering. We'd always stop when we saw our small groups making their way from meeting to meeting to acknowledge this moment and its power." - [Chingcha Vang, LAT 2019](#)

# 2024 Sponsorship Form

## Sponsorship Amount

<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$2,500
<input type="checkbox"/> \$1,000	<input type="checkbox"/> Other amount: _____	

## Listing and Contact Information

<b>Name to appear on event material:</b>	
<b>Contact name:</b>	
<b>Address:</b>	
<b>City, State:</b>	
<b>ZIP:</b>	
<b>Phone number:</b>	
<b>Email address:</b>	
<b>Website:</b>	

## Method of Payment

<input type="checkbox"/> Enclosed check for: \$ _____	<input type="checkbox"/> Please bill \$ _____ to Credit Card
<b>Mail payment &amp; form to:</b> Southeast Asia Resource Action Center <b>ATTN: LAT 2024 SPONSORSHIP</b> <b>1628 16th Street NW</b> Washington, DC 20009 <b>202.601.2967</b> <a href="mailto:jenna@searac.org">jenna@searac.org</a>	Cardholder Name: _____ Card Number: _____ Exp. Date (MM/YY): _____ Security Code: _____ Billing ZIP: _____

We also accept ACH and credit card payments online! Contact [jenna@searac.org](mailto:jenna@searac.org) for more information.