

# **50 Years: Our Roots, Our Power**



**Join SEARAC in  
commemorating the  
50th anniversary of  
Southeast Asian refugee  
resettlement in the  
United States**

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In 1975, Southeast Asians in Cambodia, Laos, and Vietnam were forced to flee their homes and uproot their lives due to genocide, war, and US military intervention. More than 1 million Southeast Asians would resettle in America and start new lives. **In doing so, Southeast Asian Americans (SEAs) have fundamentally transformed the country they now call home.**

**Join SEARAC, our partner organizations, community leaders, legislative champions, and allies across the country in commemorating this historic occasion and building Southeast Asian American community power together.** With your support, Southeast Asian Americans nationwide will not just survive, but thrive, over the next 50 years.



*Participants at SEARAC's "Right to Heal" event in California, February 2024.  
Photo credit: Allen Keo.*

## **50TH ANNIVERSARY EVENTS IN 2025**

SEARAC has several events scheduled throughout 2025 commemorating the 50th anniversary of Southeast Asian American refugee resettlement. **Your sponsorship enables us to bring our 50-year celebration to diverse SEAA communities across the country and to build power for the next 50 years.**

### **Documentary film series launch**

In partnership with the Center for Asian American Media (CAAM), SEARAC is producing a **series of five documentary short films** uplifting SEAA individuals and organizations, exploring what it means to be Southeast Asian American and American today. This celebration of our community's collective power will be launched at **CAAM Fest in Oakland, CA, in May 2025.**

## Nationwide film screenings

Throughout 2025, SEARAC will host **in-person and virtual film screenings** at sites across the US, bringing together film subjects, community leaders, elected officials, and the team behind the series to discuss the topics and themes explored in the series.

## Executive Director convening

In April, **SEARAC will bring together the leadership** of more than 30 Southeast Asian American-led and -serving organizations to Washington, DC, to coordinate our efforts to fight back against deportation; to protect Federal wins on data equity, healthcare, and education; and to introduce a national resolution commemorating 50 years of Southeast Asian refugee resettlement.

## State and National resolutions for the 50th anniversary

On Capitol Hill and in the California Legislature, SEARAC will lead the effort to **introduce resolutions commemorating the 50th anniversary since our community's arrival to the United States**. These resolutions are powerful opportunities for state and national legislators to acknowledge and uplift the history, resilience, and contributions of Southeast Asian Americans – the largest group of refugees to have ever resettled in the country.

## Leadership and Advocacy Training

Since 1999, SEARAC has trained **more than 1,400 students, community leaders, and allies through our Leadership and Advocacy Training (LAT)**. Participants learn to harness the power of their own personal journeys to inspire communities and to engage elected officials to action. Alumni go on to work as **advocates, organizers, service providers, and policymakers** in their local communities. **LAT 2025 will take place in Washington, DC, from June 24-26, 2025.**



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

# SPONSORSHIP BENEFITS

## All 50th anniversary sponsors receive the following:

- Recognition on SEARAC's website for one year
- Social media posts across a variety of platforms uplifting your logo, mission, and/or website
- Recognition in official press releases for 50th anniversary events
- Recognition in opening remarks for 50th anniversary events
- Your logo on our website, printed program materials, and email blasts
- Promotional materials distribution at 50th anniversary events



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

## Your sponsorship makes our commemorations possible

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

- Venue rentals
- Refreshments and meals
- Cost of airfare and hotel accommodations for program participants
- Stipends for speakers who participate in film screenings and events

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

- Establish your legacy as an ambassador of social and racial justice
- Broad reach into a diverse audience of program participants, audience members, policymakers, and community leaders
- Your branding in communities across the country at our nationwide film screenings
- Partnerships with high-profile Asian American influencers on digital platforms