

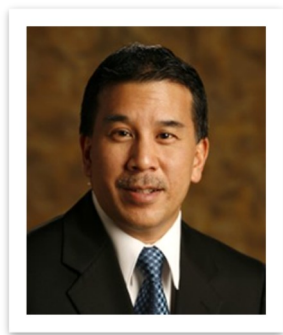
The background features a stylized landscape. At the top, a bright blue sky contains a white sun on the left and a large, dark purple mountain range in the center. Below the mountains are white, wavy shapes representing clouds or a path. The middle section is a solid dark blue background with the text 'APPEAL 2018' in white, bold, sans-serif font, enclosed in a black rectangular box. Below this, the text 'ANNUAL REPORT' is written in a smaller, white, sans-serif font, also enclosed in a black rectangular box. The bottom section consists of dark purple waves with white outlines, set against a dark blue background.

APPEAL 2018

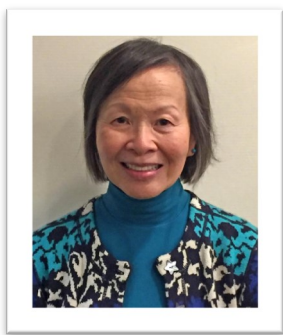
ANNUAL REPORT

Dear Friends and Colleagues,

The new year 2019 marks the 25th anniversary of the birth of APPEAL and we have weathered some major challenges both politically and financially. We are excited to have won two new 5-year grants that provide APPEAL with a firmer foundation for the future. This will greatly help us to continue protecting the health and health rights of Asian Americans (AAs) and Native Hawaiians and Pacific Islanders (NHPIs).



Rod Lew, MPH
Founding Executive Director



Betty Lee Hawks, MA
Chair, Board of Directors

On the national political front, many attempts to reverse public health gains continue. The Affordable Care Act has been targeted since its passage under the Obama Administration. Proposed changes to the Public Charge coverage was used to threaten the livelihoods of many immigrant families with the potential of taking away all supportive services. Unfortunately, pre-emption of stronger public health laws has become an increasing reality. In California, the Governor signed legislation making it illegal to pass any local sugar sweetened beverage taxes and in Hawaii, a preemption was sneakily added onto a needed dialysis bill, blocking county governments from passing any new tobacco control laws. Clearly, the tobacco and beverage industry continues working against the health interests of our community as well as the public in general.

And with this come two critical pieces of data. Native Hawaiian and Pacific Islander middle school youth now have the highest smoking prevalence among all youth in that age group. And the problem of obesity continues to rise among all groups but will particularly impact priority populations, including AAs and NHPIs. This underscores the importance of continuing to be vigilant against industry targeting of our communities, policies that both help and hurt our communities, and building a cadre of new community advocates to continue this fight.

Over the years, APPEAL has raised public awareness about the dangers of tobacco, unhealthy eating and inactive lifestyles, and the tobacco and beverage industry's role in exacerbating health disparities in the AA and NHPI community. We convened the Young Advocates for Change Leadership Summit last September as a first step to renew our leadership core on social justice issues.

We thank our community partners for their continued collaboration in working toward fulfilling our mission. We are grateful to those who have financially supported APPEAL and encourage others to think of APPEAL for their end of year giving. Along our journey this past year, we've experienced the loss of some of our dearest leaders and friends who'd been with APPEAL since the beginning, leaving us with heavy hearts. But their passing also reminds us of the role that they, with other contributing colleagues, have played in strengthening the APPEAL Network and Family and making our social justice work so vital.

We wish you a very Happy Holidays!

Young Advocates for Change Policy and Leadership Summit

"Public Policy was not really something I thought about and was not comfortable approaching, but after this Summit, I think Why not? Of course I can do this!"

-Karina Quiroz, 2018 Young Advocates Fellow

Through the RAISE Network, APPEAL had the opportunity of hosting our Young Advocates for Change Policy and Leadership Summit in September 2018. The Summit brought together young fellows from different regions including those sponsored by two of our RAISE Network partners, APICAT* and CPACS**. The purpose of the 2.5-day summit was to build leadership skills and train these young leaders on how to utilize public policy to advocate addressing public health disparities related to tobacco use in the Asian American, Native Hawaiian, and Pacific Islander communities.

The fellows were able to develop valuable leadership skills and communication strategies through critical dialogue, presentations by longtime AANHPI public health advocates, as well as activities tailored to promote critical thinking and engagement in important dialogue. During the Summit, the fellows were tasked to develop policies that they want to see in their regions where they were coached not only by APPEAL's team of trainers but by their peers as well.

APPEAL's goal is to make this Summit self-sustaining where our Network partners can host this Summit in their own regions.



*Asian Pacific Islander Coalition Advocating Together for Healthy Communities
**Center for Pan Asian Community Services



The **S**tatewide **P**acific Islander **A**sian American **R**esource and **C**oordinating program (SPARC) is funded by a grant through the California Tobacco Control Program (CTCP). SPARC aims to foster interactive and integrative collaboration and communication among regional projects and others in the state working to reduce tobacco-related disparities among the diverse Asian American and Native Hawaiian and Pacific Islander (AANHPI) communities.

The priority areas of SPARC are:

1. Policy change
2. Multi-unit housing
3. Youth
4. Menthol/flavored tobacco
5. Cessation

SPARC is comprised of partners and an Advisory Committee. The agencies who have partnered with SPARC are spread across California and are committed to upholding and achieving our goals and share the same passion to improve the health and quality of life in AANHPI communities. We are honored to partner with the Bay Area Community Resource, California Health Collaborative (API PACT), Dignity Health, and Waymakers.

These partners along with the SPARC Advisory Committee plan to work together to support AANHPI projects that promote social change aimed at preventing and reducing tobacco use, develop culturally appropriate educational materials, and conduct leadership summits over the next five years.

CDC– ASPIRE Network Grant

APPEAL is privileged to be among eight organizations that were selected by the Centers for Disease Control and Prevention (CDC) Office of Smoking and Health (OSH) to serve as a National Network. The National Networks work to advance tobacco and cancer control for various priority populations; APPEAL’s focus is on tobacco-related health equity for Asian Americans, Native Hawaiians, and Pacific Islanders (AANHPI). The APPEAL five-year award is known as **ASian Americans, Native Hawaiians, Pacific Islanders network to Reach Equity** in tobacco control and cancer or the ASPIRE Network Project.

Through the project, APPEAL will work with existing and new partners at the local, state, and national level to ensure tobacco and cancer control efforts are implemented using health equity practices. ASPIRE will also increase capacity for diverse AANHPI communities to support tobacco control related policies that are appropriate and relevant for their respective communities. In keeping with one of APPEAL’s core values, the ASPIRE Network will work collaboratively with other CDC National Networks to further cross-cultural work designed to achieve health equity for all priority populations.

During the first year of the ASPIRE, the network will begin to increase leadership capacity for tobacco and cancer control, strengthen health systems to support tobacco cessation, promote tobacco and cancer control through social media, and provide educational webinars highlighting best practices for tobacco and cancer control.

APPEAL Board of Directors



Betty Lee Hawks, MA
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Vice-Chairman

Kaying Hang, MPH
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Liza Merrill
Secretary

Peter Cruz
Board Member

Joon-Ho Yu, MPH,
PhD Board Member

Rod Lew, MPH
Board Member

AANHPI Communications Institute

APPEAL held a Communications Institute in Atlanta designed to inform participants about the best ways to partner with AANHPI communities when developing communications plans and content. Staff from three divisions at the Centers for Disease Control and Prevention, along with representatives from APPEAL's national and community partners were in attendance. Top experts in communications, community engagement, and public health served on various expert panels; the speakers reflected the rich diversity found within AANHPI communities. The panels covered topics from fundamentals on outreach and partnerships, to research about health literacy and communications, and highlights from success health communications campaigns. All sessions were done through an AANHPI lens grounded in community competency.

Along with the panels, attendees worked together to develop key principles and strategies for future health communications efforts between federal agencies and AANHPI communities that will be rooted in collaboration. Ideas from that session included: disaggregating data for different AANHPI populations; developing partnerships between federal agencies and community organizations; and funding for specific communications campaigns with separate funding streams for Asian Americans, Native Hawaiians, and Pacific Islanders. Given the enthusiasm resulting from the day long event, APPEAL plans to hold another Institute in 2019 which will build on the rich dialogue that took place in 2018.



Statement of Financial Position

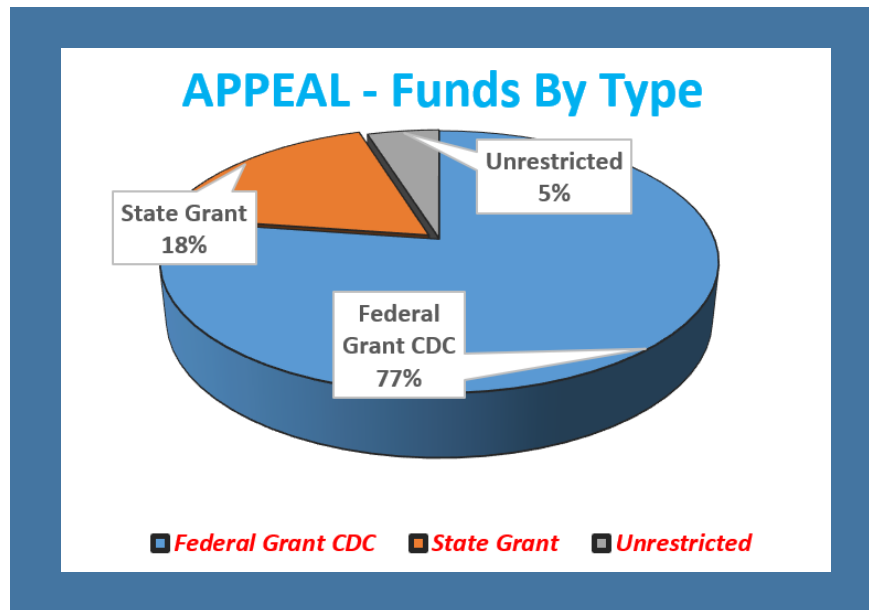
As of September 30, 2018 (preliminary unaudited figures)

ASSETS

Bank Accounts	4,834.66
Accounts Receivables	222,583.76
Other Current Assets	5,409.69
Other Assets	3,500.00
TOTAL ASSETS	\$236,328.11

LIABILITIES & EQUITY

Accounts Payable	33,636.04
Accrued Vacation	32,665.37
Accrued Current Liabilities	12,150.38
Total Liabilities	78,451.79
Unrestricted (retained earnings)	118,919.12
Current Year Net Income	38,957.20
Total Equity	157,876.32
TOTAL LIABILITIES & EQUITY	\$236,328.11



Donors (partial list)

Corporate and Organizational Donors

\$10,000 and greater

Family Bridges Inc.

\$2,000 and greater

Sierra Health Foundation
M&R Strategic Services, Inc.

\$1,000 and greater

Korean Community Service Center

\$500 and greater

The Kresge Foundation
Asian Service In Action, Inc

\$250 and greater

Robert Wood Johnson Foundation

\$100 and greater

University of CA San Francisco
Kinsale Communications, Inc.

Individual Donors

\$1,000 and greater

Rebecca S. Engrav
Lillian Lew
Betty Hawks

\$500 and greater

Michael Wong
Caleb Otto
May J. Chen
Candace Lew
Elaine Ishihara
Kaying Hang
Lori Kodama
Richard L. Hawks
Kenneth Chu

\$400 and greater

Esther Long
Nancy Nakano

\$300 and greater

Marcia Lim
Cash Donation
Marcia Lim
Lisa Fu

\$250 and greater

Stan Yogi
John Oda
Aiko Pandorf
Rafael Palacios
Kathleen Ko Chin
Denise Sherer
Betty Lam
Gilbert DeAnda
John Scott

\$200 and greater

Peter Cruz
Elaine S. Ishihara
Marcia Lim
Dawn T Calabia
Betty Lam
Tamiko L. Wong
Larry W. Barcelon
Kathleen M. Osullivan
Jean Doong
Vayong Moua
Rod Lew

\$100 and greater

Denise Geolot Sherer
Dominique Lallement
Susan Stroud
Pamela D. Walsh
Robert A. Yangas
Andrea L. Dilorenzo
Blanca E. Zayas
William P. Blagrave
Jean D. Doong
Kathleen Ko Chin
Christine Matter
Remedios G. Reyes
Vanhong Vuong
James Hee Sun Hong

\$100 and greater

Liza Merrill
Marguerite J. Ro
Dominique Lallement
Miae Aramori
Frances Gabbay
Jeannette Noltenius
Sandy Lee
Robert Yangas
Helen Daniel
Liza Merrill .
Jamie Martinez
Siniva Driggers
Jin Lee Palen
Jake Sumibcay
Wat Sintharattana
Irene Linayao-Putnam
Miae Aramori
Laura Hamasaka

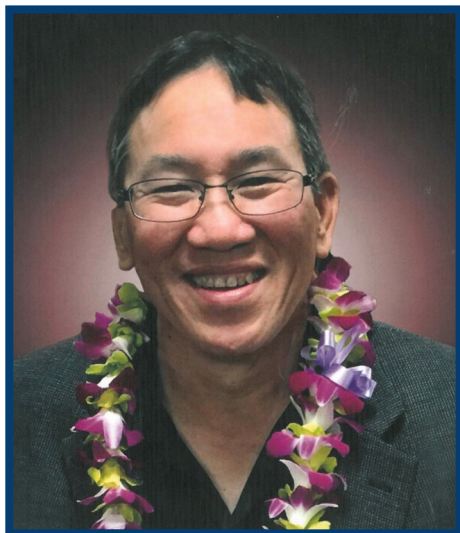
\$25 and greater

Kathleen Thomas
Steven William Gust
Rizalina C. Galicinao
Dolores Santos
Hoover Chan
Yin Yan Leung
Dale L. Kaufman
Anne M. Sullivan
Muaj Lo
Ora Hokes
Clay D. Martin
Samantha Yeun
Philip Nash
Sue Harris
Anne M. Sullivan
William Blagrave
Blanca Zayas
Eddie Lee
Carol Matteini

Board Dedication to Mike Wong and Caleb Otto

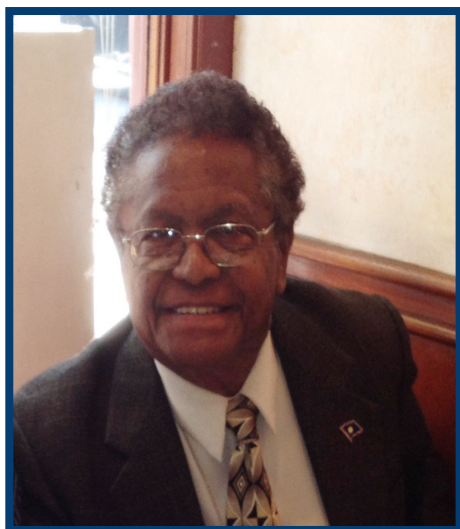
It is with deep sadness that we acknowledge the loss of two very dedicated community activists, and former Board members, and APPEAL friends who passed in 2018.

Mike Wong



For nearly 15 years, Mike Wong was instrumental in providing board leadership to APPEAL and other marginalized communities of color. He guided APPEAL through its critical transition to become its own organization, facilitating strategic planning processes and serving on APPEAL's Board of Directors for nearly a decade. Also, as Board Treasurer, Mike oversaw the financial health and sustainability of the organization including fund development campaigns. He was a dedicated mentor to other Board members and the overall organization with his strategic thinking, acute socio-political assessments, strong advocacy and his compassion and passion for advancing health and justice for all communities. His stellar leadership was critical in helping build APPEAL into a strong, sustainable, mission-oriented organization dedicated to health justice issues like tobacco control, food justice and health equity. In his own right, Mike was a certified Master Facilitator and was involved in so many different areas of social justice activism. APPEAL recognized Mike's many contributions by awarding him our inaugural Transformative Leadership Award in September 2017.

Dr. Caleb Otto



Since APPEAL's inception, Dr. Caleb Otto was a great partner and contributor to APPEAL. As a Network partner from the Republic of Palau and physician, Caleb shared his great understanding of tobacco's impact on our communities and the role of the tobacco industry particularly in the Pacific region. He was a powerful advocate for tobacco control, health equity and social justice. Caleb served for 9 years on APPEAL's Board and was our first Vice Chair of the Board where he demonstrated great wisdom, thoughtfulness and compassion. He saw the world as a place where you could make change and saw tobacco as a global social justice issue. Caleb served as a Senator of Palau and became Palau's Permanent Representative to the United Nations in 2013. APPEAL presented Dr. Caleb Otto with our Courage Award for his work in bringing attention to the global impact of tobacco and the importance of passing the Framework Convention on Tobacco Control (the first global public health treaty).

We will greatly miss Mike and Caleb. Our hearts go out to their families and friends and those who have been impacted by their activism and kindness. As we near the beginning of another year at APPEAL, we will remember all that they have contributed and build upon their inspired and dedicated lives to social justice.



APPEAL

**Asian Pacific Partners for Empowerment,
Advocacy, and Leadership**

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