THE SERICA INITIATIVE

2025

IMPACT REPORT

Amplify AAPI Voices & Communities

Storytelling
Empowering
Convening

THE SERICA INITIATIVE

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LETTER FROM THE CEO & EXECUTIVE DIRECTOR

THE SERICA INITIATIVE

Anla Cheng CEO/Founder
Andrea Louie Executive Director/COO

Dear Serica Family,

As we celebrate a banner year of impact of the Serica Initiative in 2025, we are thrilled to share how our commitment to **amplifying AAPI voices and communities** through storytelling, empowering, and convening has resonated deeply within our organization and beyond. Our collective efforts exemplify the strength of community and the **POWER OF US**, and we are grateful for your unwavering support of our mission and work. Together, we are creating a powerful platform for AAPI stories and voices that deserve to be heard and celebrated.

This year, we have not only elevated diverse narratives that reflect the richness of AAPI experiences but have also forged connections that empower individuals to share their stories and inspire change. We are fostering collective belonging and solidarity.

Serica builds the leadership pipelines and narrative infrastructure needed for Asian Americans to lead, influence, and be visible at the highest levels of society.

45+
Events and Convenings in 2025

100+
AAPI Leaders and Speakers Featured

2000+
Live Audiences Served

20,000,000+
Views on Social Media Platforms

60K+
Subscribers

3 NY Emmy Nominations
1 NY Emmy Documentary Short Award
2 Anthem Awards Gold Winners

SERICA OVERVIEW

Mission

The Serica Initiative amplifies the impact of the Asian diaspora in America through storytelling, empowering, and convening.

Pillars & Programs

- **Storytelling**
  - Docuseries Films (PBS)
  - Voices Rising Series (ALL ARTS)
  - Serica Storytellers
- **Empowering**
  - CEO Dinner Series
  - AAPI Women's Leadership Mentorship
  - China Institute Next Gen x Serica (CINGS)
- **Convening**
  - AAPI Trailblazers Gala
  - RIsing Stars Awards

THE SERICA INITIATIVE

IMPACT HIGHLIGHTS

PILLARS	PROGRAMS	IMPACT
Storytelling	Docuseries Films (PBS) Voices Rising (ALL ARTS) Serica Storytellers	• Amplify storytelling, 60K+/mo newsletter subscribers, 20M+ views across social platforms • Shed light on the breadth and depth of the Asian and American experience
Empowerment	AAPI Women's Leadership Mentorship Program China Institute Next Gen x Serica (CINGS) CEO Dinner Series	• Empower AAPI women leaders to break barriers, elevate their leadership presence, and advance in their careers • Inspire and equip future young AAPI leaders across sectors • Engage top AAPI C-Suite leaders for exclusive discussions on US-Asia and global issues
Convening	Trailblazer Gala - Recognize AAPI Pioneers Rising Stars Awards Community Events	• Celebrate AAPI pioneers and rising stars • 2000+ audiences, 100+ distinguished AAPI leaders and speakers featured • Elevate AAPI community's dreams and hopes for belonging in America

NY Emmy Award

2 Anthem Awards Gold Winners

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STORYTELLING 04

Docuseries Films

- **Climate Artists Season 2 (2024):** Emmy-winning cinematic series tells the story of climate change and the intersection of artists and the environment.
- **Between Black & White: Asian Americans Speak Out** (2023): 3-part digital film series exploring cross-racial and cross-cultural solidarity between AAPI and other communities of color.
- **be/longing: Asian Americans Now** (2023): profiled prominent Asian Americans in five stories about standing up, speaking out, and confronting hate.

Voices Rising

Voices Rising: What's Next for Asian Americans in...? is an NY Emmy nominated series that shines a spotlight on AAPI culture, explores issues at the heart of the Asian American experience, and celebrates the contributions of the Asian diaspora to American society in various fields– arts, food, & more!

Serica Storytellers

Serica Storytellers is a fireside-style blog & interview series featuring prominent raconteurs across artistic mediums who shed light on the breadth and depth of the Asian and American experience.

12
Serica Storyteller Events (2025)

15
Docuseries film episodes to date

4
Voices Rising Events

100+
Speakers profiled

75+
Hours of Contents

NY Emmy Winning Film Series

Chief Medical Officer U.S. Open: Dr. Alexis Colvin

Author: Michael Luo

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EMPOWERING 05

AAPI Women's Leadership Mentorship Program

Support and empower mid-career AAPI women leaders as they transition from high-performing managers to confident, effective senior leaders

CEO Dinner Series

Off-the-record dinner conversations for C-suite members the U.S.-Asia business community, empowering leaders to network and engage peers in thoughtful discussions

11

AAPI Women's Leadership Mentor/Mentee Pairs (2025)

9

CEO Dinner Series (2025)

100+

All Time Dinners Hosted

70+

Active CEO Members

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CONVENING

AAPI Trailblazers Gala

Honoring AAPI Pioneers

Each year, we honor the trailblazing women & families who are shaping the future of business, arts, and society. These leaders are recognized for their visionary leadership, impact, and commitment to empowering others.

Honorees (2025)	All Time Honorees
5	38

2025 Rising Stars

Top to Bottom:

Yanyi Li
Ngoc-Tran Vu
Tiffany Zhou

Rising Stars Awards

Celebration of exceptional AAPI women under 40 shaping the future in corporate, entrepreneur, and nonprofit sectors

The Rising Star Awards recognize young, dynamic leaders under 40 who are blazing trails in their industries. These women represent the next generation of changemakers, innovators, and leaders.

RIsing Stars (2025)	All Time Awardees
3	20

ENTREPRENEUR
YANYI LI
Entrepreneur | Founder & CEO, Nuwa Marketing
CORPORATE
TIFFANY ZHOU
Corporate | Co-Founder & Creative Director, OLEADA
NON-PROFIT
NGOC-TRAN VU
Non-profit | Artist & Organizer, Tran Vu Arts & 1975: A Vietnamese Diaspora Memorial
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Charles Ruffin

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169
119

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CONVENING 08

AAPI Trailblazers Conference

Celebrate AAPI Leadership

The 2025 AAPI Trailblazers Conference celebrates the power of AAPI women in leadership, storytelling, and innovation. This premier gathering brought together distinguished thought leaders, trailblazers, and emerging changemakers for a day of inspiring discussions, networking, and celebration. The conference featured industry pioneers in AI, media, education, and healthcare.

Conference Topics

- AI
- Media
- Education
- Healthcare

Conference Attendees

180+

IMPACT STORIES

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SERICA STORYTELLERS

"From the Shen Wei event, I learned that the "journey" of bringing people together from varied cultures & background can make us harmoniously connected to one another so we can all witness & experience the amazing talent of Shen Wei. Thanks to Michelle, Julia & Sushila for making this trip a positive and memorable event."

- ED PURISIMA

VOICES RISING: ASIAN AMERICANS IN MOTION

"It was very cool to hear of how talented individuals were using their gifts to change the perception of Asians for good in dance, tennis, journalism, and medicine. I liked the diversity of the Asian Americans featured on stage."

- ANONYMOUS

TRAILBLAZERS GALA

"I wanted to thank you for including me in your wonderful gala initiative. It was fun, enlightening and inspiring, everything such an event should be.

You have a different focus than the other organizations and your focus is extremely important in giving AAPI women a greater voice, confidence and motivation to strive higher."

- SHERYL WUDUNN

AAPI MENTORSHIP PROGRAM

"The Serica AAPI Mentorship Program has been an incredibly meaningful experience. My mentor has shared invaluable insights from her journey as a successful entrepreneur. Her guidance has helped me clarify my long-term vision, sharpen my professional perspective, and approach challenges with a practical, solution-driven mindset."

- 2025 MENTEE

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LOOKING AHEAD TO 2026

TRAILBLAZER GALA | APRIL 30, 2026

VOICES RISING: SEP 24, 2026 | 7:30-9:30PM

KOREAN DIASPORA VOICES IN PERFORMANCE

FEATURING CHERRY ORCHARD CAST AND OTHER KOREAN ARTISTS @PARK AVE ARMORY

THE CHERRY ORCHARD

FILM ICON - DOYEON JEON

SQUID GAME STAR - HAESOO PARK

PARK AVENUE ARMORY

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LONG FAMILY FOUNDATION
RUTH MULAN CHU CHAO FOUNDATION
THE ASIAN AMERICAN FOUNDATION
WALTER & SHIRLEY WANG FOUNDATION

GOVERNMENT GRANTS

NEW YORK STATE COUNCIL ON THE ARTS
NYC DEPARTMENT OF CULTURAL AFFAIRS

INDIVIDUALS

SUJUAN BA
SOPHIA BRENNER
DI CAI
THOMAS CHANG
MELANIE CHEN
NELLIE AND GEORGE SING
CARRIE CHIANG
KATHY HIRATA CHIN
RUTH JIN
DR. JOEL KASSIMIR
SUSAN KESSLER
TAK-CHUEN KWAN
HANDEL LEE
LISA LIM
WENDY O'NEILL & DAVID RAYNER
EMILY RUDMAN
SOPHIA SHENG
JOAN STEINBERG
TINA AND DAVID STORPER
FRANK WU
CAROL XIE
DAVID ZHOU

WE ARE GRATEFUL FOR ALL OUR SPONSORS AND SUPPORTERS WHO MAKE OUR WORK POSSIBLE!

SERICA STAFF

THE SERICA INITIATIVE

ANLA CHENG
Chair, Founder & CEO

ANDREA LOUIE
Executive Director

DANIEL TAM-CLAIBORNE
Deputy Director

MICHELLE MAIURI
Events Director

LUCY YANG
Contract Chief Development Officer

JULIA CAI
Marketing & Socials Intern

NITHYA
Marketing & BD Intern

CHENYAN WANG
Marketing Intern

SERICA BOARD

BOARD MEMBERS

CHARLOTTE ACKERT
SUJUAN BA
EDEN CAI
DI CAI
ANLA CHENG
CLARENCE KWAN
SHU LI
ERNIE LIANG
LISA LIM
KAREN MU
LEELILA STROGOV
FRANK WU

ADVISORY BOARD MEMBERS

GREGORY HO
JOANN KAUFMANN
JOSEPHINE LAU
ALAN LIN
WAYNE SILBY
SHERYL WUDUNN

THE SERICA INITIATIVE

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