THE SERICA INITIATIVE

2025-26 IMPACT REPORT

Amplify AAPI Voices & Communities

Storytelling
Empowering
Convening





THE SERICA INITIATIVE

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LETTER FROM THE CEO & EXECUTIVE DIRECTOR



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

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IMPACT HIGHLIGHTS

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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 06



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.



All Time Honorees

44

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CONVENING 07

Rising Stars Awards

2026 Rising Stars



CATHERINE CAI

General Partner, Palm Drive Capital



LOUISE LIU

Chief Executive Officer, Hill Research



YIN CHANG & MOONLYN TSAI

Co-founders, Heart of Dinner

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.

All Time Awardees

24







2026 TRAILBLAZERS GALA







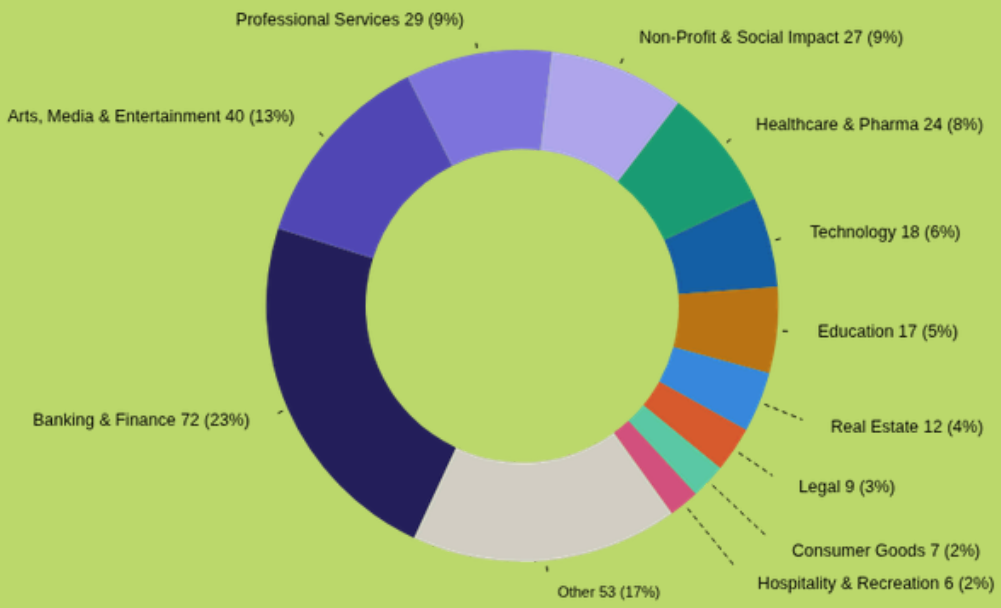
CONVENING 09

2026 TRAILBLAZERS GALA ATTENDEES






300+ GUESTS | 50% SENIOR EXECUTIVES AND BUSINESS LEADERS

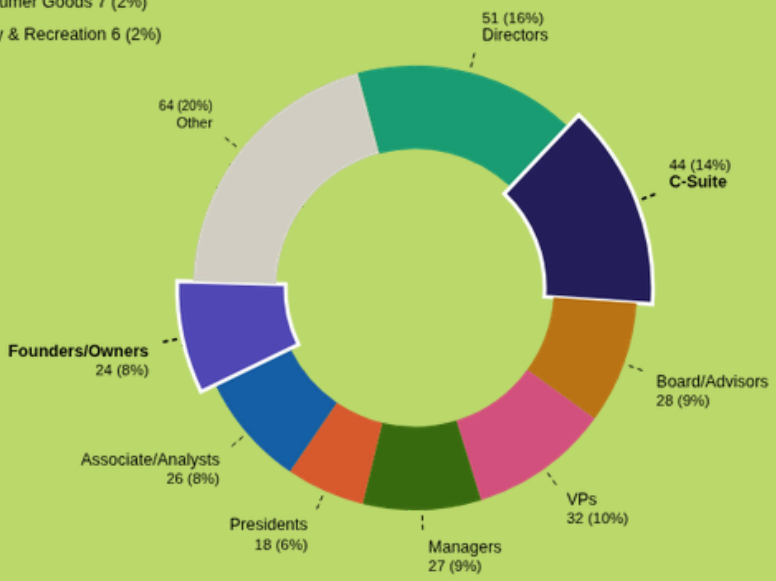


BY SECTOR # of guest (%)

Banking & Finance	72 (23%)
Arts, Media, & Entertainment	40 (13%)
Professional Services	29 (9%)
Non-Profit & Social Impact	27 (9%)
Healthcare & Pharma	24 (8%)
Technology	12 (6%)
Education	17 (5%)
Real Estate	12 (4%)
Legal	9 (3%)
Consumer Goods	7 (2%)
Hospitality & Recreation	6 (2%)
Other/not provided	53 (16%)

BY POSITION # guests (%)

C-Suite	**44 (14%)**
Founders/Owners	**24 (8%)**
Directors	51 (16%)
VPs	32 (7%)
Board/Advisors	28 (9%)
Managers	27 (9%)
Associate/Analysts	26 (7%)
Presidents	20 (7%)
Other/not provided	64 (23%)



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CONVENING 10



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+

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CONVENING 11

2025 TRAILBLAZERS CONFERENCE/GALA ATTENDEES



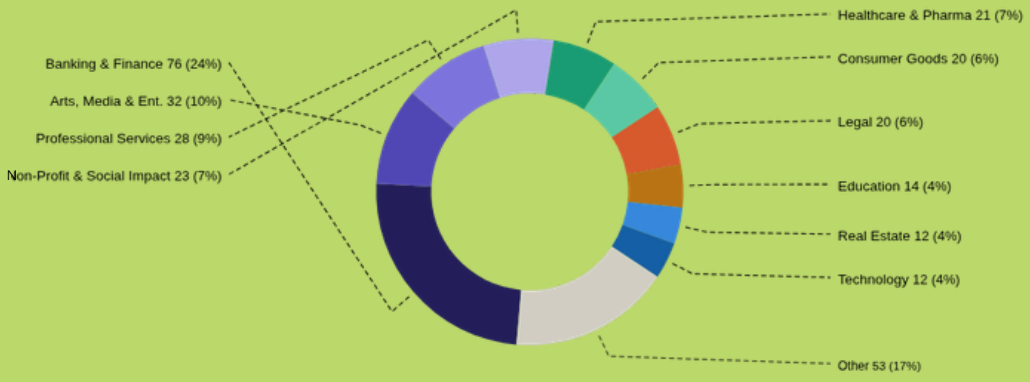




CONFERENCE: 125 GUESTS | 50% MEDIA & NON-PROFIT PROFESSIONALS

GALA: 316 GUESTS | 60% DIRECTOR LEVEL OR ABOVE

GALA ATTENDEE DATA BREAKDOWN

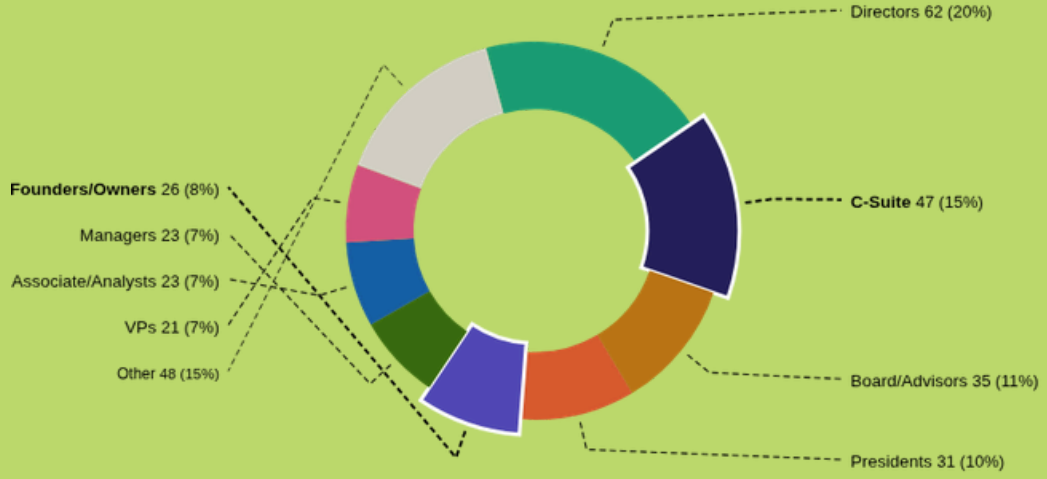


BY SECTOR • # of guest (%)

Banking & Finance	76 (28%)
Arts, Media, & Entertainment	32 (12%)
Professional Services	28 (10%)
Non-Profit & Social Impact	23 (8%)
Healthcare & Pharma	21 (8%)
Consumer Goods	20 (7%)
Legal	20 (7%)
Education	14 (5%)
Real Estate	12 (4%)
Technology	12 (4%)
Other/not provided	58 (21%)

BY POSITION • # of guest (%)

C-Suite	**47 (15%)**
Founders/Owners	**26 (8%)**
Directors	62 (20%)
Board/Advisors	35 (11%)
Presidents	31 (10%)
VPs	21 (7%)
Managers	23 (7%)
Associate/Analysts	23 (7%)
Other/not provided	48 (15%)



IMPACT STORIES

THE SERICA INITIATIVE

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LOOKING AHEAD TO 2026

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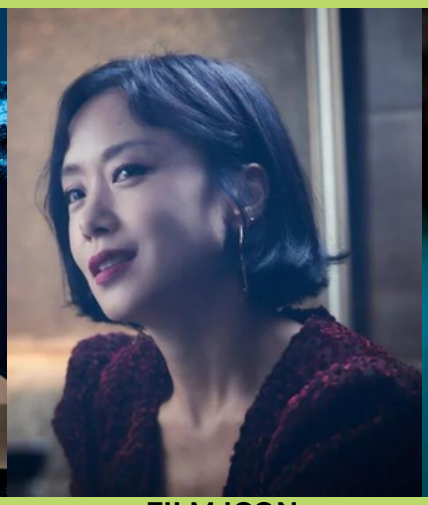
VOICES RISING: SEP 24, 2026 | 7:30-9:30PM

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

Produced in partnership with ALL★ARTS | CREATED BY THE WNET GROUP

AAPI CONFERENCE - AI | NOV 4, 2026



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LONG FAMILY FOUNDATION
RUTH MULAN CHU CHAO FOUNDATION
THE ASIAN AMERICAN FOUNDATION (TAAF)
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

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ANLA CHENG
Chair, Founder & CEO



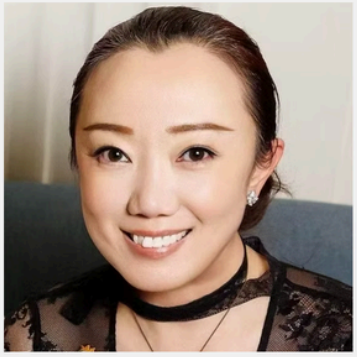
ANDREA LOUIE
Executive Director



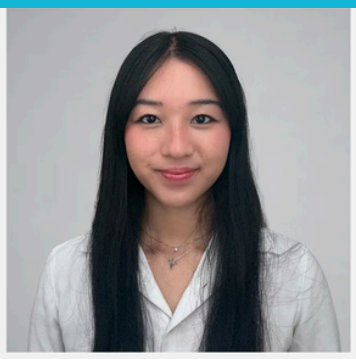
DANIEL TAM-CLAIBORNE
Deputy Director



MICHELLE MAIURI
Events Director



LUCY YANG
Chief Development Officer



JULIA CAI
Programs & Communications Associate

SERICA BOARD

THE SERICA INITIATIVE

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BOARD MEMBERS

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SUJUAN BA
EDEN CAI
DI CAI
ANLA CHENG
CLARENCE KWAN
SHU LI
ERNIE LIANG
LISA LIM
KAREN MU
LEELILA STROGOV
STEVEN ZHANG

ADVISORY BOARD MEMBERS

GREGORY HO
JOAN KAUFMAN
JOSEPHINE LAU
MAGGIE MERS
WAYNE SILBY
FRANK WU
SHERYL WUDUNN



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THANK YOU

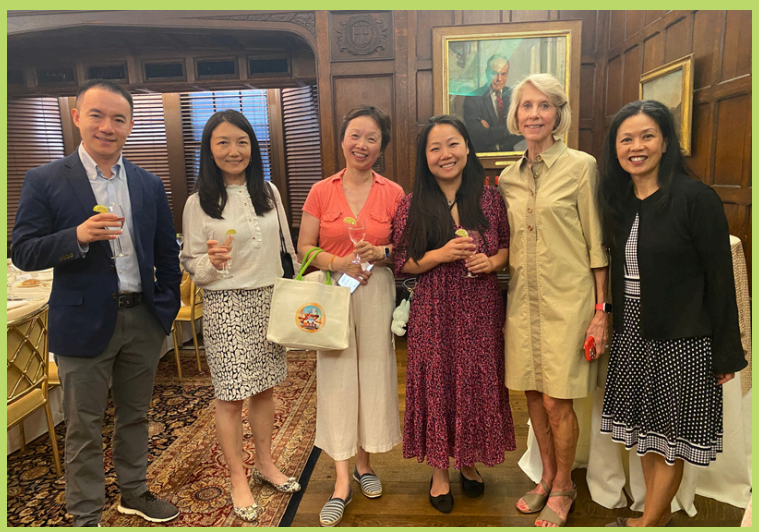












THE SERICA INITIATIVE

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