



Workplace Justice Initiative Overview

January 2025

STAND WITH
ASIAN AMERICANS

Table of Contents

1. SwAA Intros and Overview
2. Workplace Justice Initiative
3. Next Steps



Stand with Asian Americans Leadership Team



Michelle Lee
President, GC & Board Chair



Justin Zhu
Co-Founder & Board Member



April Moh
Board Member



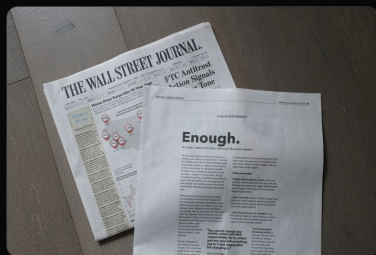
Brian Pang
COO & Head of Partnerships



Michael Roberts
Legal Director



Dave Lu 吕端 @davelu · Mar 31, 2021
After a year of videos of anti-Asian hate crimes & countless GoFundMe fundraisers, the massacre in Atlanta almost broke me. I managed to channel my anger into something positive by writing a letter. That letter is a full-page ad in today's @WSJ. #enough #StopAsianHate



46 250 1K

朱浩然 Justin Zhu
Co-Founder Stand with Asian Americans. Former CEO, Co-Founder Iterable.
Ty · Edited

When I founded *Iterable*, my vision was to build a tech company that was different and a new kind of company: ethical, supportive, transparent, collaborative ... I never expected to face racial discrimination, retaliation, and trauma. Today, I'm filing a lawsuit to right these wrongs and encourage others with similar experiences to tell their story, too.

My lawsuit is against board members for retaliation and failure to engage in the disability interactive process in good faith. It's been a difficult journey to bring a lawsuit against my company where I had poured eight years of my heart, health and soul. *Iterable* was my life's work and a home filled with hundreds of people whom I love and miss dearly. But the lawsuit is necessary to hold my investors accountable and encourage other Asian Americans to speak up. I pledge to invest 100% of the recovery from the suit in Asian American causes.

You can read the new Bloomberg story here: <https://lnkd.in/gdQXFD3>
Our press release has more details: https://lnkd.in/g_WtY0

This is just the beginning. I'm sharing my story to let everyone out there know that you are not alone. I'm here along with many others to fight with you. Our civil rights must be continually fought and won. When we report discrimination at work, the reality is we often face gaslighting, retaliation, and even termination. Each time we stay silent, we send the message that it's okay to discriminate against Asian Americans. The trauma we face is erased by the misconceptions and stereotypes. The model minority myth paints us as privileged, hard workers, and honorary whites. The perception is that we face no discrimination - this is false. This stereotype is literally killing us, and the harm is not limited to street-level targeting and violence. The leading cause of death for young Asian American adults is suicide.

If you've faced discrimination in the workplace, *Stand with Asian Americans* is here to help. Please visit: <https://lnkd.in/g57BNmg>.

#FighttheAsianStandard #StandwithAsianAmericans



Startup CEO Fired for LSD Use Claims Discrimination in Lawsuit
bloomberg.com
1,490 · 107 Comments

PAID ADVERTISEMENT

Enough.

An Open Letter from Asian American Business Leaders

We, the Asian American business leaders of America, are tired, angry and afraid — and not for the first time. We are tired of being treated as less than American, subject to harassment and now, every day, we read about another member of our community being physically attacked — simply for being Asian. We are afraid for the safety of our loved ones. We are angry that our families can no longer go outside in their own neighborhoods where they have lived for decades because it may not be safe.

We have given a lot to this country where we were born or to which we immigrated. Our community includes your cashiers, your teachers, your cooks, your doctors, your dry cleaners, your colleagues, your neighbors, your friends. We cut your nails. We write your code. We, together, have launched rovers to Mars and back. Many of us have created jobs for hundreds of thousands of Americans. We choose to make America our home and we strive every day to make America better — just like you.

We don't deserve to live in fear in our own country. The vitriol has made Asians the targets of this blame, Rhetoric matters. The "China

involves leaders from every community if we are to undo the generations of systemic bias and racism. We are business leaders. We can help make change happen.

Today, we pledge:

To fight violence against Asians, we are collectively committing \$10M over the next year. Through our partner, the **Asian Pacific Fund**, we will support these and other community-based organizations.

• **Stop AAPI Hate** allows victims to report and document hate incidents, which is critical because hate crimes against Asians have historically been underreported.

• **AAPI Women Lead and NAPAWF** recognize that the fight for Asian American justice is intersectional and therefore protect and support Asian American women.

• **Asian Americans Advancing Justice**, a national network with a presence in Atlanta, defends those impacted by hate crimes and ensures that they have proper legal representation. Their work empowers Asian Americans and creates a more just

"You cannot change any society unless you take responsibility for it, unless you see yourself as belonging to it and responsible for changing it."

Grace Lee Boggs
Asian American Community Activist

Steve Lu · 1st
Managing Partner @ Hyphen Capital...
Visit my website
3yr ·

A little over two weeks ago, after a terrorist targeted and slaughtered six Asian women in Atlanta in a vicious hate crime, I was starting to feel hopeless. I decided to write a letter and put down all of my emotions into words. I wrote about my anger and frustration but also about wanting to mobilize and take action.

I sent this letter to my network to try to rally support and it snowballed into a movement. The list of impressive supporter names has grown to over one thousand signatures from Asian American business leaders and allies ranging from founders, executives, athletes and more.

Many people, including Asians, had never seen a list like this assembled before. They had no idea that Asian Americans had founded and ran so many brands that America knows and loves. We've started companies that literally got us through the pandemic. Zoom helped us work and go to school. DoorDash fed us. Peloton helped us stay in shape. And YouTube entertained us.

Today, this coalition bought out a full-page ad in the Wall Street Journal to share our letter. My hope is that this effort will get people to pay attention to what is happening and stand with us to put a stop to it. Join our movement at <https://lnkd.in/guKxB6V>

#enough #stopasianhate #standwithus #asianamericans



841 58 comments · 138 reposts

What is SwAA?

Stand with Asian Americans ([SwAA](#)) advances justice and racial equality for Asians in America facing workplace discrimination and economic injustices through the power of law, education and community.

Penned Wall Street Journal [open letter](#) with 9,000+ signatures.

Founded after 2021 Atlanta spa shootings.

Launched [Workplace Justice Initiative](#) in 2022

Coalition of civil rights activists, lawyers, business and community leaders committed to advancing our mission.



Our 'Why'

Asians are marginalized and discriminated against in the workplace

- Nearly one-third have contemplated filing a lawsuit against current or former employers due to identity-based mistreatment

Not many workplace discrimination cases by Asian Americans

- Michelle Lee, Vaishnavi Jayakumar, Ann Lai, Andre Wong, Ben Huynh, Justin Zhu and Ellen Pao

What race-based stories aren't told?

- Hundreds of reports through SwAA's WJI portal
- Countless others across our community

What this means for the Asian community?

- Leaves us all vulnerable and susceptible to systemic discrimination
- Perpetuates ongoing marginalization in the workplace

Why is this happening?

- Fear, lack of resources, education, community, support

**AsAm workers are viewed as non-threats.
We are here to change this perception.**

AXIOS San Francisco News Business Things to Do Politics Food and Drink Real Estate

May 10, 2024 - News

Legal fund helps Asian Americans fight discrimination at work

Shreema Chen



From left, moderator Shreema Chen and panelists Ann Lai, Robin Shindhal, Vaishnavi Jayakumar, April Moh and Charlene Jung speak at an event in San Francisco yesterday. Photo courtesy of Justin Zhu/Stand with Asian Americans

An organization formed in response to a [spike in hate crimes](#) during the pandemic is unveiling a new legal fund aimed at defending Asian Americans from workplace discrimination.

Why it matters: Over 1 in 5 Asian adults say they've experienced workplace discrimination because of their race or ethnicity, including being turned down for a job, denied a promotion or fired, [per a November analysis](#) by the Pew Research Center.

Driving the news: [Stand with Asian Americans](#) (SWAA) is launching a legal fund to help Asian Americans feel empowered to take legal action against workplace discrimination, co-founder Justin Zhu announced Monday at a panel about challenging stereotypes of passivity in the workplace.

USA TODAY Best Price Guarantee How to talk money America's Top Newsletters Best CR cases this month

U.S. Election Sports Entertainment Life Food Travel Opinion LGBTQ+ Health & Wellness

No longer suffering in silence: Asian Americans denied tech leadership roles go to court

Jessica Guynn
USA TODAY

Published 5:10 a.m. ET July 6, 2022 | Updated 5:22 p.m. ET July 6, 2022

After stints at Disney, Google and Twitter, Vaishnavi Jayakumar joined Facebook and Instagram owner Meta in January 2020.

Her job on the youth policy team was to protect children and teens from bullying, harassment and other forms of abuse. But Jayakumar — an Asian American originally from Singapore — says she couldn't shield herself from racial bias on the job.

Soon after inquiring how she could move up at Meta, Jayakumar says her supervisor began leaving her out of opportunities and initiatives that used to be in her scope and "layering" her under less experienced employees.

Despite years of experience and positive feedback as a team player, Jayakumar says her supervisor told her she was not senior or collaborative enough to be promoted, according to a complaint Jayakumar filed with California's Civil Rights Department.

'We shouldn't have to tolerate it': More Asian Americans are calling out the racism they experience at work



Opinion: There is no greater moment in time for Asian Americans to unite

By a South Asian American, South Asian first-generation female techies, at The Asian American Foundation president sees a unique opportunity this time. [South Asian, USA TODAY](#)

Jessica Guynn

Our Focus

Power of Law

- Discrimination Reporting portal
- Direct legal services
- PR strategy

Education

- HR resources
- Educational workshops and panels
 - Shattering the Myth of Asian Passivity
 - Know your Rights
 - Leadership Empowerment

Community

- Mental health support
- Amplification of stories

SwAA WJI portal: [link](#)

Bloomberg article: [link](#)

SwAA x Blind study: [link](#)

Pew Research report: [link](#)



STORIES

ABOUT

RESEARCH

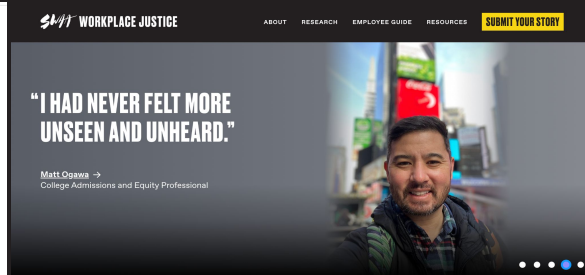
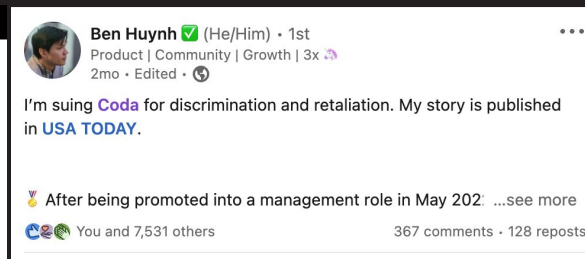
EMPLOYEE GUIDE

RESOURCES

DONATE

SUBMIT YOUR STORY

REPORT DISCRIMINATION →



Most pressing need: Workplace Justice Fund.

Workplace Justice Fund

Budget Item	Allocation	Per Annum
Staff (Attorneys, President & COO)	60%	\$600,000
Litigation Arm	20%	\$200,000
Strategy & Partnerships	5%	\$50,000
Education & Training	5%	\$50,000
Community Support	5%	\$50,000
Operational Expenses	5%	\$50,000
TOTAL	100%	\$1,000,000

Details on Slide 12

Funding enables SwAA to deliver on WJI objectives.

KPIs / Success Metrics

Targets for 2025:

- 100** reports into SwAA WJI portal
- 25** potential plaintiffs counseled with **5** legal actions
- Employment attorney partnerships across **10** states
- 100** people served through group therapy sessions
- 4** educational programs serving **500** attendees
- 4** media stories published

Since Fund launched in June 2024, SwAA has raised **\$250k** to date.

Key Takeaways

1. SwAA is unprecedented in ambition and action in the Asian American civil rights movement
2. SwAA leverages the power of law to combat workplace discrimination
3. To fulfill its mission, SwAA requires support, resources and funding to deliver on workplace justice strategy and actions



SWAA's Asks

1. Spread the word: Share our mission with your network. Use our [media kit](#) to amplify our message.
2. Refer those in need: If you know anyone experiencing workplace discrimination, please connect them with us.
3. Donate to our Workplace Justice Fund: Your contribution will directly fund legal support for those facing workplace discrimination. <https://standwithasianamericans.com/donate/>
4. Engage with us on social media:
 - [Instagram](#), [Threads](#), [Facebook](#): @standwithasianamericans
 - [LinkedIn](#): @stand-with-asian-americans
 - [X](#): @StandwithAAs



SWAA

Appendix

STAND WITH
ASIAN AMERICANS

Workplace Justice Fund - details

Staff (\$600k)

- In-house legal staff – attorneys
- Exec staff (President / GC and COO / Head of Partnerships)

Litigation Arm (\$200k)

- Strategically selecting cases and providing direct services to plaintiffs
- Advocating for change through legislation and policy at the state and federal levels
- Creating legal precedents resulting from our successful lawsuits.

Strategy & Partnerships (\$50k)

- Develop partnerships with nationwide law firms and employment attorneys across all states
- Develop relationships with legal advocacy organizations, academics and advocates
 - E.g. NAPABA, AABA, SALDEF, Alliance for Asian American Justice and more
- Develop fund streams: private / individual donors, contingency fees, gov't grants

Education & Training (\$50k)

- Develop comprehensive resources and programs to educate both employers and employees about workplace rights and issues affecting Asians in America
 - Raise consciousness across Asian American community by normalizing use of legal actions to combat workplace discrimination

Community & Plaintiff Support Platform (\$50k)

- Develop community spaces for healing, learning, therapy, resource & knowledge sharing
- Curate mental health resources

Operational Expenses (\$50k)

- Tools, licenses, supplies, insurance, bookkeeping / payroll support, marketing support

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Funding enables delivery of WJI

Summary on Slide 8