

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 Virus." "Kung Flu."

Those words were an open invitation to hate and the result has been a 150% rise over the past year in reported hate crimes against the Asian American community, disproportionately against Asian women.

We ask for your support in ending violence against Asian Americans. We no longer want to fear being stabbed from behind, fatally knocked to the ground, having acid thrown on our face or gunned down like the mothers and grandmothers in Atlanta. We no longer want to see photos of bruised and battered Asian seniors with GoFundMe links asking for support. It is critical that we also acknowledge that the violence we are experiencing has been the daily reality for our Black, Latinx, Indigenous and LGBTQ communities.

The Asian American business leaders in our community are committed to fighting for change. The change that is needed requires a national awakening and a dialogue that

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 America for all.

- **Association for Asian American Studies** conducts research and education on the causes and solutions to Asian racism.

To support Asian employees, we commit to creating and funding AAPI employee resource groups to ensure Asian employees, especially women who bear the brunt of the harassment, have a safe space to tell their stories, receive support and report discrimination without fear of retaliation.

To ensure representation, we commit to reporting on the diversity of all groups and redefining Asian Americans as a group worth representation at all levels of the organization.

We ask that you join us in ending discrimination and violence against the Asian community and all marginalized communities.

Enough is enough.

“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

STAND WITH US

Eric Yuan, CEO and Founder of Zoom **Steve Chen**, Cofounder of YouTube **Jerry Yang**, Cofounder of Yahoo! **Katrina Lake**, CEO and Cofounder of Stitch Fix **Yony Feng** and **Hisao Kushi**, Cofounders of Peloton **Tony Xu** and **Andy Fang**, Cofounders of DoorDash **Sheila Marcelo**, Founder of Care.com **Gary Locke**, Former Governor of Washington, US Secretary of Commerce, US Ambassador to China **Debby Soo**, CEO of OpenTable **Deb Liu**, CEO of Ancestry **Jenny Ming**, Cofounder of Old Navy **Justin Zhu**, CEO and Cofounder of Iterable **Caroline Tsay**, CEO of Compute Software, Board Director at Coca-Cola and Morningstar **Ken Lin**, CEO and Founder of Credit Karma **Jennifer Tejada**, CEO of PagerDuty **Alfred Lin**, Partner at Sequoia Capital **Bob Lee**, Former Chairman at Blue Shield of California **Albert Cheng**, COO & Co-Head of TV at Amazon Studios **Dave Lu**, Managing Partner of Hyphen Capital, Cofounder of Pared **Clara Shih**, CEO Service Cloud at Salesforce **Anna Fieler**, Board Director at Shake Shack and J.Crew **Amy Wei**, CCO at KAYAK **Allen Shim**, CFO of Slack **Jason Woo**, President at Evite **Michelle Lee**, Former Under Secretary of Commerce **Wendy Nguyen**, SVP at Propeller Health **Don Liu**, EVP at Target **Mariam Naficy**, CEO and Founder of Minted **Alice Chi Martin**, VP at Starbucks **Kristina Shen**, GP at A16Z **Andrea Cherng**, Chief Brand Officer at Panda Express **Neeracha Taychakhoonavudh**, EVP at Salesforce **Wen Zhou**, CEO of 3.1 Phillip Lim **Eric Wu**, CEO and Cofounder of Opendoor **Edward Kim**, CTO and Cofounder of Gusto **Faye Iosotaluno**, Chief Strategy Officer at Match Group **Dug Song**, CEO and Cofounder of Duo Security **Hiroshi Lockheimer**, SVP at Google **Kevin Chou**, Chairman of Gen.G Esports **David Sze**, GP at Greylock Partners **Aileen Lee**, Managing Partner at Cowboy Ventures **Chieh Huang**, CEO and Cofounder of Boxed **Anthony Soohoo**, EVP at Walmart **Hans Tung**, Managing Partner at GGV Capital **Vicky Tsai**, CEO and Founder of Tatcha **James Lau**, Cofounder of NetApp **Andy Yang**, CEO of Indiegogo **Sam Yam**, CTO and Cofounder of Patreon **Sam Wen**, Cofounder of Square **Carol Carpenter**, CMO at VMware **Theresa Gouw**, Managing Partner at Acrew Capital **Yokum Taku**, Partner at Wilson Sonsini **Phillina Lai**, Chief Managing Counsel at McKesson **Nancy Lee**, VP at The Walt Disney Company **Vincent Kitirattagarn**, CEO and Founder of Dang Foods **Christine Tsai**, CEO of 500 Startups **Taiyin Yang**, EVP at Gilead Sciences **Lauren Shin**, Managing Director at Russell Reynolds Associates **Ellen Chen**, Cofounder of Mendocino Farms **Lawrence Chu**, Partner at Goodwin Procter **Sandra Leung**, EVP at Bristol Myers Squibb **David Lee**, EVP at Samsung Electronics **George Lee**, VP at Facebook **Brandon Chu**, VP at Shopify **Lindsay Chim**, Partner at BCG **Cynthia Loh**, VP at Charles Schwab **Myoung Cha**, Executive at Apple **Wen Hsieh**, Partner at Kleiner Perkins **Linh Peters**, Global CMO at Calvin Klein **Curtis Liu**, CTO and Cofounder of Amplitude **Stefanie Ward**, SVP at Neiman Marcus **Melody Dai**, VP at NBCUniversal **Julian Ha**, Partner at Heidrick & Struggles **Sarah Choi**, CMO at CorePower Yoga **Bin Shen**, VP at Microsoft **Audrey Jean**, SVP at AARP **Christopher Do**, VP at Wells Fargo **Eric Toda**, Global Head of Social Marketing at Facebook **Christina Kong**, VP at LinkedIn **Suzy Ryoo**, Cofounder and President at Q&A **Jennie Tung**, Partner at Bain & Company **Sara Yang Bosco**, SVP at Emerson **Karen Yen**, General Counsel at UBS **Lei Yang**, VP at Twitter **Alfred Chuang**, Founder of BEA Systems **Tiffany Hong**, CAO at Franklin Templeton **Young Sohn**, Chairman at Harman **Bobby Kim**, Cofounder of The Hundreds **Saeju Jeong**, CEO and Cofounder of Noom **Thomas Kim**, Chief Legal Officer at Thomson Reuters **Jess Dang**, Founder of CookSmarts **Nick Tran**, VP at TikTok *and more...*

Join us at StandWithAsianAmericans.com

PAID FOR BY A COALITION OF ASIAN AMERICAN BUSINESS LEADERS