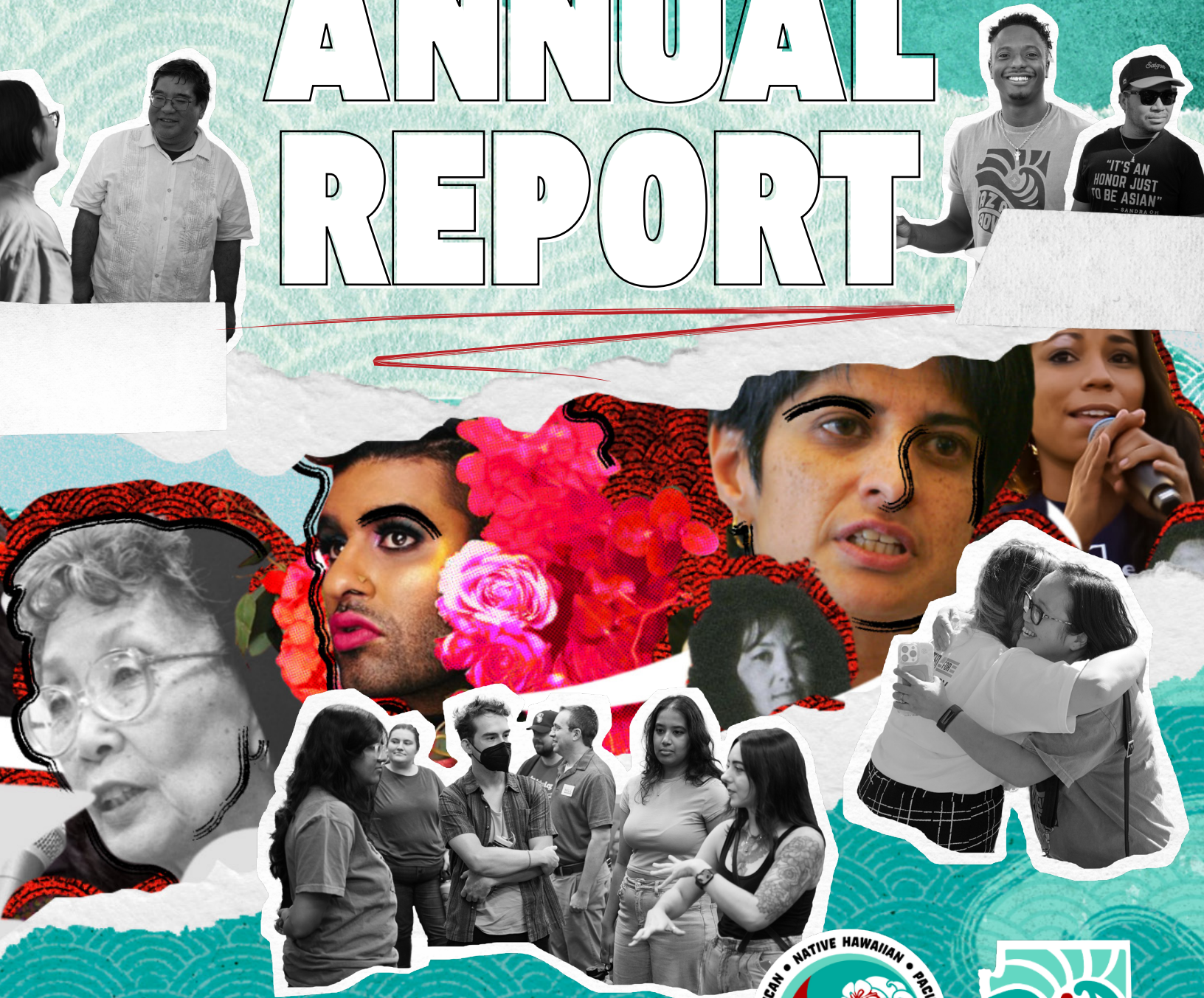


# 2024 ANNUAL REPORT



**ARIZONA ASIAN AMERICAN,  
NATIVE HAWAIIAN, PACIFIC ISLANDER  
ADVOCATES & RISING TIDE**





# A LETTER FROM OUR DIRECTOR

Dear Fellow Advocates,

Asian Americans, Native Hawaiians, and Pacific Islanders have an important role in today's movement ecosystem. We make up almost 5% of Arizona's electorate, and are most concentrated in legislative districts that are the most competitive in our state where a few votes can determine which direction our state goes – do we limit civil rights, crack down on immigration, defund our public education, or do we establish constitutional rights, give more resources to migrant services at the border, and fund our public schools?

Our future relies on our unique perspectives where some of us have experienced a lack of quality education and healthcare, an unsurvivable wealth gap, and racial tensions that harmed public safety. We need to learn from people who have come from all over the world to create a society that learns from mistakes, and strives to better our conditions.

As we enter into the new year, we will strive to grow our united voices to protect any community that is being targeted and harmed, and educate lawmakers on how policies will impact AANHPIs, since many Arizona decision makers are not culturally competent. We saw this when an alien land law was passed in the Arizona House of Representatives with bipartisan support. Alien land laws prohibit people of certain ethnicities from owning property and land. This is detrimental to their children who would not have an opportunity to inherit a home from their parents. When the bill went to the Senate, I had the opportunity to share about my own family's experience of migration, and how my auntie settled in the US to become a nurse when there was a shortage of skilled labor; my testimony contributed

to a no vote in the Senate, exemplifying why our advocacy is so essential to this space.

Currently, we are gearing up our immigration campaign to defend against another Trump administration. We worked tirelessly to counter the anti-immigrant narrative that ran rampant during the 2024 election cycle by educating Arizonans on how climate issues impact migration, and advocating against Prop 314, a ballot measure that legal advisors say will be worse than SB1070. We must not let them scapegoat our community while deflecting blame for societal issues caused by corporate greed. Our voices are needed now just as they were needed during the Chinese Exclusion Act, the Japanese internment camps, and the Muslim ban. This is the reality our community faces, and it is important for policymakers and voters to know the harms these kinds of policies cause.

I am ending this year feeling hopeful even though the potential threats feel overwhelming. Our movement continues to be multi-racial, multi-cultural, and multi-generational, which brings so much value and wisdom to Arizona. Collaboration amongst all groups is a dire need in such a polarized state where the majority of us want to close the gap, because safety comes from trusting and listening to one another even if the conversations are tough. Our organization is willing to do the hard work our nation desperately needs in order to become truly united.

In solidarity,



Advocacy Director of AZ AANHPI  
Advocates and AANHPI Rising Tide





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# VOTE FOR THE ARIZONA YOU WANT:



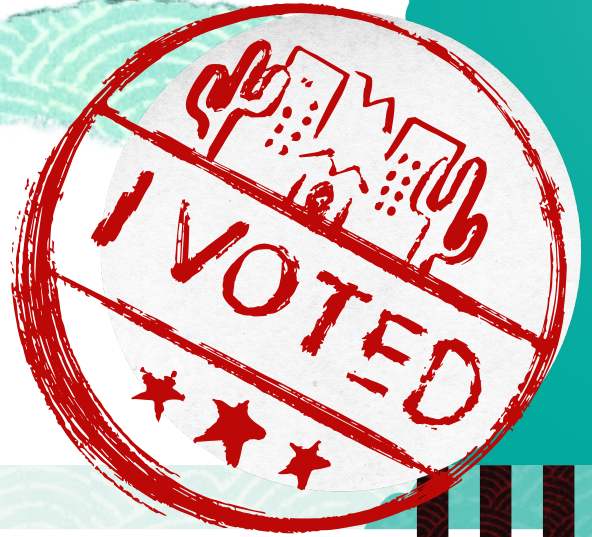
# ELECTION OUTCOMES

**78.49%**

Arizona voter turnout

**75%**

AANHPI voter turnout



**Presidential:** Lost by 187,382 votes

**Maricopa County Attorney:** Lost by 171,148 votes (9%)

## Where **HARRIS** and **TRUMP** stand on the issues, and who they stand for



**Their stances on the issues speak for themselves:**

He cares only about his own fortune; she believes in helping others succeed.

## OUR WINS

**LD9**

Senate and House

**LD2 & LD17**

House

**Phoenix City Council 7**

**Judicial**

Peter Eckerstrom



BỎ PHIẾU VOTA 投票 VOTE تصويت

**THE COURTS HAVE BEEN STACKED AGAINST THE PEOPLE**



# BALLOT MEASURES



## Opposed

### Prop 133

Requires partisan primaries

### Prop 134

Increases requirements for citizen initiatives

### Prop 136

Allows individuals to stop citizen initiatives

### Prop 137

Ends term limits for Supreme Court Justices

### Prop 135

Limits emergency powers

### Prop 315

Slows down new regulations

### Prop 138

Reduces wages for tipped workers

## Supported

### Prop 139

Protects the right to abortion

### Prop 479

Funding for roads & public transit

### Prop 486

Keep community college affordable

# VOTER GUIDE

## HƯỚNG DẪN BỎ PHIẾU

### 選民指南



Ballot ini  
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những gì o  
các biện p  
選票倡議  
是

### VOTE "YES" ON 3 BALLET INITIATIVES!

#### PROP 139: PROTECTS THE RIGHT TO ABORTION

**YES, BECAUSE YOUR BODY = YOUR CHOICE**

Would amend the state constitution to provide for a fundamental right to abortion that can not be taken away by politicians now or in the future.

#### PROP 479: MAINTAINS FUNDING FOR ROADS & PUBLIC TRANSIT

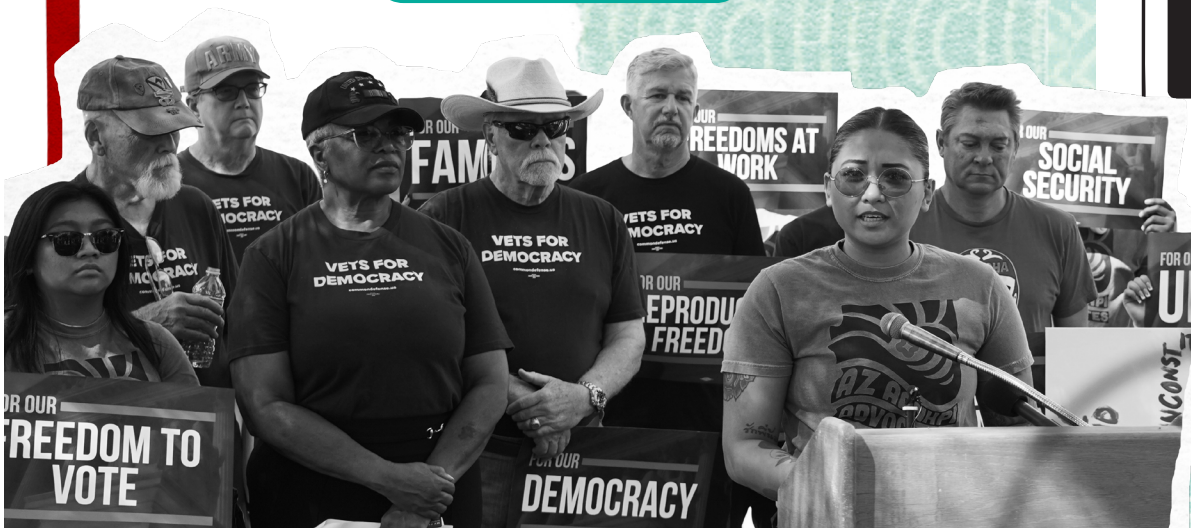
**YES, BECAUSE IT HAS MADE PHOENIX A LEADING CITY IN THE U.S.**

Would continue a program that has led to the Phoenix region having one of the best average commutes of large U.S. cities.

#### PROP 486: KEEP COMMUNITY COLLEGE AFFORDABLE

**YES, BECAUSE THESE LIMITS HAVEN'T BEEN UPDATED IN 44 YEARS**

Would allow the Maricopa County Community College District to provide or expand services without needing the legislature's blessing.



[AZANHPI.ORG/  
VOTER-GUIDE](https://www.azanhpi.org/voter-guide)





# OUR STRATEGY

## Political Landscape

In the 2020 general election, Arizona was the second most competitive state that determined the presidential race by just over 10,000 votes. Arizona has elected a Democratic president only one other time: in 1996, when Bill Clinton won the state during his re-election campaign. Two years later, Arizonans elected their first democratic governor since 2002. In 2024, voter registration data showed republican and independent/unaffiliated parties had the majority with both on the top with 35% of registered voters. Democrat registrations trailed behind with 29%. The results of party affiliation in Arizona signaled to our organization that voter education and engagement was crucial during the election cycle.

After conducting our own community needs survey to 510 members of our base, we found that the rising cost of living and inflation, the leadership characteristics of candidates, and healthcare were top influences for how people would be voting in the election. We also found that the majority of our respondents had negative feelings about this year's election with most people feeling anxious and worried. Although people who took our survey mostly identified as democrat or unaffiliated, 63% believed that Biden's presidency didn't make a difference or made a worse impact on the U.S.

Combining the impacts of negative media attention on democratic leadership, and Trump surpassing Biden and Harris's airtime, we found that it was crucial for trusted messengers like our organization to deliver information to voters. In 2022, voters passed the 'Keep Dark Money Out of Politics' ballot initiative, which created barriers for grassroots organizations to engage in political campaigns. Our organization overcame these obstacles by creating our own state and federal PAC, raising political funds, and established a compliance structure.

## COMMANDER'S INTENT

- 1.) Flip state **legislative chambers** in order to pass **progressive policies**.
- 2.) Reform **Arizona's Judicial System** by opposing judicial retention candidates who have a record of **threatening civil rights**, electing candidates who commit to **reforming the criminal justice system**, and opposing ballot measures that **increase criminalization**.

3.) Defend against **Trump**



## Flip AZ Legislative Chambers

Our team decided to prioritize flipping LD4 and LD13, and protecting LD9. We were also able to support our partners with mailers in LD2 and LD17, which gained two house seats. Winning the senate and house races in LD4 and LD13 would give a majority to democrats in both senate and house chambers. This was crucial, as our organization advocates and mobilizes our base to pass progressive policies. Having a democratic majority in the legislative chambers would create an easier path to passing policies that are popular with democrats, such as bettering public education, enacting environmental and water protections, reforming the criminal justice system, establishing humane immigration policies, and advancing equity.

## Reform Arizona's Judicial System

We partnered with AZ Judge Watch and co-created and promoted The People's Guide to the 2024 Judicial Races. With the research AZ Judge Watch provided us, we learned that the courts were stacked against the people by the previous republican governor. We supported candidates who would play a key role in reforming Phoenix's police force. We were successful in electing Anna Hernandez to Phoenix city council, who is directly impacted by police brutality after her brother was killed by an officer. We were unsuccessful in replacing Maricopa's county attorney, and will be building partnerships for next cycle to elect a democratic county attorney. As an organization whose mission is to advocate for marginalized communities, we were compelled to defend against the civil attacks from legislators who referred policies on the ballot as a way to bypass the governor's veto. We educated voters by promoting our ballot measure voter guide via mailers, digital, ethnic media, road signs, canvassing, handing out fliers at events, and distributing our printed voter guide in businesses.

## Defend Against Trump

In Arizona, AANHPI voters mostly identify as independent or unaffiliated to a political party, which meant candidate education from a trusted messenger was critical to persuade voters. Our organization sent presidential mailers translated in Chinese and Vietnamese to 75,000 democratic and independent AANHPI voters that compared Harris's and Trump's stances on public issues. We partnered with 64 businesses to distribute our presidential literature, and placed ads in Chinese, Vietnamese, and Filipino media. Our digital strategy targeted BIPOC voters, highlighting a progressive issue—the death penalty. We partnered with the Free Billie Allen campaign, Dr. Yusef Salaam, and actor Gbenga Akinnagbe, in creating video ads on streaming television and social media to vote against Trump to save lives of those who were wrongfully accused on federal death row. Our digital campaign received just under two million views, and currently there is a national movement calling for Biden to commute those who are on federal death row. It was important to us as an AANHPI organization to participate in cross-racial advocacy on an issue that has historically oppressed black and brown communities. In order for us to sustain long term organizing power, we need to stand in solidarity with marginalized communities.

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**A CHAMPION FOR GRASSROOTS**

**Anna Hernandez**  
for Phoenix City Council (D7)

ENDORSED BY



**Proposition 314:**  
**RACIAL PROFILING ON STEROIDS**

**Tamika Wooten**  
for Maricopa County Attorney

**CRIMINAL JUSTICE THAT IS POLITICAL**





# OUR TACTICS

**142,539**

Mailers delivered

**103,923**

Texts sent

**52,414**

Doors knocked

**191**

Volunteers

**30,000**

Postcards written

**18,475,000**

Digital impressions

Digital Ads  
47%

**TOTAL COSTS**

Doors  
25.9%

Texts  
0.9%

Mailers  
21.7%

Ethnic Media Ads  
2.1%

**JOIN ME  
NOVEMBER 5**

Join me on November 5th



# OUR FUNDERS

MVP  
America Votes  
OSF  
Way to Win  
AAPI Democracy Fund  
Democracy Alliance  
Four Freedoms Action Fund  
Democracy Voices Fund  
AAPI Power Fund  
Tides Building Healthy Democracy  
AZ Wins  
WDN  
Climate Equity Fund  
AAPN  
SixteenThirty  
Public Wise  
PIVOT  
Boost  
AA4D  
AFSCME



## \$2,075,000.00

From our C4 funders

## \$695,000.00

From our PAC funders



## DEPEND ON

## YOUR VOTE





# STAY CONNECTED FOR ANOTHER YEAR OF GROWTH, COMMUNITY, AND JUSTICE!

**A3NHPI.ORG**



**AANHPIRISINGTIDE.ORG**



**@AZAANHPIADVOCATES**



**AZAANHPIADVOCATES**



**INFO@A3NHPI.ORG**

