

STOP  
AAPI  
HATE

2024 IMPACT REPORT



FIGHTING FOR A  
**JUST FUTURE**

# CONTENTS

---

About Stop AAPI Hate	5
A Word from Our Founders	6
Stop AAPI Hate Timeline	9
2024 Highlights by Strategic Area	13
The Future	25
Thank You	29
Financial Data	33



Above: 2024 Stop AAPI Hate staff (photo by Bob Hsiang).

# ABOUT STOP AAPI HATE

Stop AAPI Hate is a U.S.-based coalition dedicated to tackling racism and discrimination against Asian Americans and Pacific Islanders (AAs & PIs). We strive to advance the multiracial movement for equity and justice by building power for our communities, working in solidarity with other communities of color, and advocating for comprehensive solutions that tackle the root causes of race-based hate.

As the nation's largest reporting center tracking anti-AA/PI hate acts, our coalition publishes data insights and research findings to paint a vivid and nuanced picture of racism and other forms of bigotry as it is experienced by our communities. Leveraging our [core strategies](#)—Data & Research, Policy & Advocacy, Community Care, and Strategic Communications & Narrative Change—we drive progress across four distinct issue areas to create a safer, more equitable future for all.

## OUR FOUNDING PARTNERS



[Chinese for Affirmative Action](#) (CAA) was founded in 1969 to protect the civil and political rights of Chinese Americans and to advance multiracial democracy in the United States. CAA advocates for systemic change that protects immigrant rights, promotes language diversity, and remedies racial and social injustice.



[AAPI Equity Alliance](#) (formerly, A3PCON) is a coalition of community-based organizations dedicated to improving the lives of Asian Americans and Pacific Islanders through civic engagement, capacity building, and policy advocacy.



[The San Francisco State University Asian American Studies Department](#) (SFSU AAS) launched in 1968 to provide interdisciplinary approaches in teaching, community service, and research to address the forces that shape the lives of Asian Americans.

# A WORD FROM OUR FOUNDERS

This year marks Stop AAPI Hate's five-year anniversary, and we are deeply proud of what we've achieved together with your support. Since our founding, we have remained the nation's largest reporting center for tracking anti-AAPI hate and a trusted resource for community members and policymakers. We shine a light on the experiences of discrimination against Asian Americans and Pacific Islanders in ways no other organization has before.

Thanks to your generosity, in 2024 we expanded our national work as we:

- **Fought unlawful land ownership bans** that target Asian immigrants and leveraged our "Stop The Blame" campaign to prevent the restoration of the dangerous China Initiative.
- **Assessed the state of hate** through our annual national survey, providing critical data to advocate for resources that protect our communities.
- **Highlighted the rise in hate** against South Asians through a groundbreaking report.
- **Demanded police accountability** for the killings of AA/PI people.
- **Shared stories of pride and resilience** through "Spread AAPI Love," our national storytelling campaign for AA/PI Heritage Month.

As we reflect on our achievements, we have also prepared for the challenges ahead. With Trump back in the White House wasting no time in attacking immigrants and LGBTQ communities and dismantling diversity, equity, and inclusion policies, we're mobilizing against the onslaught of hateful rhetoric and policies that threaten our safety and undermine our humanity. **We remember, all too vividly, the hate and violence he ignited throughout his first term.** Our coalition was forged in 2020 as a direct response to the hatred and violence fueled by President Trump—his racist rhetoric, his policies that tore families apart, and his blatant attempts to erase our histories from classrooms.

Today, our work is still CRUCIAL and our coalition is stronger and more prepared to fight for justice and a multiracial democracy. Our data shows that 49% of Asian Americans and Pacific Islanders were victims of a hate act in 2023.

Looking forward, we are committed to creating meaningful change by addressing urgent needs while planning for long-term solutions. We've learned that building strong partnerships is essential for lasting progress.

**To our supporters: thank you for standing with us over the past five years.** We will not back down. We will not be silenced. We will fight—and we will persevere together.



**CYNTHIA CHOI**  
Co-Founder, Stop AAPI Hate  
Co-Executive Director,  
Chinese for Affirmative Action



**MANJUSHA KULKARNI**  
Co-Founder, Stop AAPI Hate  
Executive Director,  
AAPI Equity Alliance



Clockwise from top: Manjusha Kulkarni presents at a UN Human Rights event; Cynthia Choi speaks at the Stop AAPI Hate Roundtable Dialogue in 2022 (photo by Bob Hsiang).

---

# STOP AAPI HATE **TIMELINE**

## STATE OF ANTI-AA/PI HATE

**Almost half (49%) of AA/PI adults experienced an act of hate in 2023 due to their race, ethnicity, or nationality**—a reminder that hate remains pervasive across AA/PI communities. Most hate acts involved some form of harassment (85%)—while 51% involved institutional discrimination and 26% of hate acts involved physical contact or harm.

## TIMELINE OF ACHIEVEMENTS

# 2020

- Established the Stop AAPI Hate reporting center in response to rising COVID-related acts of anti-AA/PI hate
- Released [initial data and research](#) calling attention to anti-Chinese rhetoric and the impacts of President Trump's use of "China virus" and "kung flu"
- Advised the Biden presidential transition team on anti-AA/PI hate

**Established reporting center**

# 2021

- Published national research on the ongoing rise of anti-Asian hate—days and weeks before mass shootings in [Atlanta](#) and [Indianapolis](#) claim 16 lives
- Spoke to hundreds of journalists, resulting in tens of thousands of [news stories](#), bringing unprecedented national awareness to the issue of anti-Asian hate
- Testified before Congress at the House Judiciary Subcommittee on the Constitution, Civil Rights, and Civil Liberties
- Lead successful campaign to pass California's \$166.5 million API Equity Budget

**Brought national awareness to anti-AA/PI hate**

# 2022

- Documented [11,400](#) reports of anti-AA/PI hate through our reporting center
- Launched "[No Place for Hate California](#)" legislative campaign and worked with lawmakers to [advance](#) two bills to combat harassment in [public spaces](#)
- Published innovative research on [anti-Asian scapegoating](#) throughout the 2022 midterm elections

**Advanced two bills to combat harassment**

# 2023

- Supported local communities amid mass shootings and natural disasters in [Monterey Park, CA](#); [Half Moon Bay, CA](#); [Allen, TX](#); and [Maui, HI](#)
- Launched "[Stop The Blame](#)" campaign to hold politicians accountable for racist language and policies that scapegoat AA/PIs
- Amid ongoing attacks on civil rights, [published research and analysis of AA/PI civil rights](#) and what protections our communities need the most
- Supported local partners in defeating an anti-immigrant land bill in Texas in a campaign that mobilized thousands of people
- Continued "No Place for Hate" campaign to pass a second transit safety bill
- Secured an additional [\\$40 million](#) in California state funding for AA/PI communities
- Released our [new tracking methodology](#) and [data visualization tool](#) to make our data more accessible

**Released new data visualization tool for increased accessibility**

# 2024

- Published [data showing consistently high levels of anti-AA/PI hate](#) and an [uptick](#) in anti-South Asian hate
- Launched national storytelling campaign "[Spread AAPI Love](#)," mobilizing hundreds to share their stories of AA/PI resilience and cultural pride
- Published [analysis on Project 2025](#) and its impact on AA/PI communities
- Mobilized thousands of Asian Americans and Pacific Islanders after the 2024 elections to fight Trumpism

**Mobilized thousands of AA/PIs to fight Trumpism**

**FIVE YEARS OF**

**STOP AAPI HATE**

## STATE OF ANTI-AA/PI HATE

Anti-Asian threats observed in violent, extremist online spaces reached a high in August 2024, with **75% of the threats directed at South Asian communities**—coinciding with the ascendance of South Asian political figures, including Kamala Harris and Usha Vance.

# 2024 HIGHLIGHTS

BY STRATEGIC AREA

## DATA & RESEARCH

Stop AAPI Hate provides a safe, anonymous platform in 17 languages for community members to report anti-AA/PI hate acts. Our reporting center is widely recognized as the primary resource for reliable data on anti-AA/PI community hate act reports. We provide real-time data and trend analysis to researchers, community partners, government agencies, journalists, and the public. To date, we have documented over 12,700 reports of hate since 2020.

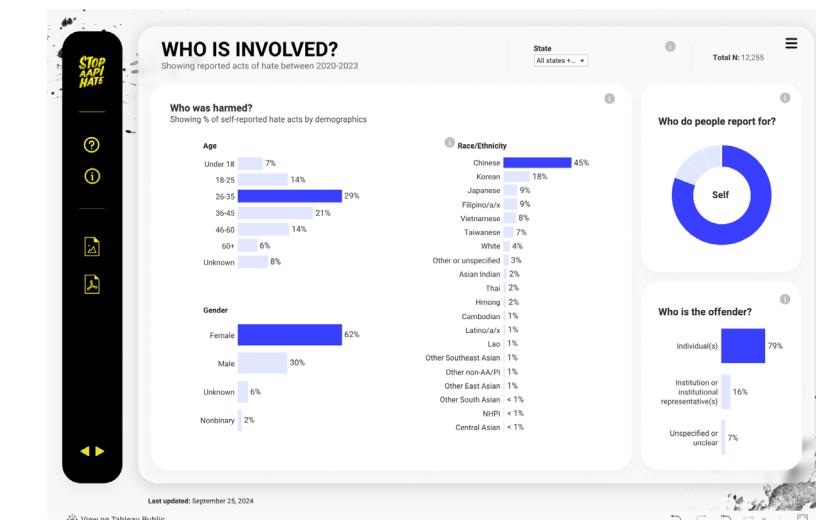


### State of Hate Report

["From Pain to Power"](#) combines key insights from our first annual nationally representative survey with data from our reporting center to examine how hate is experienced, its impact, and key motivators for political action and civic engagement. It is the most comprehensive survey on anti-AA/PI hate ever conducted. More than 200 people attended a briefing to learn about the report.

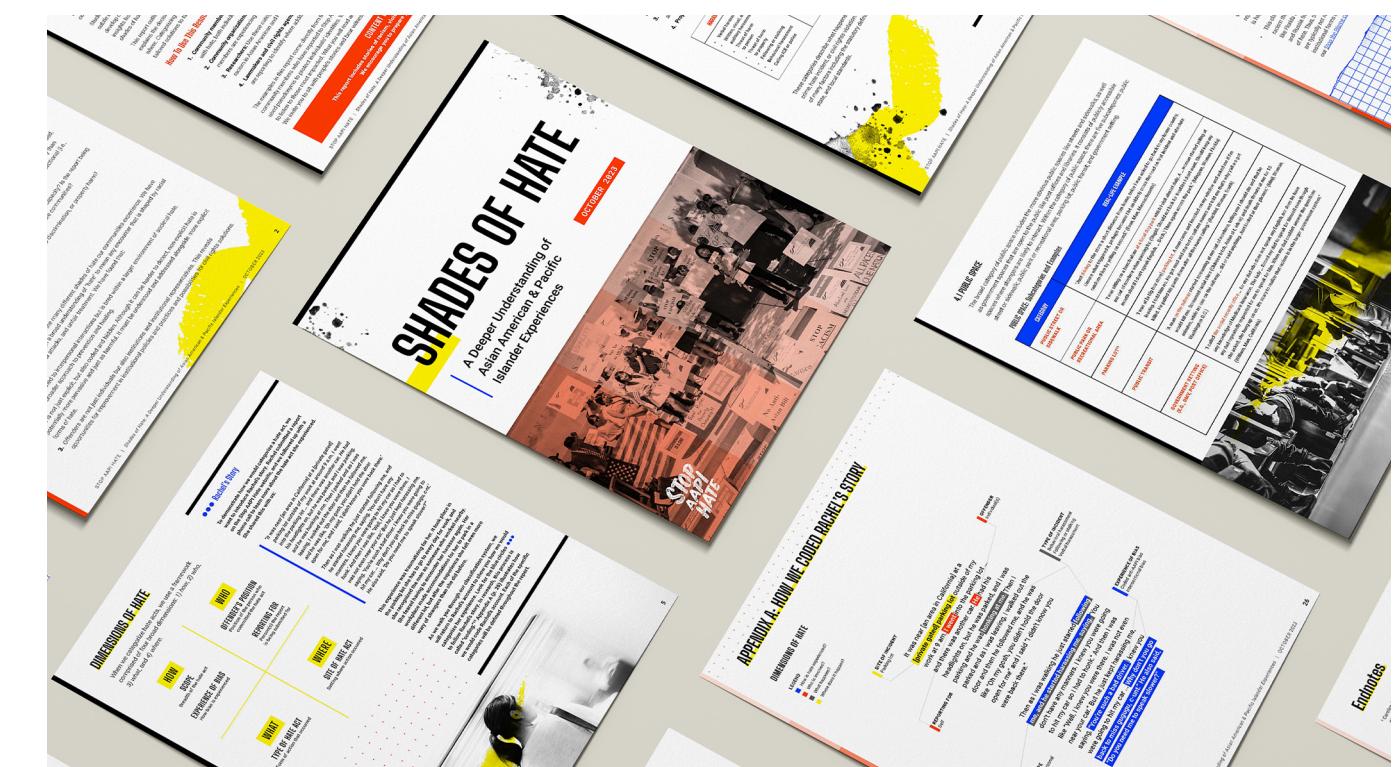
### South Asian Report

In collaboration with members of the Samosa Caucus, we launched the groundbreaking report ["Empowered/Imperiled,"](#) our first research to focus on a single AA/PI subgroup. It took a closer look at the dual rise of South Asian political representation and anti-South Asian online hate ahead of the 2024 U.S. elections.



### A TRUSTED RESOURCE

We remain a trusted source of data and research about hate and discrimination against AA/PIs. Our data continues to be cited at congressional hearings and in the media. In a recent report, AAPI Data commended our "Shades of Hate" report for its importance and conceptual clarity in establishing a common taxonomy for understanding hate experiences.



### Data Visualization Tool

Over 50,000 researchers, journalists, academics, and others have engaged with our interactive [data tool](#) to explore the community-generated data from our reporting center. It includes the ability to compare by age, gender, and reporting language and to filter by geographic location.

## POLICY & ADVOCACY

Stop AAPI Hate advocates for national, state, and local policy solutions that enhance community safety, improve the reporting of hate acts, and increase access to healing resources for victims, survivors, and communities. We continue to hold elected officials accountable and lead campaigns to strengthen civil rights protections, improve government practices, and increase resources for data-driven, non-carceral solutions.

### Stop The Blame

Through this [national campaign](#) against scapegoating, we fought unlawful land bans that target Asian immigrants in Georgia, Florida, and Texas—and opposed the restoration of the dangerous China Initiative, which fueled racial profiling of Chinese Americans.



### Justice for Victims of Police Violence

Stop AAPI Hate joined a community rally for Victoria Lee, a Korean American woman who was experiencing a mental health crisis when she was fatally shot by police in New Jersey, to honor her life and to call on political leaders to invest in alternative solutions outside of policing to keep people safe. We launched a petition with AAPI New Jersey calling for a full investigation into Victoria's death.

We also brought attention to others who died at the hands of police like Nyah Mway, Yong Yang, and Win Rozario. Together with local organizations, we fought for increased investment in mental health resources, new protocols to reduce police involvement in mental health crises, and legislative reforms.

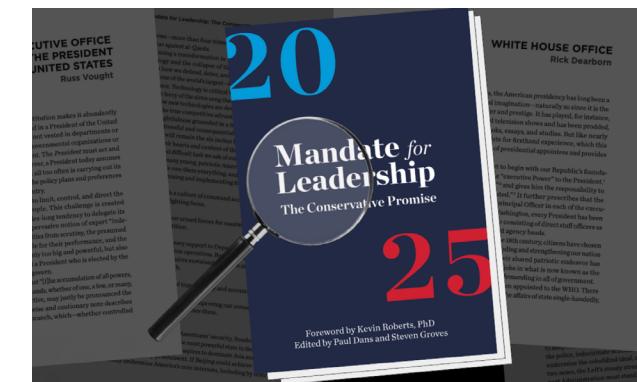


Top: Photo by Shuangyan L

Bottom: Kenny Nguyen at a rally for Victoria Lee.

### Offenders and Defenders

Our [monthly newsletter](#) rounds up the worst acts of anti-Asian scapegoating in U.S. politics—and the political leaders who call it out when it matters most. In the final weeks before Election Day, we saw a slew of disinformation and anti-immigrant rhetoric.



### Government Partnerships

We advised government agencies and policymakers and met with elected officials to provide insights on the impact of potential legislation on AA/PI communities. In 2024, we worked with the California State Transportation Agency, LA Metro, BART, and SF Municipal Transportation Agency to address harassment on public transit. We counseled the California Civil Rights Department on their "Welcome In" pilot program, which incentivizes businesses to create safe and welcoming environments. We also advised Congressman Al Green (D-TX); Texas State Representative Gene Wu; and members of the Congressional Asian Pacific American Caucus, chaired by Congresswoman Judy Chu (D-CA).

## OFFENDERS AND DEFENDERS

### THIS MONTH IN ANTI-ASIAN SCAPEGOATING

"It tore apart families; led to the detention of people at airports for hours ... and violated the very fabric of who we are as a country. We must ensure that this senseless policy is never repeated."

U.S. Senator Chris Coons on the impact of the 2017 Muslim Ban



### Project 2025 Analysis

We read all 900+ pages of Project 2025 and released a [comprehensive analysis](#) that warns of the impact of Project 2025 on AA/PI communities. A summary of our findings is available in four languages.



Above: Photo by Greg Manalo.

## COMMUNITY CARE

Stop AAPI Hate believes that healing and community care are powerful—and necessary—responses to hate. We support those who have been directly impacted by anti-AAPI hate through crisis response. Across the country, we connect victims and survivors to culturally sensitive support services from local providers and resources from government agencies.

### Radical Healing Pilot Program

In partnership with AAPI Equity Alliance, we launched a pilot program to foster healing and civic engagement among individuals in Southern California who have reported hate acts to Stop AAPI Hate. We plan to expand this program to other states.



**First and foremost, the personal impact of Stop AAPI Hate cannot be overstated. It has profoundly affected me on a deep, personal level, providing me with invaluable tools and insights that have empowered me to navigate life's challenges with greater resilience and clarity. I have experienced a noticeable improvement in my overall sense of happiness and fulfillment, as well as a reduction in feelings of stress and anxiety.**

— A PARTICIPANT IN THE RADICAL HEALING PILOT PROGRAM

### A Steady Resource for Community Members

We supported 35 individuals who reached out to us for help with discrimination, harassment, vandalism, and other forms of hate by validating their experiences and making referrals to organizations and agencies that provide direct services.

### Understanding Hate Through One-On-Ones

Since 2022, we have interviewed over 200 people—including more than 76 in 2024—who used our reporting center. Through these conversations, we gained insight into how hate acts affected them and what support would have been helpful at the time and now. These interviews shape our work.



**Clockwise from top:** Eunice Kim (right) speaking with attendees at a vigil for the Half Moon Bay shootings; the facilitators, organizers, and trainers behind Healing Our People Through Engagement (HOPE) Radical Healing Pilot Program; Stop AAPI Hate Co-Founder Cynthia Choi (center) at a vigil for the surviving farmworkers of the 2023 Half Moon Bay shootings.

## POST-ELECTION RAPID RESPONSE

Our coalition has been preparing to protect our communities from the threats posed by Trump and his administration of loyalists, including their plans to carry out inhumane mass deportations that will fuel family separation and racial profiling against AA/PIs. In response to Trump's reelection, we mobilized to push against harmful policies and educate people on the attempts to strip us of our rights and freedoms.



## Multilingual Resources

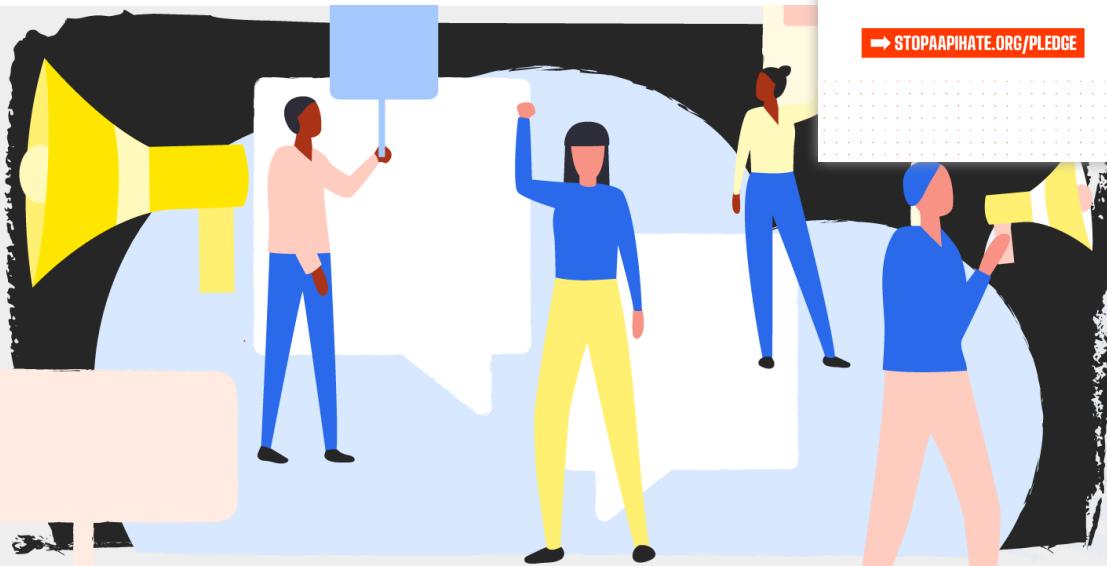
We compiled [multilingual information](#) to educate community members about their rights and connect them to resources. This includes **Know Your Rights** information for immigrants, protesters, and anyone interacting with law enforcement; fact-checking sites in Asian languages; guidelines for confronting mis/disinformation; and mental health assistance.



**Right:** Example resource in simplified Chinese from the Immigrant Defense Project, informing immigrants about what to do in the event of an ICE interaction.

## Opposing the “Nonprofit Killer” Bill

We joined other organizations to fight against H.R. 9495, which would allow the Trump administration to unilaterally designate a nonprofit as a “terrorist-supporting organization” and shut it down without due process.



## Town Hall

After the election, we held a virtual town hall, “Uniting Against Hate and Defending our Communities,” bringing together more than 350 movement leaders, elected officials, and everyday people to discuss the threats of Trumpism and how we can mobilize against it. Panelists included Senator Andy Kim and leaders from AA/PI, Black, and Indigenous community organizations.



## FIGHT BACK AGAINST HATE AND TRUMP'S EXTREME AGENDA

Take the pledge to protect our rights and freedoms and stand against Trump's dangerous and divisive vision for America.

[STOPAAPIHATE.ORG/PLEDGE](http://STOPAAPIHATE.ORG/PLEDGE)

STOP  
AAPI  
HATE



## STRATEGIC COMMUNICATIONS & NARRATIVE CHANGE

Social change requires narrative change, or a cultural shift in how everyday people and decision-makers see and perceive the world. As one of the leading AA/PI organizations nationwide, Stop AAPI Hate's communications efforts are one of our most effective and far-reaching strategies. With over 400,000 subscribers across our digital channels, Stop AAPI Hate has the ability to amplify AA/PI voices and the issues that impact our communities.

### Spread AAPI Love

This [multimedia campaign](#) launched during AA/PI Heritage Month in May to raise the voices of Asian Americans and Pacific Islanders through everyday stories of resilience, celebration, solidarity, and resistance. Informed by [our research](#), which shows that AA/PIs are more motivated by positive aspirations, actions, and feelings than they are by experiences with hate, we created this campaign to drive narrative change and foster community healing.



100+  
community-generated [stories](#)

2.7 million  
views  
of our digital content  
on multiple platforms,  
which included family  
stories from social  
media influencers

500+  
employees  
engaged across different  
companies through  
interactive presentations

### Holding the Media Accountable

On July 13, 2024 the New York Post published a false story that wrongly reported that a "Chinese man" was responsible for the assassination attempt on Donald Trump. Together with community partners, we immediately demanded a formal retraction and apology, recognizing the real-life consequences this misinformation poses to our safety. Three days later, the paper issued a correction and apology.

### MEDIA ENGAGEMENT

213K

Stop AAPI Hate  
website visits

5M+

social media  
impressions

1.7M+

video views across  
TikTok and Instagram

255K+

social media  
engagements

560+

mentions in  
the news



Above: On set during the filming of the "Spread AAPI Love" campaign video (photo by Sunny Park).

Above: Stop AAPI Hate's "The State of Anti-AA/PI Hate" report featured on the front page of USA Today.

---

# THE FUTURE

## STATE OF ANTI-AA/PI HATE

Hate has a tremendous impact on our well-being, with **43% of people who experienced hate reporting negative effects to their physical and/or mental health**. 72% of those who experienced hate reported feeling stressed frequently compared to 54% who did not experience hate.

## THE FUTURE

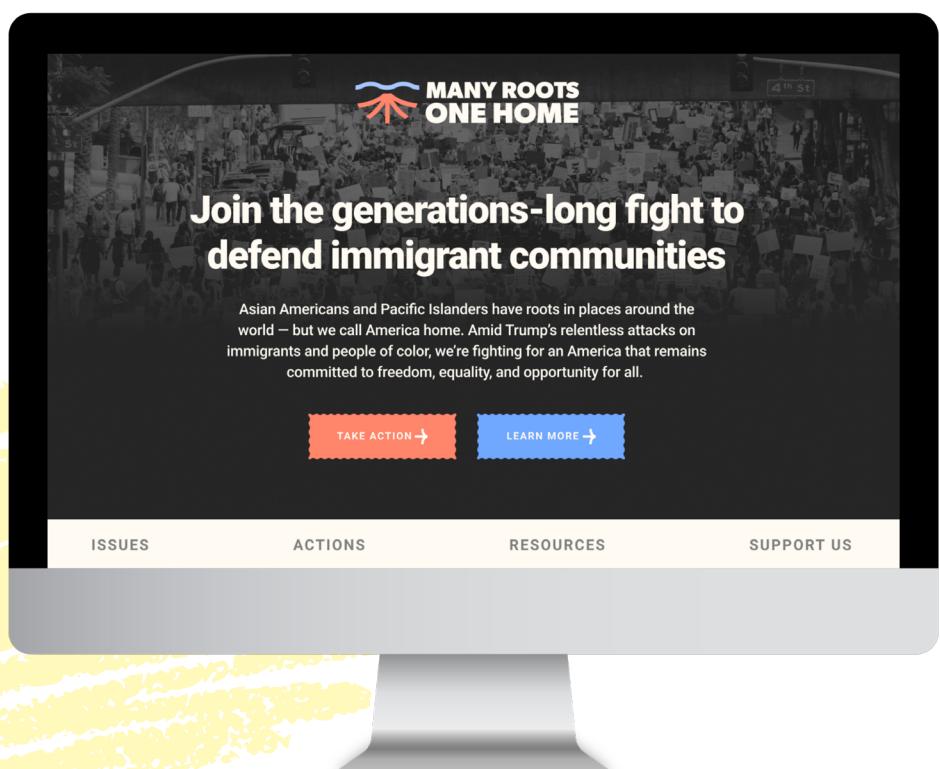
Our work marches onward. Although we face a dark and dangerous time, we have been here before. Generations before us organized, resisted, and supported one another. We draw on that deep history to strategize ways to protect our communities. We will marshal our resources and collective power to fight for our rights and defend democracy.

In the year ahead, we will continue our advocacy work, collaborating with allied organizations across the country to push back against the extreme anti-immigrant policies that separate families, scapegoat immigrants, and sow fear and instability in our communities. We will continue to monitor the state of hate through our next annual survey and develop a report that's focused on Pacific Islanders.

Our teams will also focus on education. While we've made strides in changing the narrative around anti-AA/PI hate, emerging threats demand new strategies to defend civil rights and ultimately defeat attempts to marginalize AA/PI communities. This includes working with the REACH coalition in New York to ensure that AA/PI history is taught in schools.

Our latest initiative, "[Many Roots, One Home](#)," responds to these urgent challenges by focusing on immigrant rights and narrative change to counter systemic hate and exclusion. The goals of this initiative include shifting public opinion to support inclusive and humane immigration policies, and developing training and resources to equip AA/PI communities for collective action and advocacy.

Together we will create a path forward towards a just world. We are deeply grateful to our current and past supporters, and countless individual donors, who have empowered us to establish and grow over the past five years.



---

# THANK YOU

## STATE OF ANTI-AA/PI HATE

The vast majority (85%) of AA/PI adults expressed concern about the U.S. racial climate and **felt motivated (70%) to get involved** in efforts to advance racial justice for AA/PI communities.

## OUR SUPPORTERS

Every year, our hearts are filled with gratitude as we collaborate with incredible corporate sponsors, connect with inspiring ERG leaders, and share meaningful in-person moments with our dedicated supporters. We are truly honored for the opportunity to be in community with so many of you, and we cherish the relationships that make our mission possible.

We sincerely appreciate the generosity of the following public and private institutions and partnerships for their generous contributions ranging from \$10,000 to \$1M in 2024.

Anonymous	Microsoft & Employees @ Microsoft
Alaska Airlines	
Amgen Foundation	The Pokémon Company International
CREDO Mobile	PPG Foundation
Danone	Robert Wood Johnson Foundation
Delta Dental Community Care Foundation	S&P Global
Eventide Fenway	Salesforce & Employees @ Salesforce
GAP	
Hot Topic Foundation & Box Lunch	State of California: API Equity Budget
McDonald's	

Special thanks to our pro bono partners who donated their time and services in-kind.

### IN-KIND

5ive Spice	Fairmont San Francisco	Paul Hastings LLP
The Allapach Corp	Herringbone Treats	Philosophy Media Group
Automatic	José Andrés Group	Third Culture Bakery
Coqual	Little Moon Bakehouse	Ziff Davis

We would like to express our heartfelt gratitude to our dedicated \$1,000 and up annual fund supporters in 2024 whose commitment and generosity have fueled our success throughout the year. Thank you for standing with us in making a lasting impact.

### CHAMPION CIRCLE (\$5,000+)

Anonymous	Estate of Maple Hsu
Clifford Chiu	David & Johanna Louie
Justina Chen & Danny Johnson	Frankie Siy

### ALLY CIRCLE (\$1,000+)

Anonymous	Eugene Kim	Jack Quaid
Anna Mae Abia	Jane Koh	Crystal Reed
Megan Amram	Jessica Kwok	Myung Shin
Sora Chung & Matthew Johnson	Stephen & Joanne Lee	Joanne Sohn
Julian Fang	Christy Lee	Solomon Celeste Fund
Jeffrey & April Hascall	Man Kit Lei	Craig Suen
Anne & Michael Hochberg	Amy Li	Elizabeth Takeuchi
David Hong	Winston Liu	Lawrence W. C. Tom & Mary Shaffer-Tom
Tiffany Hu	Randall Lowe	Kim Tucker
Jade Huang	Gina Lynne	Elaine Weis
Nicholas Jennings	Ashley Min	Annalise Weyer
Peiling & Evan Junek	Marcia Nakamura	Daniel Wu
Charlene & Dirk Kabcenell	Mitchell Nakamura	Connie Yang & Suzanne Turell
Joe Kadish	Diana Nam	
Jinsoo Kim	Tien Nguyen	
	Jay Peir	

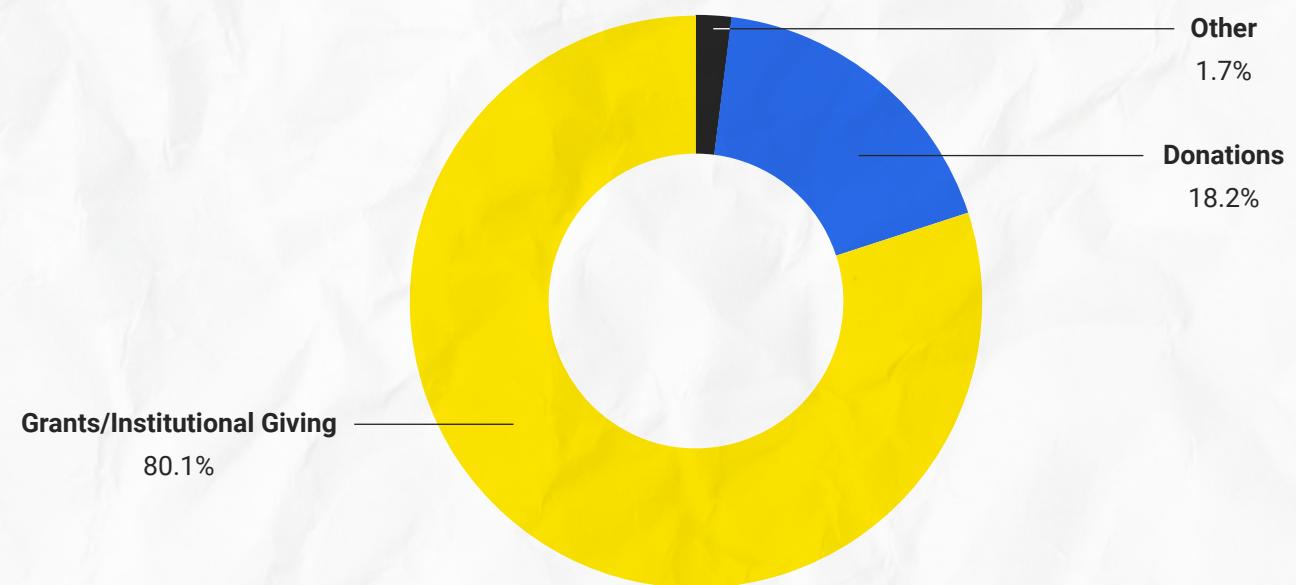
## STOP AAPI HATE TEAM

Our work is driven by the dedication and commitment of our incredible staff, who tirelessly serve the community and uphold the cause of civil rights. This list recognizes the staff of Stop AAPI Hate and coalition team members based at Chinese for Affirmative Action and AAPI Equity Alliance as well as Asian Americans for Civil Rights and Equality (AACRE) capacity staff whose contributions make our mission possible.

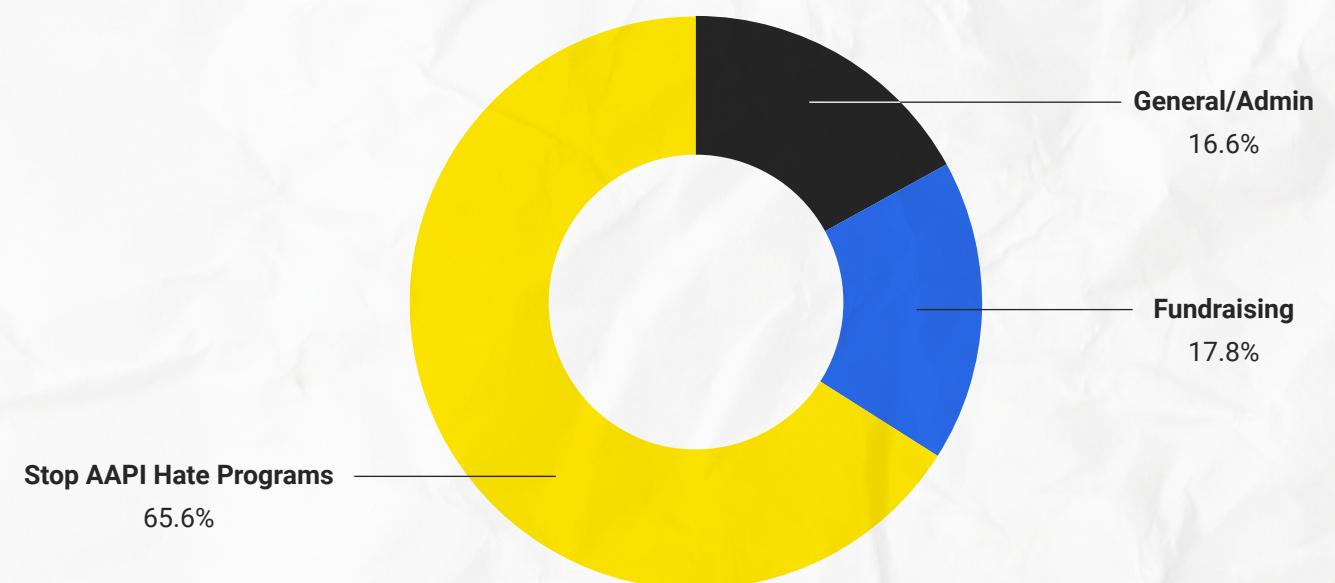
Becca Bastron	Manjusha Kulkarni	Yuuki Nishida
Stephanie Chan	Bi Yun Lau	Vincent Pan
Candice Cho	Terri Le	Shanti Prasad
Cynthia Choi	Trinh Le	Javan Santos
Ashley Drew	Annie Lee	Thadchai Sattayatam
John Fong	Rachall Lee	Meeyong Schwartz
Sheryl Fontanilla	Rose Lee	Santosh Seeram-Santana
Nick Gee	Shuangyan Li	Tori Shepard
Anisha Hingorani	Wendy Liang	Mey Sok
Yamuna Hopwood	Kelvin Lum	Norbert Tan
Brian Ilagan	Mia Nakano	Monique Thornton
Ashley Iwanaga	Hana Nguyen	Darin Tokunaga
Rosario Joaquin	Hoang Nguyen	Lee Wang
Jess Ju	Kenny Nguyen	Andy Wong
Jessica Kang	Ly Nguyen	Nalini Wong
Eunice Kim	Nhi Nguyen	
Katie Knoll	Teresa Nguyen	

## FINANCIAL DATA

## FY 2024 REVENUE SOURCE



## FY 2024 EXPENSES



# STOP AAPI HATE

17 Walter U. Lum Place  
San Francisco, CA 94108

[StopAAPIHate.org](http://StopAAPIHate.org) | @StopAAPIHate



## Impact Report Contributors

Melissa Hung, Lead Writer | Kim Scully/Twin Variety, Designer