



ANNUAL IMPACT REPORT 2018-2019





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Letter from SEAD's Executive Director

I'm excited to share with you our first official impact report, after growing for a few years from a few scattered seeds. 2018 was a year that became one of the most profound and community-centered work I've ever had the honor of leading SEAD through. It was organic, it was beautiful, and it was powerful. Cultural organizing became more defined for us and our community began to understand what that means. As the diaspora, we engaged deeply with our Southeast Asian communities to center each other and be on a healing journey with our Hmong, Cambodian, Lao, and Vietnamese; collectively. We became closer to what history, culture, language, and identity meant to us. Our programming expanded its reach to young and old, across cultures and generations throughout Minnesota and beyond.

At SEAD, it's not just about the numbers but the integrity and creativity of the work that gets us towards our self-determined futures. With our SEA Roots program, more than 100 people have now participated through language literacy cohorts to learn how to speak, read, and write better in Hmong, Khmer, Lao, and Vietnamese; which they in turn create projects that give back to the community. We've realized how important and accessible language must be to sustain our mother tongues and cultural identities. Through our SEA Change Lab pilot program working with young folks, we created space for arts advocacy and helped build emerging creative leadership to grow the next generation that will carry us into the reimagined world we want to see. For our international diaspora work,



we responded to the community by answering the call for collecting funds for the Attapeu dam collapse, which repositioned our role to be a platform and amplifier during a crisis. Through our storytelling work, Planting SEADS, we strengthened our storytelling model and witnessed its powerful tool for how we spark dialogue and grow intentional spaces for intergenerational understanding. We published our first ever Southeast Asian authored anthology of stories, art, and poetry. We gathered more than 300 people from across Minnesota, our book sold out at major bookstores, and its lessons have been used in community and classrooms.

There will be more transformative years ahead and we're committed to the critical work that is grassroots, constituent, and diaspora-led. We're grateful to our staff, board, supporters, funders, volunteers, and community who make our work possible. Looking forward to what's ahead.

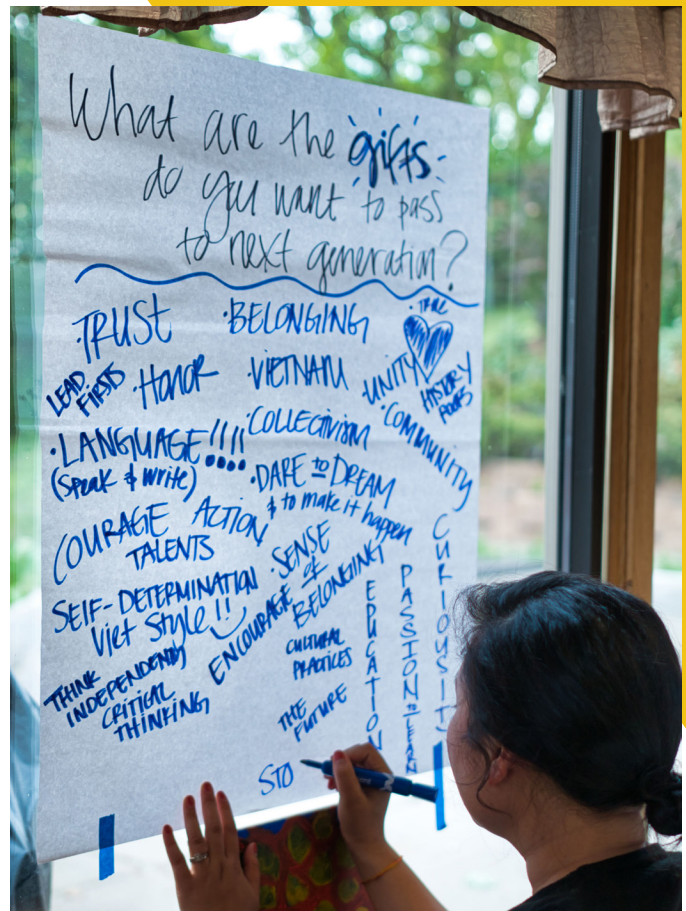
ຮັບພາງ love and gratitude,

A handwritten signature in black ink, appearing to read 'Chanida'.

*Chanida Phaengdara Potter,
Executive Director*

Our Vision

Growing social empowerment ecosystems through cultural organizing, critical language, and just storytelling for, by, and with Southeast Asian diaspora.



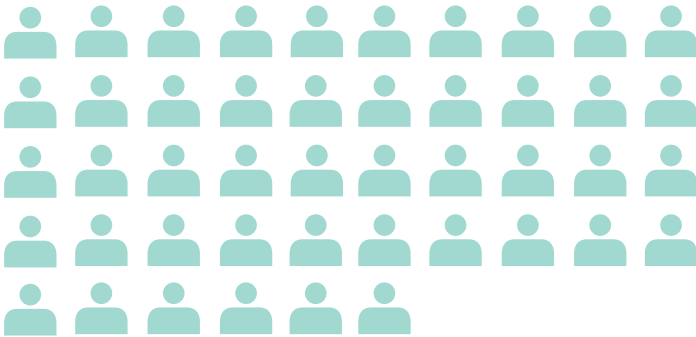
Our Mission

The Southeast Asian Diaspora Project (SEAD) is a community organization on a mission to be an accessible creative hub that provides streamlined workshops and tools to engage and share knowledge in Khmer, Hmong, Lao and Viet diaspora communities. Through safe and welcoming spaces, we hope to grow empowerment to plant the seeds of hope and possibility, locally and globally.

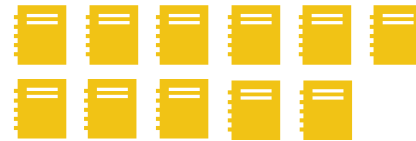
Year in Review

SEA ROOTS: Southeast Asian Heritaged & Languages

46 students enrolled



11 coursebook editions published



4 full scholarships offered



Southeast Asian Diaspora Storytelling (SEADS)



1 Planting SEADS book published

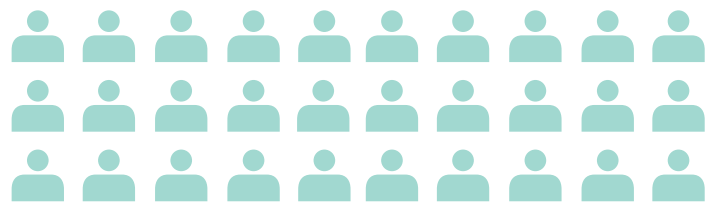
100+ out of 550 books sold

4 community conversations &
1 Southeast Asian convening

with over 100+ attendees total

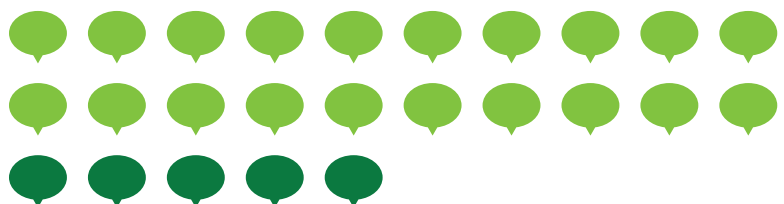


300+ attendees at book launch event



 = 10 attendees

20 stories published,
25 stories collected overall



SEA CHANGE LAB: Diaspora Leadership Development



1 pilot cohort

4 participants, 7 sessions

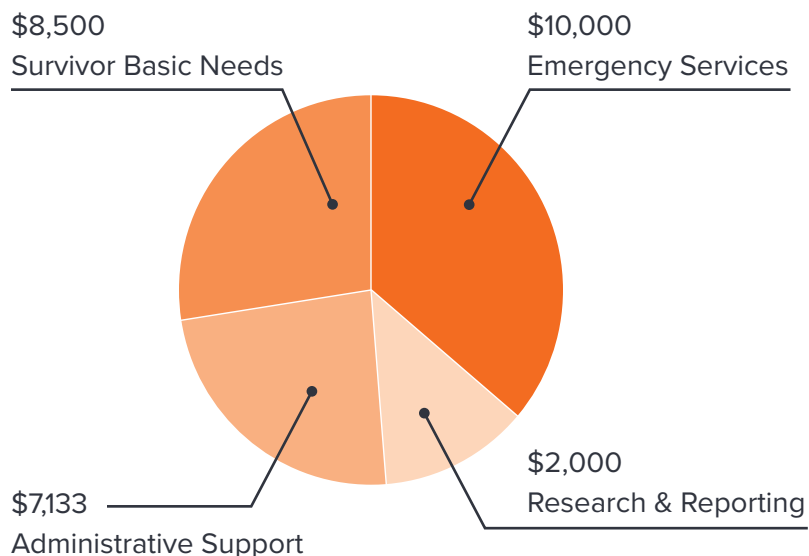
- 75%** had an improved understanding of leadership
- 100%** gained better understanding of centering SEA cultural assets
- 100%** felt they had opportunity to meet community leaders
- 100%** developed self-awareness individual strengths and areas of development

Overall experience:



INTERNATIONAL INITIATIVES: Aid for Attapeu¹

\$27,633 fundraised



International partners:

- Team We Run (Events For Good)
- Vientiane Rescue
- Local Researchers

1. See "Lessons from Attapeu Dam Collapse" Report (www.theseadproject.org/our-impact)

Projects, Programs, & Initiatives

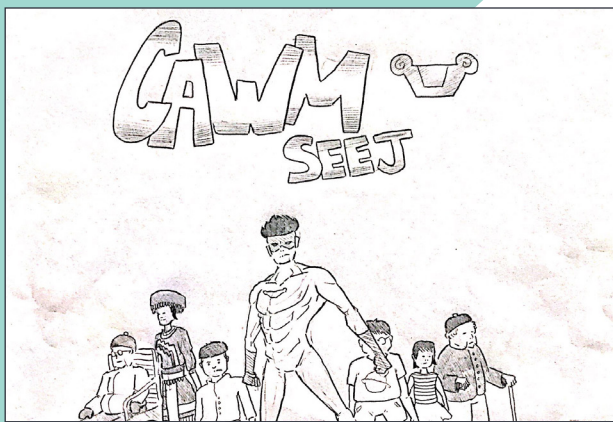
SEA ROOTS

SEAD offers intensive and engaging 8-week workshops with an introduction to Hmong, Khmer, Lao, and Viet language literacy; integrated with elements of cultural topics and storytelling.



“My favorite part of the work I do is learning from the individual students about why they want to learn Hmong. These stories enrich my teaching and drive my passion to continue teaching. SEAD’s Hmong course allows me to work with students who choose to learn the language instead of many who are required to learn for credit... SEAD students bring stories and passions for the language in a way that allows me to see the importance of the work I do. Instead of helping them see why it’s important, they are helping me see why it is important to keep teaching and to keep learning.”

—BEE VANG MOUA,
HMONG LANGUAGE INSTRUCTOR



“The program helped me appreciate my culture, history, and language more! It has motivated me to learn more and to keep an open mind...”

—HMONG CLASS ALUMNI

“The program was exciting because it’s the first of its kind that I know of. I would like to see it continue.”

—KHMER CLASS ALUMNI

“The instructors were open, and are knowledgeable about the content. I also got to meet other community members with an interest in learning Lao just like me.”

—LAO CLASS ALUMNI

“Along with learning the language, I gained some valuable history and context, which has deepened my understanding of some things in my relationship with my family.”

—VIET CLASS ALUMNI

SEADS COLLECTIVE

The Southeast Asian Diaspora Storytelling (SEADS) initiative aims to reclaim, honor and amplify the lived experiences of veterans, mothers, activists, scholars and other historically invisible narratives of Hmong, Khmer, Lao and Viet diaspora. Through critical conversations and ethnographic storytelling, SEADS holds space and published our first Southeast Asian-authored anthology of stories, poetry and artwork called *Planting SEADS: Southeast Asian Diaspora Stories*. SEADS was a community collaboration in partnership with The SEAD Project, ManForward, mk nguyen, Narate Keys and others.



“My work here at SEAD was transformative and healing. It framed the way in which I saw my own Vietnamese-American identity. It gave me a deeper analysis of my SEA identity that was tied to history, ancestry, and the tapestry of the generation.”

—TIGANA VAN LE, INTERN 2019



“My work with the SEAD project has impacted me profoundly. I found kindred spirits. Most people who touched this project were 1.5, second and third generation SEA Mni Sotans. A lot of us have expressed growth through engaging in this project. Together, we saw the possibility of our own agency. I found people like me who were ready to bridge generational gaps between older generations and younger generations and facilitate healing, recovery, and regeneration of our peoplehood.”

—mk, STORYTELLER & CORE TEAM LEAD

SEA CHANGE

SEA Change Lab is an experimental pilot project of The SEAD Project, aimed at growing social empowerment and leadership development through arts and storytelling in Hmong, Khmer, Lao, and Viet young people; specifically ages 18-25.





“My biggest takeaway is that there are a myriad of ways to do what you love while helping the community.

—CHANGEMAKER ALUMNI

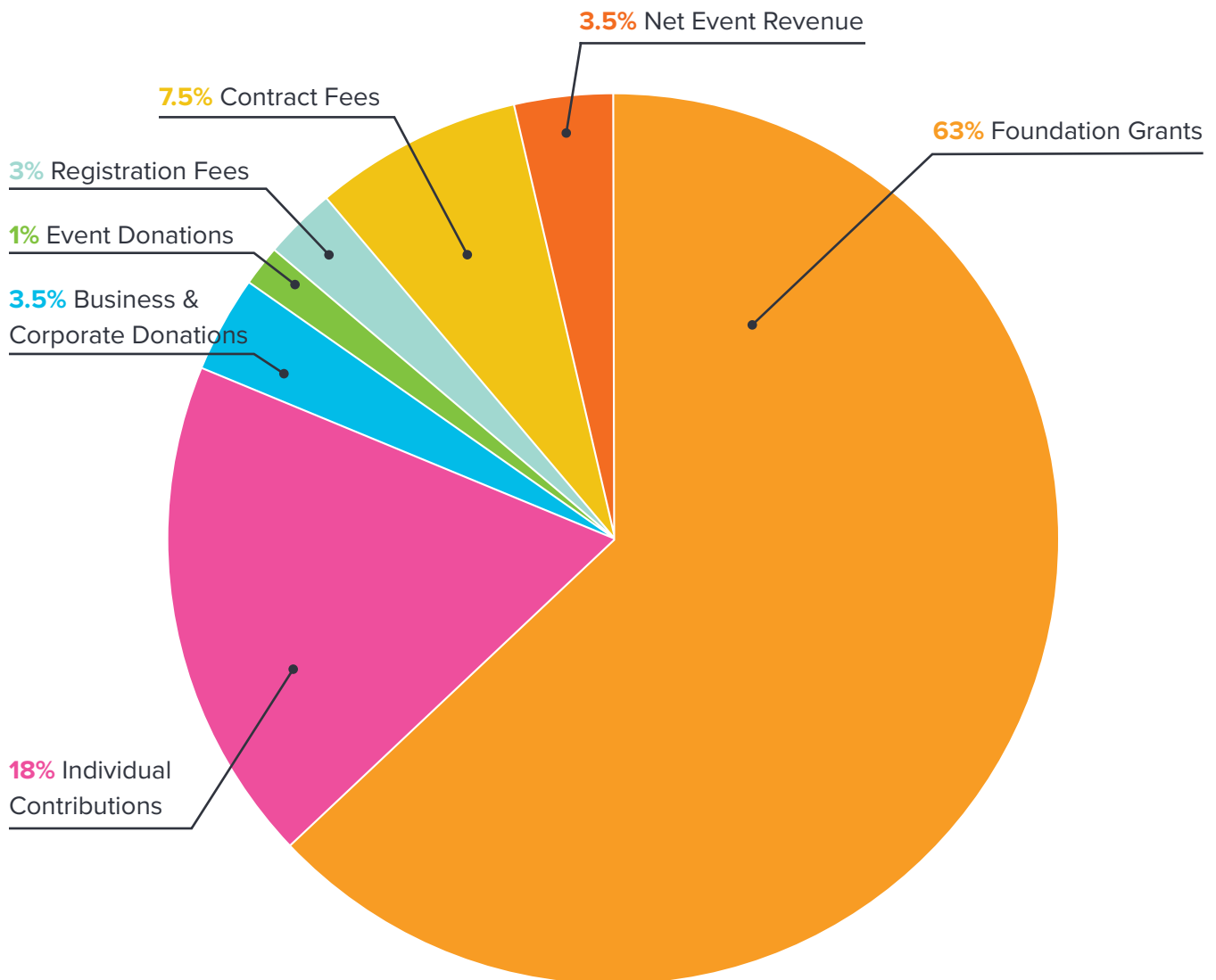
“It is very inspiring and encouraging to see elders and youth come together in the work of cultural reconnaissance and art making.”

—SOPHEA EK (PHOTOGRAPHER),
TEACHING ARTIST



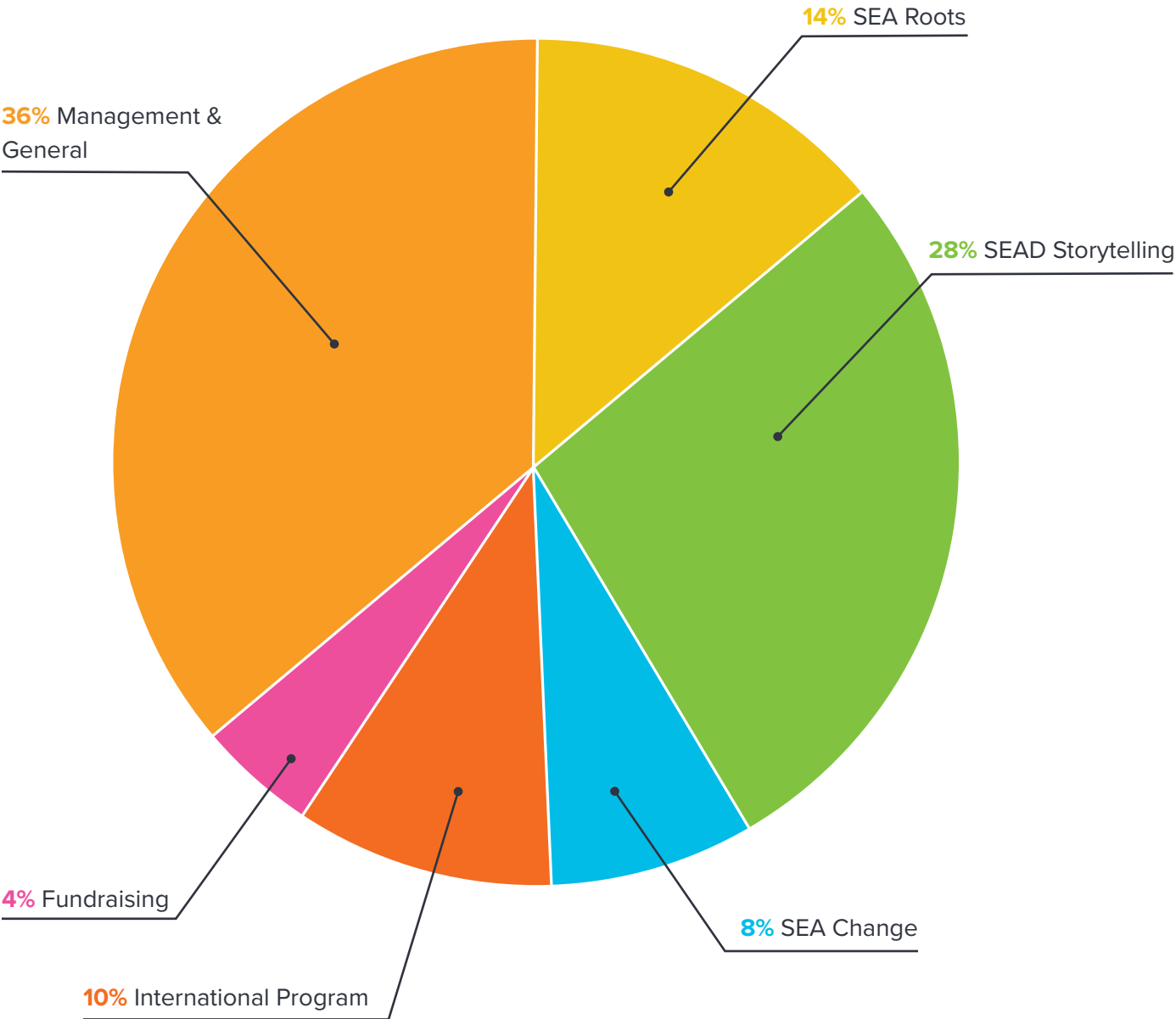
Financial Snapshot² for Fiscal Year May 2018–June 2019

REVENUE: \$229,419



2. See “SEAD FY18-19 Form 990...” Report (www.theseadproject.org/our-impact)

EXPENSES: \$183,669



Our Gratitude

Thank you to our staff, board, community, donors, supporters, and volunteers who made our work possible.

Board

Michelle Tran Maryns
Annie Aryavong
Manichan Joy Nguyen
Casey Skeide
Saroeun Earm
Chau Espenson
Marsha Yang
Chann Kong

Staff

Chanida Phaengdara Potter
Katherine Nguyen
Kia Lee
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Nguyen Tran
Ha Vo
Nathaniel Pheng
Jay Rattanaovong
Ze Thao
Tigana Le
Maikha Khang
Tiffany Nguyen
Hongfa Norasingh
Kaysone Syonesa


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