Dear Community,

We can’t return to normal. By now, we know 2020 has proven to be one of the most vulnerable and critical years we’ve experienced as a collective community. The dual pandemic of both racial uprisings and the coronavirus reminded us of the transformative power of community in times of crisis. The beauty in seeing mutual aid in action showed us what mattered the most, as well as systemic inequities that surfaced itself even more. Through hundreds of hand delivered cloth masks, sanitizers, care packages, healing circles, and check-in calls— we knew what our role demanded of us. We made the decision to deepen our impact by pivoting to address community needs that center healing and towards a police-free future through our cultural organizing, in-language designs, and narrative storytelling. We’ve seen that investing in BIPOC-led organizations like ours is critical to the impact we need, as we carve new possibilities for communities to thrive.

Our key moments included showcasing our first 1.5 art show exhibit, growing all four language classes, and working with government and nonprofit agencies to create in-language tools and resources for our Southeast Asian communities. My greatest gratitude to our radical and innovative team which includes: Katherine Nguyen, Kia Lee, Maddy Siriouthay, Kat Eng, Angela So, and Alicia Thao; as well as our supportive board, contractors, community volunteers, and other supporters.

As nonprofits around the world are struggling, we believe creatives are necessary in our reimagination for a better, safer, and sustainable world. We’re ready for the year ahead and we look forward to having you join us in this moment.

In hope & healing,

Chanida Phaengdara Potter,
Executive Director
Growing social empowerment ecosystems through cultural organizing, critical language, and just storytelling.
10,000+ people reached with our programs, events, and initiatives this year

Uprising Pandemic Tools
- SEA Solidarity Resource Hub
- SEA for Black Lives Posters
- Pro Bono Design Services for Black-led organizations and businesses

Health Pandemic Tools
- COVID-19 Resource Hub
- Pause & Grow Pandemic Care Package
- EmergenSEA Sewing Crew

20 young people enrolled in SEA Change Lab Program
10 young people received cash assistance from Replenishing SEADS fund

95 students enrolled in language workshops
Hmong, Khmer, Lao, and Vietnamese classes
14 Southeast Asian families received cash assistance who were impacted by COVID-19
- Under/undocumented emergency fund
- Youth scholarship fund

500+ in-language care packages with hygiene and creative essentials to families across Minnesota

Honored the 45th commemoration of diasporas from Cambodia, Laos, and Vietnam through our first major art show, 1.5: A Southeast Asian Diaspora Remix
CRITICAL COMMUNITY RESPONSE

In a pandemic, all hands are on deck. Refugees and immigrants are often the last to know and get help, so we answered the call to care for communities through in-language translation design and volunteer-driven direct support.

Financial assistance received by:
10 under/undocumented people & families
7 young people in Ramsey County

30+ in-language resources created for the pandemic and political education
3,000+ people reached through digital campaigns and community conversations

300+ reusable masks sewn by EmergenSEA Corps volunteers to BIPOC communities in need

“Due to the pandemic, my work hours have decreased tremendously. I recently started an online program for user experience design and couldn’t afford the required hardware needed for the program. The scholarship’s generous $500 has helped lighten my financial burden. Thanks to SEAD, I will be able to purchase the required laptop I need...Your generosity does not go unnoticed and has inspired me to give back to others in the same way that you have done for me.”  — ANONYMOUS

“As a student who lives with an unemployed single mother, and struggles with financial aid, this scholarship made a big difference with my needs. It helped me pay for school expenses which I’ve been struggling with since my first year of college. A big thanks to SEAD for recognizing and understanding my situation. THANK YOU.”  — MOO SHER
Cultural + Translation Tools

“SEA us Now” Census 2020 Campaign

EmergenSEA Corps Mutual Aid

“Keep Going 2020” Elections Campaign

COVID-19 Resource Decks

Pause & Grow Care Packages
Our fellows said that...

- the emotional climate of the sessions were positive, respectful, relaxed, and supportive.

- the content was relevant in providing an in-depth understanding of SEA history, challenges, advocacy, and leadership opportunities.

- they gained a better understanding of diverse, inclusive, and progressive approaches to leadership that is based in cultural assets and values.

- they gained advanced self-awareness of their individual strengths and areas for development, identifying their ideal personal and authentic leadership style.
The SEAD Project connected SEA young adults across the country and created a shared understanding about the issues that matter most to us through art and healing. It is a special experience that stays with you for a long, long time.

—EH SOE DWE

“SEA Change Lab supported the development of my artistic identity. I had never thought it’d be possible for me to really be an artist—not only did it feel financially impossible, but I genuinely felt like I lacked the skills, talent, and story to be an artist. SEAD and their wonderful staff instilled in me a sense of direction and hope, and my cohort members instilled in me a sense of community. I’m more confident now in pursuing my artistic endeavors.”

—J NGUYEN

“The SEA Changemakers Fellowship made me—and all the identities I carry within me—feel so cared for. It is through this fellowship that I have begun to re-examine my art practice, the community I come from, and how I want to bring about change through my art.”

—MICHAEL KHUTH
Staying at home meant paying more attention to our cultural roots and Southeast Asian communities yearning to learn or refresh their heritage language skills. We had our first full year of classes for Khmer, Hmong, Lao, and Vietnamese classes with a total of 95 students.

100% of students improved fluency and literacy in reading, writing, and speech.

80% of students recognizing and reading consonants, vowels, forming words and sentences, and conversational speech.
“I really enjoyed taking classes and always looked forward to going to them. Everyone was supportive and it was amazing to be a part of this experience and space. I feel like this was an experience I wouldn’t have been able to have in a college course or even other Vietnamese schools.”

—VIETNAMESE CLASS STUDENT, FALL 2020

“The program was fun and super insightful. Such a positive and healing experience for me—someone who is Hmong but lost the ability to speak it growing up. This program really helped me reclaim my identity, my voice, and my heritage.”

—HMONG CLASS STUDENT, FALL 2020
SEAD STORYTELLING

Our first ever window-facing and digital “1.5: A Southeast Asian Diaspora Remix” art show premiered at the Minnesota Museum of American Art, we held critical community conversations on surviving and thriving, and our storytelling campaign amplified the voices of 1.5 generation diasporas.

Tell us your experience!
I live in two worlds, I lack a sense of belonging, I have no home.

Tell us your experience!
I grew up much quicker than most, but it built independence, resilience and drive.

Tell us your experience!
Grateful for other Lao families. Our communities stick together and it made it all less weird.

Tell us more!
eagle oil/tiger balm, khmer wedding music for house cleaning Saturdays.

3,000+ people engaged across the world with exhibition, stories, and panel discussions

16 critical stories collected and amplified through digital storytelling and reinterpreted artwork

A staple! There’s nothing like helping elders in the garden and then reaping the fruits (or veggies) or your labor after.
“SEAD is such a fitting acronym! SEAD’s small but mighty team of change makers model the care and creativity needed to bring a just and flourishing world into being. One of the many things the team at the Minnesota Museum of American Art came to appreciate so much about SEAD while collaborating with them to present 1.5: A Southeast Asian Diaspora Remix is their holistic approach. Through visual storytelling, poetry, conversation, digital and print publications, community organizing, advocacy, resourcing (and more), they nurture the mind, body, and spirit. It was such a meaningful experience for staff at the M to work with the team at SEAD.”

—LAURA JOSEPH, CURATOR OF EXHIBITIONS, MINNESOTA MUSEUM OF AMERICAN ART

“I was honored to be part of the 1:5 Southeast Asian Diaspora Remix show. Even though there were many adjustments to the overall exhibition, this was the first time I have exhibited just with Southeast Asian Artists. How historical is that? Showing alongside so much talent gives me a sense of hope, and I am fortunate to have found such a supportive group.”

—SISAVANH PHOUTHAVONG, 1.5 ARTIST & ARTS PROFESSOR
FINANCIAL SNAPSHOT¹ FOR JANUARY 2020–DECEMBER 2020

Revenue: $582,659

- 70% Foundation Grants
- 13% Contract Fees
- 9% Business & Corporate Donations
- 4% Registration Fees
- 4% Individual Contributions
- 1% Event Donations

¹ See “SEAD FY19-20 Form 990...” Report (www.theseadproject.org/our-impact)
Expenses: $215,460

- **20%** SEA Change
- **16.5%** Community Response & Cultural Organizing
- **14%** Management & General
- **13%** SOON Social Enterprise
- **12%** Fundraising
- **11%** SEAD Storytelling
- **10%** SEA Roots
- **1.5%** Policy & Advocacy
- **1.4%** International
- **.3%** Little Laos Blog
### Don't Do Anything for Free!

Give yourself the chance to fail in order to succeed.

You are ever-changing; you belong in the space, take room.

Take some naps if you're stressed.

Just Do It!

Love yourself.

Challenge yourself.

Sometimes there is no closure with the trauma and questions that you have.

### Before Investing in Others, First Invest in Yourself

Before investing in others, first invest in yourself.

You are so precious and I love you.

Focus on the present because time is too precious to be taken for granted, we’re not sure if there will be tomorrow, so live with no regrets.

### After Everything and Anything, You Will Still Bloom.

As SEA resiliency runs in our blood, it's something we should take pride in, but we don't always need to be resilient. Spending 1 hour a week with everyone feels like we were all able to just “breathe.”

### REST

RNA is the future we've been waiting for.

### Keep All My Receipts.

Invest in your art/work/YOURSELF with time, money, and patience.

### Notice Us Breath

Say your dreams/goals out loud.

### Take Some Rest If Needed but Don't Be Afraid to Take Some Time to Reflect on What You've Learned and Achieved if You Don't Do It.
OUR GRATITUDE

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

Staff & Board
Chanida Phaengdara Potter
Katherine Nguyen
Kia Lee
Maddy Siriouthay
Kat Eng
Angela So
Alicia Thao
Janet Saechao
Joan Dao
Lys Bui
Nicole Thomas
Nam Anh Nguyen
Hongfa Norasingh
Chann Kong

Key Contributors
Souksavat Soukhaseu
Joy Nguyen
Conner Shimonek
Alicia Britton
Lily Nhoisaykham
Tippi Goodwin
Tasha Soundara
Houa Yang
APAIACS
CAPM
Joan Dao
Chann Kong
Michael Sasorith
Nancy Mai
Jennifer Nguyen Moore
Julie Chau

Volunteers
Joan Dao
Chann Kong
Michael Sasorith
Nancy Mai
Jennifer Nguyen Moore
Julie Chau
Maishia Yang

Funders & Supporters