

2024 Impact Brief



Mission Statement

NCAAT in Action is committed to supporting equity and justice for all by building political power among Asian Americans and allies in North Carolina through voter education, progressive advocacy, and leadership development.



2024 Asian American Advocacy Day

Our Success by the Numbers

Knocked

104,598

doors of AAPI voters in N.C.



Made

193,465

calls to AAPI voters in N.C.



20 Electoral wins across the state*

Sent



428,974

texts to AAPI voters in N.C.

Delivered



608,257

multilingual mailers to AAPI voters

Electoral Wins

This year, **we endorsed 28 candidates up and down the ballot, with 20* winning their races.** We're proud of how our community turned out to defeat extremist candidates at the state level.

- Candidates such as Josh Stein (Governor), Mo Green (Superintendent of Public Instruction), and Jeff Jackson (Attorney General) won critical state-level races.
- In the N.C. General Assembly, we were able to help break the veto-proof supermajority and protect our community's rights in the coming year.
- We trained 152 dedicated volunteers who collectively supported 271 shifts to amplify our reach.
- We helped re-elect four AAPI representatives to the state legislature who have been strong champions for issues impacting our communities.

2024 ENDORSED CANDIDATES

National, statewide, and congressional races

Kamala Harris
President of the United States

Josh Stein
Governor of North Carolina

Rachel Hunt
Lt. Governor of North Carolina

Mo Green
N.C. Superintendent of Public Instruction

Allison Riggs
N.C. Supreme Court

Jeff Jackson
N.C. Attorney General

Natacha Marcus
N.C. Commissioner of Insurance

Braxton Winston
N.C. Commissioner of Labor

Jessica Holmes
N.C. Auditor

Deborah Ross
U.S. Congress, N.C. District 2

Valerie Foushee
U.S. Congress, N.C. District 4

Triangle area N.C. General Assembly representatives

Ya Liu
House District 21

Monika Johnson-Hostler
House District 33

Evonne Hopkins
House District 35

Julie von Haefen
House District 36

Safiyah Jackson
House District 37

Joe John
House District 40

Maria Cervania
House District 41

Robert Reeves
House District 54

Allen Buansi
House District 56

Lisa Grafstein
Senate District 13

Jay Chaudhuri
Senate District 15

Gale Adcock
Senate District 16

Charlotte area N.C. General Assembly representatives

Diamond Staton-Williams
House District 73

Beth Helfrich
House District 98

Nasif Majeed
House District 99

Laura Budd
House District 103

Mutaba Mohammed
Senate District 38

Vote AGAINST the Constitutional Amendment!
Current law already ensures only eligible Americans can vote. This amendment would remove explicit protections for naturalized and U.S.-born citizens. Scan the QR code for more information.

*NCAAT in Action endorsed Allison Riggs for State Supreme Court. As of February 24, 2025, her race is the only remaining contested race in the U.S.

Voter Engagement

The 2024 elections marked a milestone for NCAAT in Action, as we launched our largest field effort yet, focused on engaging voters who align with our progressive values. We expanded beyond AAPI communities to include BIPOC youth across North Carolina, ensuring they had the tools and information to navigate a high-stakes election. We prioritized voter education on policies and candidates that threaten inclusion and fundamental rights including an exclusionary constitutional amendment and other measures impacting our communities.

Connected with

23,997

community members at their doors

Talked with

1,433

community members via phone

Generated

13M+

digital and social impressions

Translated mailers into

8

Asian languages: Chinese, Hindi, Vietnamese, Korean, Tagalog, Hmong, Urdu, Telugu.

Opposed "Citizens Only" constitutional amendment on

21

billboards across the state

- ▶ Our annual Asian American Advocacy Day was our biggest yet. Over 50 participants came from all across the state to meet with their representatives face-to-face and advocate for issues that impact their communities.
- ▶ Hosted our first-ever Asian American Leadership Seminar, informing and empowering AAPI voters with 28 attendees.
- ▶ Distributed 80,000+ infographics statewide to educate voters about our endorsed candidates, and to oppose extremist policies and the "citizens-only" constitutional amendment.
- ▶ Hosted our largest-ever candidate forums in Wake and Mecklenburg, North Carolina's most AAPI-populated counties, providing voters with direct access to our endorsed candidates.



Light Up Our Vote, a Diwali-themed canvass day



Canvassers prepare with NCAAT in Action staff for a canvass event



Endorsed candidates speaking with voters at NCAAT in Action's Wake County Forum

Fighting Back Against the "Citizens Only" Constitutional Amendment



The "citizens only" constitutional amendment was a direct attack on immigrant communities, designed to sow fear and exclusion.



To fight back, we organized a broad, united front — one that reflected the diversity and strength of North Carolina's communities. **NCAAT in Action led a multiracial coalition to oppose the "Citizens Only" amendment**, providing partners with effective messaging and organizing a press conference that resulted in 2 media hits. We amplified our statewide efforts with billboards, mail, calls, texts, and door knocks.

Empower U



A key component of our voter engagement effort was the launch of **Empower U**, a program to mobilize BIPOC youth voters based on our strategies to close the gap in youth voter outreach among AAPIs. Empower U engaged BIPOC youth on 12 high school and 18 college campuses, training 16 Campus Ambassadors, 4 student groups, and 12 schools to mobilize peers, address voter barriers, and hold candidates accountable.

"This isn't just about sharing information - it's about building a movement. We're training young leaders to understand the issues, know the candidates, and spread the word."

-Edgar Reyes, Empower U Manager

Youth Engagement

In 2024, NCAAT developed over **150 high school and college student leaders**. This year's Youth Leadership Institute (YLI)—NCAAT in Action's flagship youth engagement program—embraced the theme "Lotus: Thriving with Resilience," reflecting the strength and perseverance of Asian American communities. Just as the lotus rises from the mud to bloom, our youth explored their own journeys of resilience, identity, and leadership.

- ▶ Held two annual youth events — Youth Leadership Institute and Youth Leadership Seminar — where 51 total attendees, aged 14-18, learned skills in leadership, advocacy, and activism to equip them with the tools for social change
- ▶ Recruited 34 youth ambassadors, 1 fellow, and 3 interns who created their own personal projects and initiatives related to Asian American identity and empowerment



2024 Youth Leadership Institute participants

Building Power Through a Diverse Team

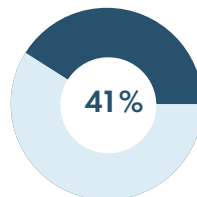
In 2024, NCAAT in Action experienced significant growth, expanding our team from 16 to 22 staff members and strengthening our leadership by adding a Deputy Director of People and Culture, Voter Engagement Manager, Canvass Coordinator, Policy and Advocacy Coordinator, Operations Coordinator, and Community Engagement Coordinator. **Our staff's diversity is more than representation—it's a strategic strength that enhances our ability to connect, advocate, and drive meaningful change.**

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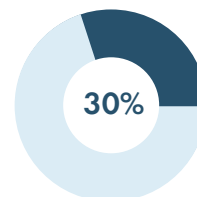
Languages
Spoken

11

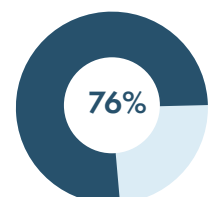
Ethnic and Racial
Backgrounds Represented



LGBTQ+
Representation



Staff
with Disabilities



Lower/Middle-Income
Backgrounds

By leveraging the strength of our diverse team, we are better equipped to meet the complex and evolving needs of North Carolina's Asian American communities, fostering empowerment and equity across the state.

— Support our work —

Partner with us as we grow the power of North Carolina's Asian American communities
visit: www.ncaatinaction.org/support

NCAAT in Action | www.ncaatinaction.org | contact@ncaatinaction.org