

NEW  
BREATH  
FOUNDATION

# COLLECTIVE LIBERATION<sup>20</sup><sub>25</sub>

*REMEMBER HISTORY & CELEBRATE RESILIENCE*

NEW BREATH FOUNDATION ANNUAL CELEBRATION & AWARDS CEREMONY



**THURSDAY, MAY 8, 2025**

**MER AT TERRA GALLERY**

**511 HARRISON ST AT 1ST STREET**

**SAN FRANCISCO, CA 94105**

**SPONSORSHIP OPPORTUNITIES**

## ABOUT US

On Thursday, May 8, 2025, we will celebrate Collective Liberation by honoring Doua Thor, our 2025 Trailblazer, and Rev. Norman Fong, our 2025 Movement Elder. May marks Asian/Pacific Islander Heritage Month as well as the racial solidarity and joint birthdays of social justice leaders Yuri Kochiyama and Malcolm X. NBF is proud to be part of leading the movement to fund grassroots groups that change AANHPI's lives right now while fighting for the collective liberation of all people of color.

New Breath Foundation (NBF) supports grassroots organizations that center the leadership and lived experiences of Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities harmed by incarceration, immigration, and violence. Through our investment in our grantees, they advance solidarity across racial divisions, build long-term sustainable power, and promote effective alternatives to criminalization and deportation.

# COLLECTIVE LIBERATION 2025: ANNUAL CELEBRATION & AWARDS CEREMONY

Collective Liberation is why New Breath Foundation invests in Racial Solidarity and Collective Learning and Healing processes. Collective learning helps our communities understand the culture, history, and identities of their communities and others cross-racially. We promote collective healing and restorative justice for personal and community safety as an alternative to incarceration. While grantees are Asian American, Native Hawaiian, and Pacific Islanders led and focused, they reflect an understanding of racial solidarity in their work. We will only get to freedom and justice through collective liberation.

This year, we honor Hmong racial justice and equity advocate Doua Thor as our Trailblazer honoree and longtime civil rights and social justice activist Rev. Norman Fong as our Movement Elder.

## *Trailblazer Award*

NBF's Trailblazer Award recognizes inspirational racial justice pioneers who build movements by addressing institutional racism and inequities in their communities and others in the United States.



### **DOUA THOR**

Doua Thor's journey from growing up as a Hmong refugee in Detroit to becoming a steadfast leader in the Southeast Asian and immigrant community reflects her deep commitment to justice and empowerment. As Chief Impact Officer at Everyday Impact Consulting, she builds on a legacy of transformative leadership, including pivotal roles at Sobrato Philanthropies, the White House Initiative on Asian Americans and Pacific Islanders, and the Southeast Asia Resource Action Center.

## *Movement Elder Award*

NBF's Movement Elder Award recognizes, thanks, and highlights those with decades of work in overlapping grassroots social justice movements, such as criminal legal reform, civil rights, racial justice, Asian American activism, LGBTQ+, and more.



### **REV. NORMAN FONG**

Rev. Norman Fong is a beloved San Francisco Chinatown community leader who champions social justice, focusing on affordable housing, immigrant family support, and youth development. He is known for his compassionate approach and for bridging community needs and cross-racial cultures through collaborative, practical solutions.



Celebrate *Collective Liberation 2025* with us at [Mer at Terra Gallery](#), a top private party venue in San Francisco that offers seamless indoor/outdoor space. This year's theme is "Night Market," inspired to lift up New Breath Foundation's longstanding commitment to Southeast Asian communities in the United States by funding grassroots Southeast Asian-led organizations that support their communities, keep families together, and fight deportation. In 2025, we mark the 50th anniversary of ending U.S. wars in Southeast Asia. We bring together community, philanthropy, and justice in a delightful way with a multi-cultural audience.

*Collective Liberation 2025* raises critical funds to help New Breath Foundation provide programmatic support for our grantees, sustain our capacity to grow, conduct education to the philanthropic sector, and increase our grantmaking.

Your contribution helps keep families together, promote healing and restorative justice, and build movements.





Photo: Jean Melesaine



Photo: Inspired By Studio

## OUR IMPACT

New Breath Foundation advocates for AANHPI people and issues that are often unheard of and overlooked.

NBF seeks narrative change through education and shares information about issues, situations, and events many do not know through our thought leadership, social media, blog posts, and other media.

- Since its first donation of only \$200, NBF has granted \$7.35 million to 52 organizations in 15 states, plus eight national and two international organizations.
- We increased programmatic support for our grantees, including individual coaching, an organizational capacity-building assessment tool, and a multi-day in-person convening with all of our *We Got Us* Fund grantees and our Community Advisory Committee.
- We educate the philanthropic about our AANHPI communities and provide thought leadership at conferences and events, including GEO (Grantmakers for Effective Organizations) National Conference, CHANGE Philanthropy's Unity Summit, DOCN (Donors of Color Network), and AAPIP (Asian Americans/Pacific Islanders in Philanthropy).
- We advance safety by funding grassroots organizations that work on structural change of social institutions and their policies, cross-racial solidarity, and centering the leadership of formerly incarcerated/detained AANHPIs in our organization. Network), and AAPIP (Asian Americans/Pacific Islanders in Philanthropy).



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REMEMBER HISTORY & CELEBRATE RESILIENCE

May 8, 2025 | Mer at Terra Gallery | 511 Harrison St at 1st Street, San Francisco, CA 94105

Event Begins: 6 p.m. | Program: 6:30 p.m.

Act now to secure your preferred sponsorship option while it remains available. We offer a range of sponsorship packages designed to suit all your needs. For additional questions, contact Maya Iwata at [maya@new-breath.org](mailto:maya@new-breath.org).

BENEFITS	EQUITY \$50K	SOLIDARITY \$25K	ADVOCATE \$10K	ALLY \$5K
Event Web Page (launching 2/6/25)	name and logo	name and logo	name	name
Email Invitation (confirmed with assets by 2/14/25 for the first invite)	name and logo	name and logo	name	name
Major Sponsors Signage (confirmed with assets by 4/15/25)	name and logo	name and logo		
Page Ad in the program book (confirmed with assets by 4/15/25)	full page	1/2 page		
Event Program Book			name	name
Social Media Promotions	●	●	●	●
Number of tickets	8*	6*	4*	2*

\*Sponsor may donate their tickets to NBF community members or grantees to attend this event.



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### PLEASE SELECT YOUR SPONSORSHIP LEVEL:

- \$50,000    \$25,000    \$10,000    \$5,000
- OTHER: \_\_\_\_\_
- I am unable to attend but would like to donate \_\_\_\_\_

### SPONSOR INFO:

Sponsor Name(s): \_\_\_\_\_

Main Contact Name (if different from above):  
\_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Cell: \_\_\_\_\_

Contact Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Check this box if you would like to remain anonymous.

### METHOD OF PAYMENT:

- This is a pledge. Please send an invoice for our sponsorship to the contact person above.
- Check enclosed, payable to "New Breath Foundation." Send your check to:  
**New Breath Foundation, 1999 Harrison Street, Suite 1800, Oakland, CA 94612**
- Wire/ACH - NBF will follow up with bank details
- I'll fulfill my pledge online at [www.new-breath.org/donate](http://www.new-breath.org/donate)

Contact Signature

Date

If you have any questions or would like more information, please contact [maya@new-breath.org](mailto:maya@new-breath.org).  
New Breath Foundation is a 501(c)(3) organization (Tax ID # 81-4166805).  
Please consult your accountant for all tax-related questions.

[www.new-breath.org](http://www.new-breath.org)

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