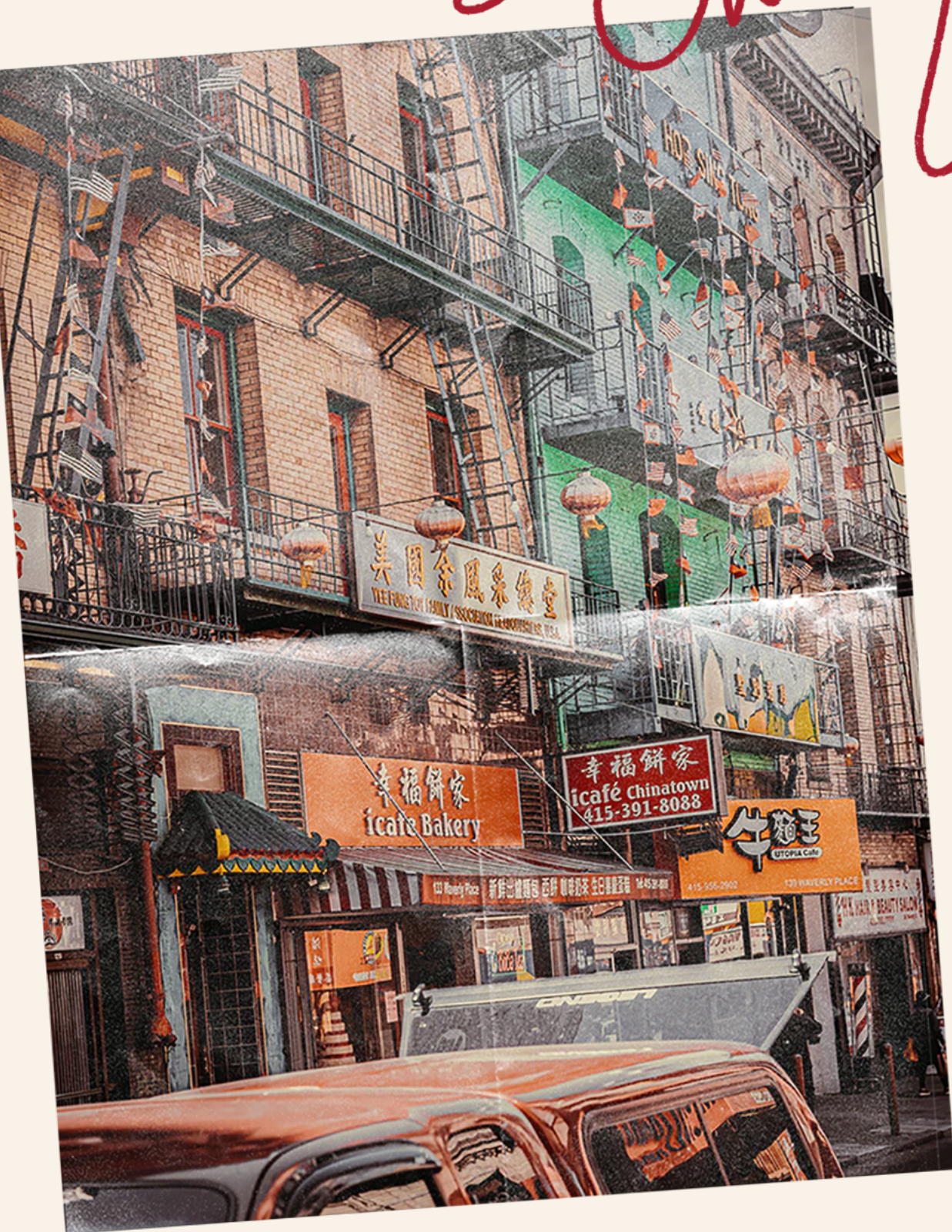




Send Chinatown Love

ANNUAL
REPORT



April 2020 - March 2021

INTRO

From the SCL Team

Kaleidoscopic storefronts and cacophony of sounds. Grandparents out with their grandchildren. Pleated dumplings pleases the crowd. The Chinatowns in NYC have been the milieu of childhood, identity, appreciation, dreams and home. While we know the location and signage of our favorite restaurants, most of us don't know the stories behind them or acknowledge its sentiment and the visceral impact on us until the pandemic occurred.

Since Send Chinatown Love was conceived in late March 2020, storytelling and community has been our greatest strength as we lift the veil of untold family legacies, challenges and perseverance. Our annual report encapsulates these stories and our story from a younger generation.

We could not have done this without the time and effort put in by our talented volunteers - many who volunteered after their work hours. We started with around 20 volunteers in April 2020, cold called 35+ merchants and onboarded 4. Today we have 60+ volunteers and have helped more than 33 merchants. From Texas to Australia, hundreds of volunteers from different states, nationalities, ethnicities and occupations, many who have never met in person, rallied behind these neighborhoods and businesses. Late nights of reviews, back and forth conversations and in-person hustle were demanding but rewarding. It is only a fraction of what some of these small businesses have experienced not only throughout the pandemic but to realize their dreams.

Finally, we are evermore grateful to our supporters and small businesses who have commented and emailed on how they could help or share our efforts to their friends and colleagues.

This annual report is a celebration of community and grassroots action. We dedicate this to all our merchants, volunteers, supporters and our community.

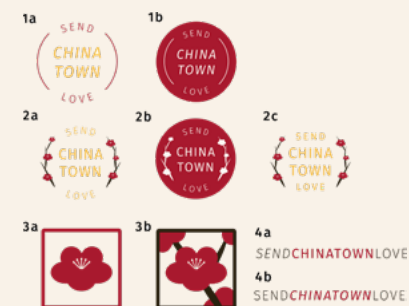
With Love,
Alice Luo
Annual Report Lead



APRIL 2020



MARCH 2021



INITIAL DESIGNS OF SCL LOGO

the report

ABOUT

There are many stories and achievements within Send Chinatown Love (SCL) that have not yet been communicated to the public. Since our first merchant payout on May 10, 2020, we have aimed to be transparent to the community that has supported us and entrusted us with their donations and time. In our first annual report (April 1, 2020 to March 31, 2021), we are excited to share our milestones, challenges, insights, and behind-the-scenes.

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ANNUAL REPORT TEAM

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Special thanks to Marcia Hu, Brian Lai, Julia Lau, Lily Li, Amanda Ng, Louise Palmer, Er Li Peng, Matthew Prockup & Ling Song

SCL TEAMS

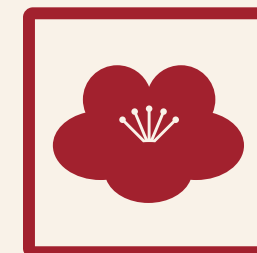
Marketing

PR & Partnerships

Product (*Design & Engineering*)

Merchant Experience (*Seller Empathy, Gift-a-Meal & Business Development*)

Operations (*Finance, Legal & People*)



SEND
CHINATOWN
LOVE

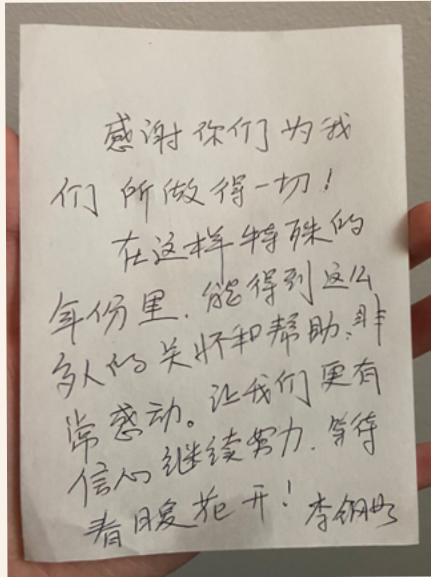
Do you know of a small business in need of assistance?
HELLO@SENDCHINATOWNLOVE.COM

Are you a business looking to partner?
PARTNER@SENDCHINATOWNLOVE.COM

Are you interested in getting involved?
VOLUNTEER@SENDCHINATOWNLOVE.COM

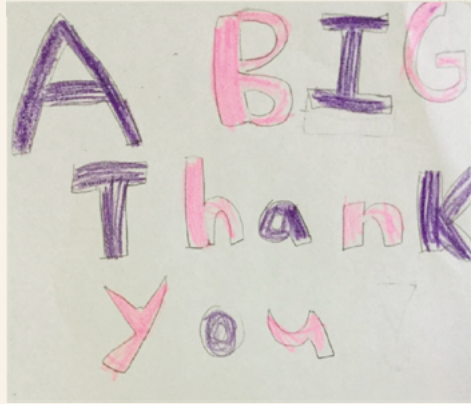
Otherwise, stay in touch!
@SENDCHINATOWNLOVE
WWW.SENDCHINATOWNLOVE.COM





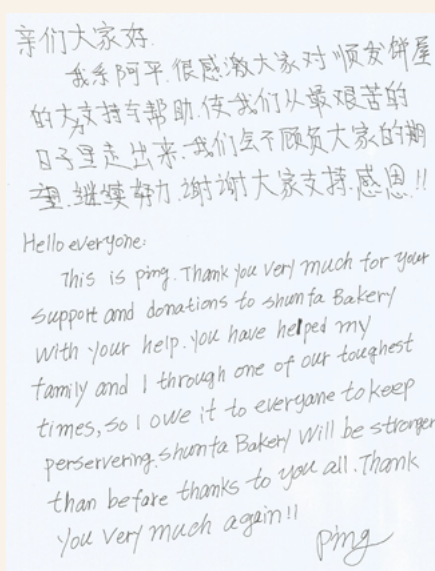
"Thank you for everything you have done for us! In such an unusual year, I am very touched by the care and help of so many people. It gives us the confidence to continue to work hard. We can't wait for the spring flowers to bloom!"

— Ruth, Boc Boc Chicken Delicious owner



— daughter of Ivy, Melonpanna Tea & Shot owner

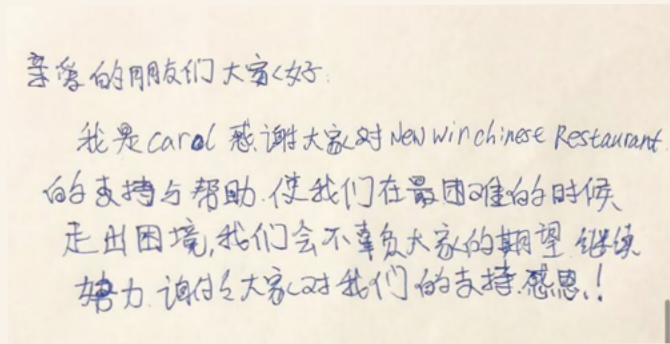
THANK YOU NOTES



— Ping, Shunfa Bakery owner

Thank you for supporting us at this time and it really means a lot to us, especially our business is still not doing as well. We are keeping every workers and avoiding cutting hours. What you guys are doing is great

— Jian, daughter of Go Noodle owner



"Dearest friends,

I am Carol. Thank you for all your support and help towards New Win Chinese Restaurant. This was a very difficult time for us, we will not forget everyone's generosity and will continue to work hard. Thank you for everyone's support. We are so grateful!"

— Carol, New Win owner

This past week, especially the weekend, we had so many customers come up to my dad and I saying they saw your post on Send Chinatown Love's page. My dad and I would just like to say thank you so much!

— John, son of Chef papa Vietnamese Kitchen owner

首先祝贺 send Chinatown to love 成立一周。所有的成员都辛苦了！因为你们的付出，让很多人都受益。因为有你们，也为很多爱心人士提供爱得桥梁。谢谢你们！在你们的帮助下，Noddle house at qcm 在 3 月份底才可以在规定的时间内付好店租。虽然困难还没结束，但我们有信心可以渡过难关！再一次为你们地付出而感动！

"Thank you guys! With your help, Noodle House was able to pay March rent on time during such uncertain circumstances. Though hard times are not over, we have confidence that we will overcome this."

— Wing Lee, Noodle House owner

TABLE of CONTENTS

06	A YEAR IN REVIEW
07	OUR IMPACT
12	MERCHANT EXPERIENCE
15	GIFT-A-MEAL
23	BUSINESS DEVELOPMENT
25	COMMUNITY INITIATIVES
32	COMMUNITY ACTION
36	PARTNERSHIPS
38	LOOKING FORWARD

A YEAR *in* REVIEW

MARCH

- March 21, 2020 — First team meeting
- March 31, 2020 — Started donations & gift cards for merchants



APRIL

- April 24, 2020 — Our first merchant launch: Shunfa Bakery in Brooklyn



MAY



- May 10, 2020 — First merchant payout: \$1,131 raised and paid to Shunfa Bakery
- May 30, 2020 — First Gift-a-Meal (GAM) campaign: Melonpanna Tea & Shot x Apex for Youth

AUGUST

- Aug 15, 2020 — \$50,000 raised to date



SEPTEMBER

- First Food Crawl
- Sept 5, 2020 — Friend of a Friend Studio x SCL apparel collab



OCTOBER

- \$118,648 raised, 17 merchants onboarded & 9 GAM campaigns



FEBRUARY

- Lunar New Year Crawl



JULY

- July 21, 2020 — First Send Chinatown Love (SCL) merchandise launched: Sticky Locals x SCL sticker collection



NOVEMBER

- First Business Development project completed: NY Go Go menu redesign
- Nov 16, 2020 — SCL x Flushing BID Holiday Mural



DECEMBER

- Light Up Chinatown
- Dec 21, 2020 — 2020 Recap: To date, \$174,137 raised in donations and vouchers, 25 merchants onboarded & 18 GAM campaigns
- Holiday Gift-a-Meal

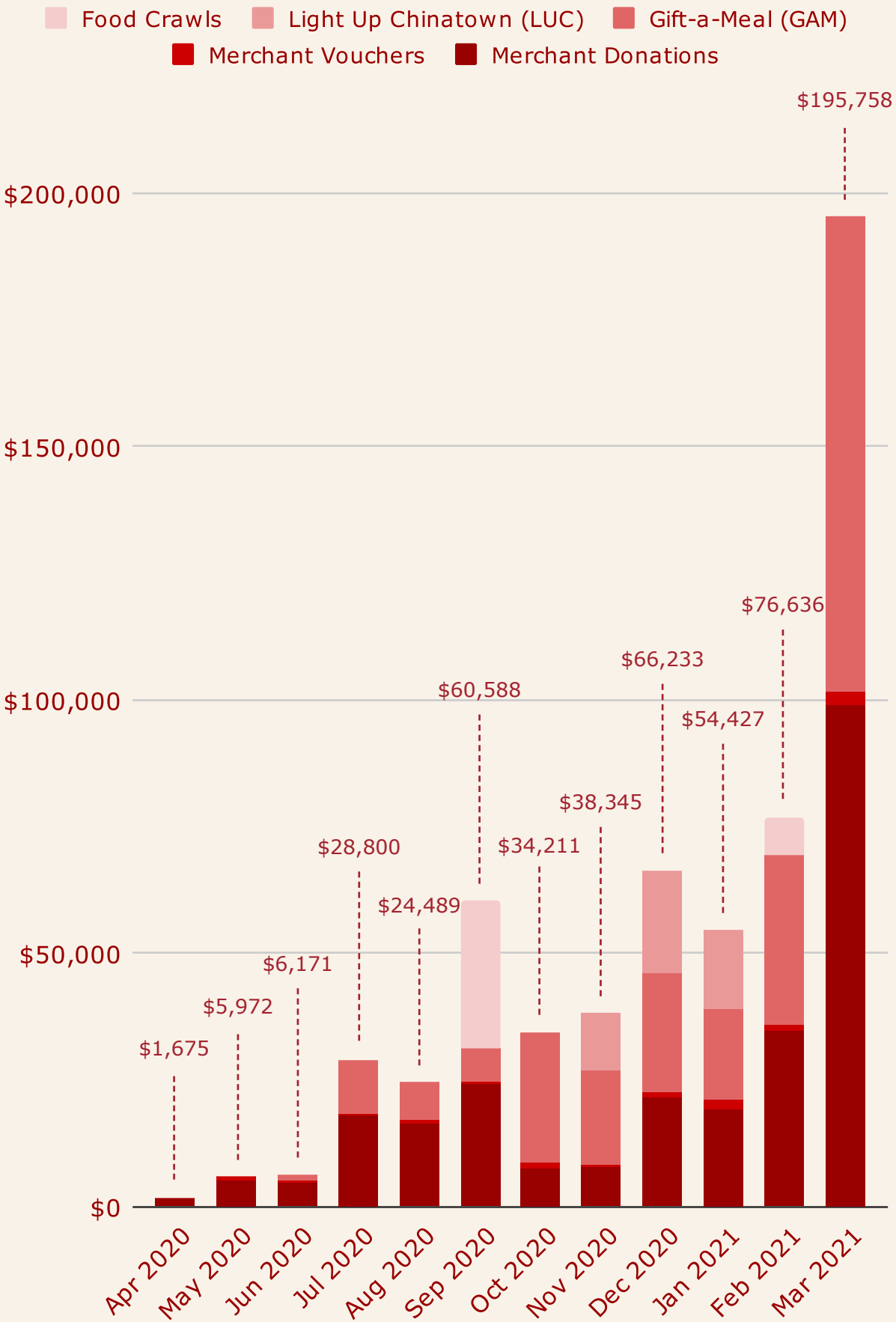
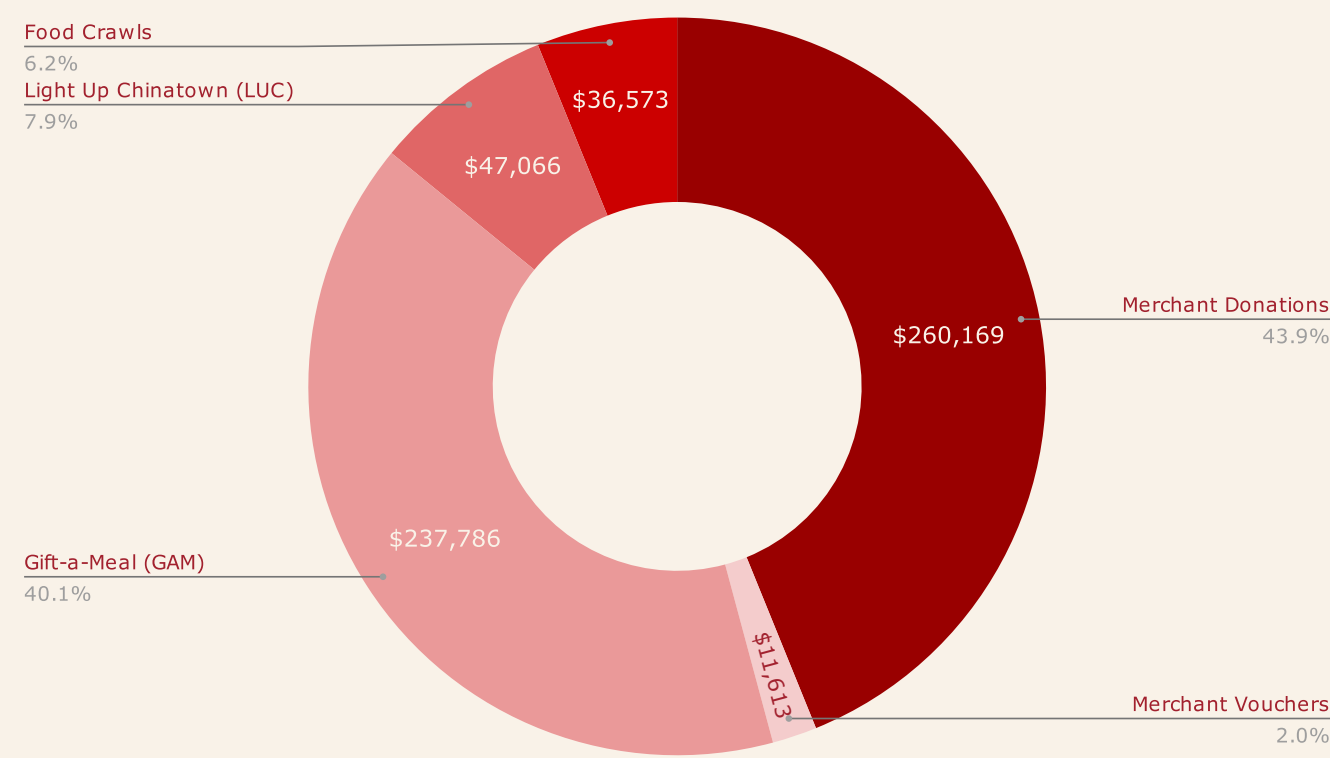


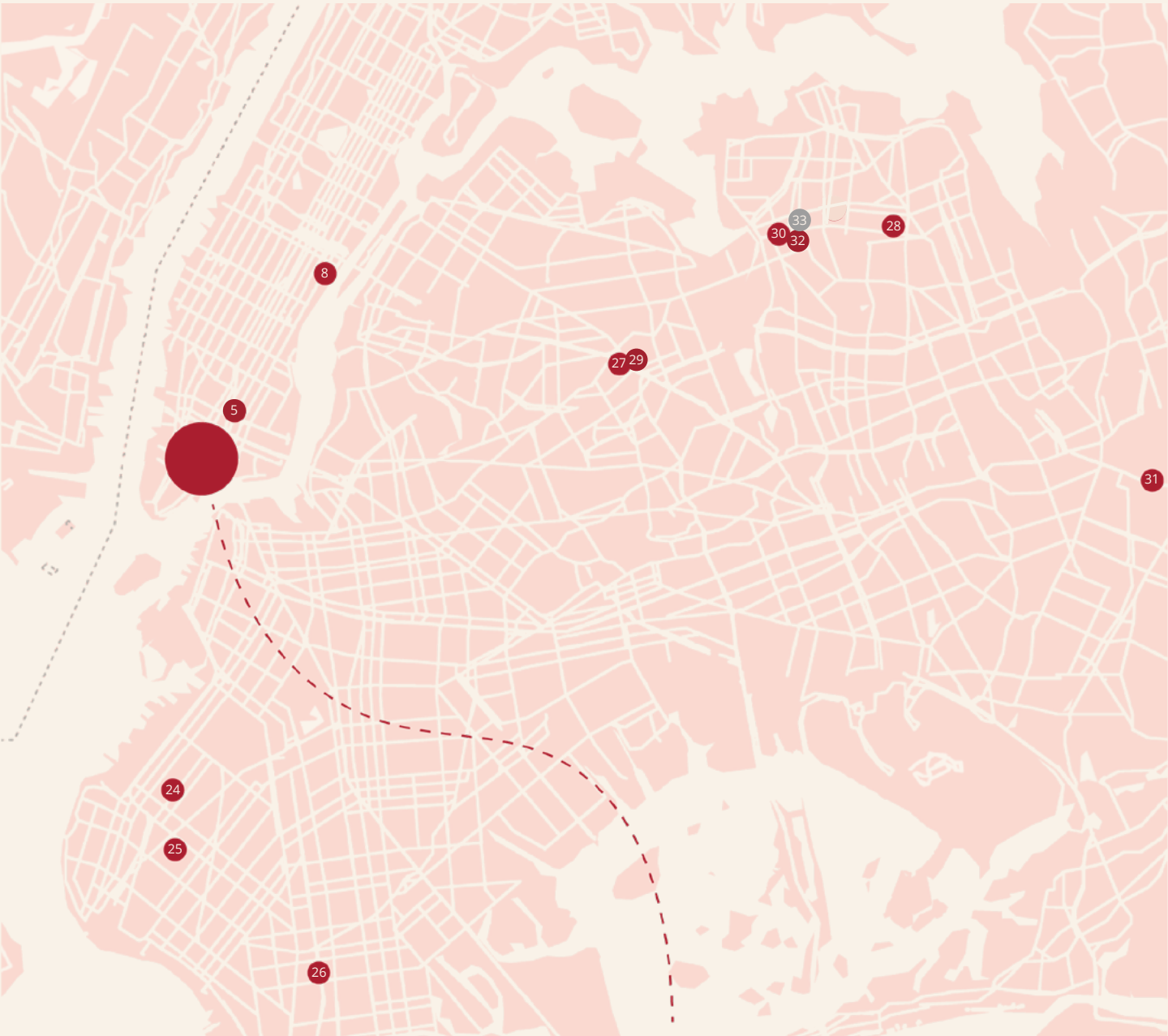
OUR IMPACT



As a not-for-profit, 100% volunteer-run organization, all funds raised go to supporting our merchants. The vast majority of funds go directly to our merchants. Only 1.25% went towards our operating expenses such as web hosting, marketing expenses, and transportation/logistics for our Gift-a-Meal distributions.

TOTAL IMPACT

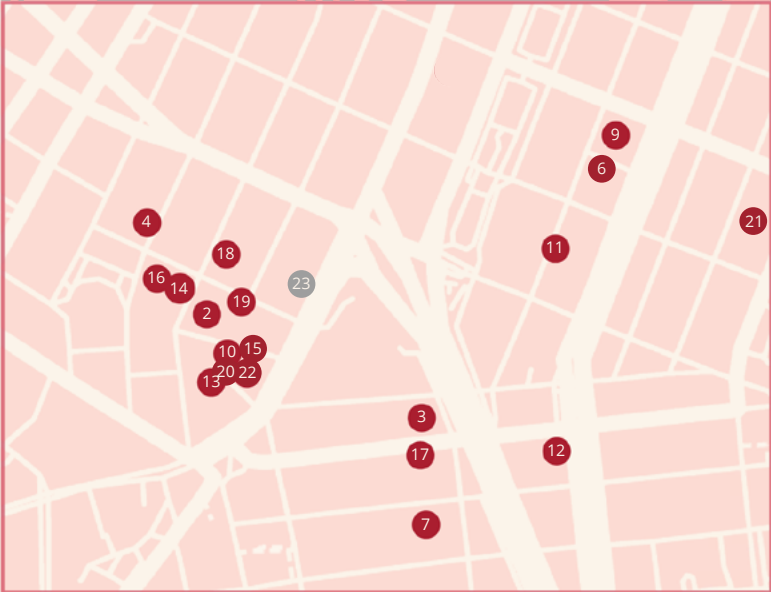




MAP of MERCHANTS

The seed of Send Chinatown Love (SCL) was planted on the streets of Manhattan's Chinatown, outside the shuttered storefront of 88 Lan Zhou. One year later, SCL has grown beyond these roots to serve a wide variety of businesses across 3 boroughs of New York City. Thanks to our volunteers and our community, we have supported 33 merchants to date: 23 in Manhattan, 7 in Queens, and 3 in Brooklyn.

*Despite our best fundraising efforts, 2 merchants, Nanbei Food and 88 Lan Zhou closed permanently due to the effects of the pandemic.



MANHATTAN CHINATOWN

MANHATTAN

- ① **3 TIMES**
90 Clinton St, New York, NY 10002
- ② **46 MOTT ST**
46 Mott St, New York, NY 10013
- ③ **47 DIVISION ST TRADING INC**
47 Division St, New York, NY 10002
- ④ **BODHI KOSHER VEGETARIAN RESTAURANT**
77 Mulberry St, New York, NY 10013
- ⑤ **CAFE HIMALAYA**
78 E 1st St, New York, NY 10009
- ⑥ **COLOR MATRIX CAFÉSALON**
297 Grand St, New York, NY 10002
- ⑦ **DREAMERS COFFEE HOUSE**
54W Henry St, New York, NY 10002
- ⑧ **GO NOODLE**
1069 1st Ave, New York, NY 10022
- ⑨ **GRAND TEA & IMPORTS**
298 Grand St, New York, NY 10002
- ⑩ **KELLY HAIR SALON**
19 Pell St A, New York, NY 10013
- ⑪ **KUIH CAFE**
46 Eldridge St, New York, NY 10002
- ⑫ **LANZHOU RAMEN**
107 E Broadway, New York, NY 10002

- ⑬ **NEW CHINA BEAUTY SALON**
15 Doyers St # C, New York, NY 10013
- ⑭ **SUN'S ORGANIC GARDEN**
79 Bayard St, New York, NY 10013
- ⑮ **TING'S GIFT SHOP**
18 Doyers St, New York, NY 10013
- ⑯ **TONII'S FRESH RICE NOODLES**
83 Bayard St, New York, NY 10013
- ⑰ **WINNIE'S BAR**
58 E Broadway 2nd fl, New York, NY 10002
- ⑱ **WONTON NOODLE GARDEN**
56 Mott St, New York, NY 10013
- ⑲ **YUE WONG RESTAURANT**
60 Bayard St, New York, NY 10013
- ⑳ **YI FA HAIR SALON**
16A Doyers St, New York, NY 10013
- ㉑ **RABBIT HOUSE**
41 Essex St, New York, NY 10002
- ㉒ **TAIWAN BEAR HOUSE**
11 Pell St, New York, NY 10013
- ㉓ **88 LAN ZHOU**
40 Bowery St, New York, NY 10013

BROOKLYN

- ㉔ **MELONPANNA TEA & SHOT**
5105 7th Ave, Brooklyn, NY 11220
- ㉕ **SHUNFA BAKERY**
6221 Fort Hamilton Pkwy, Brooklyn, NY 11219
- ㉖ **WING HING SEAFOOD RESTAURANT**
1217 Avenue U, Brooklyn, NY 11229

QUEENS

- ㉗ **BOC BOC CHICKEN DELICIOUS**
90-15 Queens Blvd, Queens, NY 11373
- ㉘ **CHEF PAPA VIETNAMESE KITCHEN**
42-05 162nd St, Queens, NY 11358
- ㉙ **NOODLE HOUSE**
9015 Queens Blvd, Flushing, NY 11373
- ㉚ **NY GO GO FAST FOOD**
135-50 Roosevelt Ave, Flushing, NY 11354
- ㉛ **NEW WIN**
188 Jericho Turnpike, Floral Park, NY 11001
- ㉜ **4 CHOICE LUNCH BOX**
136-75 Roosevelt Ave, Flushing, NY 10013
- ㉝ **NANBEI FOOD**
136-20 ROOSEVELT AVE, FLUSHING, NY 11354



MERCHANT EXPERIENCE



FAST FINANCIAL RELIEF

Donations and vouchers from our website go directly to the merchant



GIFT-A-MEAL

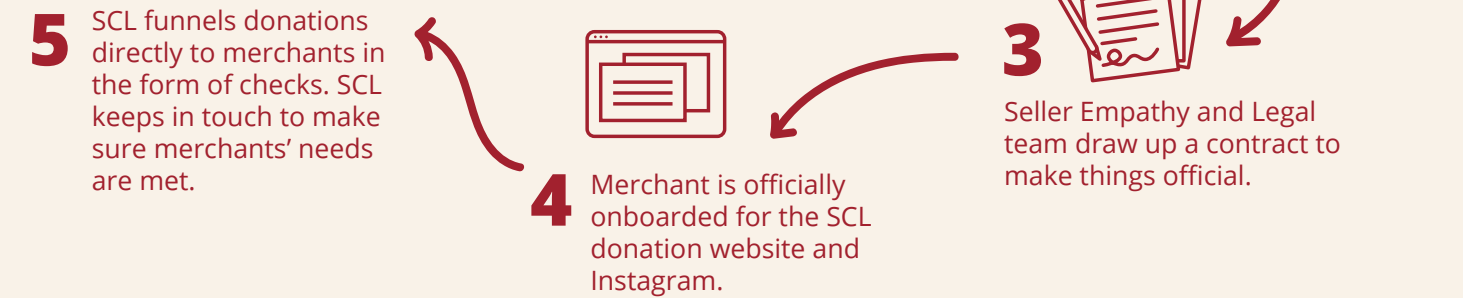
Fundraising to pay merchants to provide meals and other services to the community



BUSINESS DEVELOPMENT

Pro bono business consulting and marketing service

MERCHANT ONBOARDING PROCESS



Send Chinatown Love (SCL) was founded to help merchants across New York City's Chinatowns navigate the COVID-19 pandemic through linguistic and/or technological support. The guiding principle behind our work has always been based in empathy for the struggles and needs of the merchants. Rather than trying to prescribe solutions for merchants, SCL has endeavored to meet our merchants' self-described needs. We speak their language, listen to and understand their pains, and only then, create a solution for each individual merchant while respecting their comfort zone.

The Merchant Experience team was established to center our operations around merchants' desires and their changing circumstances and needs. Our initial response at the onset of the pandemic was fundraising for fast relief via our Seller Empathy team.

"Cold calling businesses was difficult because we couldn't get a hold of anyone since all businesses were closed and we couldn't go door to door (due to the stay-at-home order). Initial outreach strategy had a lot to do with tapping into our own networks and seeing if anyone knew a merchant in any NYC

Chinatown who needed help and would be willing to trust us.

After we got our first merchant on board, we used their experience to iterate our product and continue to build that trust within the community. Building trust within the community was really important and really difficult to do - we spoke to a lot of Chinatown figureheads to learn about the community and what they needed now. That helped us be better informed when we started speaking to merchants themselves. "

- Ling Song,
Seller Empathy founding team member



To accommodate merchants who were uncomfortable with the idea of receiving donations, we introduced the option for customers to instead purchase redeemable gift vouchers that would still provide merchants with immediate cash relief.

“We are Chinese, and Chinese people are built to weather these types of things. We are making ends meet for now. I’d rather money from donations go to people who need it more than us... However, we’d be happy to sell digital gift cards to help our business stay afloat if that’s an option.”

- SCL merchant

As operating conditions and merchants’ desires changed, we adapted over the course of the year to focus on the projects that have become our flagship services: our Gift-a-Meal and Business Development initiatives. Gift-a-Meal, which directs donations towards providing meals and personal care necessities from our merchants to underserved communities in and around Chinatowns across New York City, evolved from conversations with business owners who weren’t interested in either vouchers or direct donations. The Business Development team was formed to help merchants strengthen the foundations of their businesses and build towards long-term success; the team offers free services including restaurant consulting, digital marketing, and web design.

SCL came into existence during a time of unprecedented difficulty for New York City’s Chinatowns, and while much has changed since those early days of the pandemic, our founding principle of empathy continues to inform every decision we make and fuel our continued dedication to this community. It is—and will always be—necessary to be attuned to the voices of Chinatown, and to recognize and truly see those merchants who have historically been overlooked.

“Even before the citywide shutdown, my family’s restaurant was losing business due to COVID fears. Then came a 6 month mandated closure with no rent negotiation. When we were able to open again, business was so slow that my parents started to lose hope. But through every step of our recovery, Send Chinatown Love was able to uplift us.

We were able to pay rent thanks to donations, gift cards & Gift-a-Meal campaigns. When it was time to negotiate our lease, Send Chinatown Love helped us write a letter to management. When grant applications opened, the team sent updates & tips to apply. Now that we’ve finally started to see some

business coming back, Send Chinatown Love is helping us establish a digital presence to thrive even after the pandemic.



Ruth Li (on left) and Boc Boc Chicken Delicious staff

Being able to volunteer with Send Chinatown Love and help support the family business that helped put me through college has been one of the most rewarding experiences. It means everything to me to take care of people that have loved me through their labor.”

- Lily Li,
SCL social content lead and daughter
of Ruth Li, owner of Boc Boc Chicken



Lily as a child with her parents



GIFT-A-MEAL

Gift-a-Meal (GAM) emerged in May 2020 as an initiative to simultaneously uplift both underserved, food-insecure populations as well as businesses that were negatively affected by COVID-19. We partner with local organizations to provide culturally-sensitive meals and personal care items or services from our merchants to assist Asian elders, homebound senior neighbors, people without housing, and low-income students and families. We compensate our merchants \$5-10 for each meal*, in accordance with each merchant’s regular retail pricing structure and costs.

Since its inception, GAM has evolved into a crucial component of SCL, extending beyond prepared meals to also include personal necessities and fresh produce from our non-restaurant merchants, with multiple concurrent GAM campaigns serving Chinatown communities across NYC.

*Since May 2021, we now compensate our merchants \$10-\$15 per meal due to increased cost of goods incurred by the merchants.

How **GAM** Works



Notable **GAM** CAMPAIGNS

AUGUST 2020

Since February, residents of the NYCHA Bland Houses in Flushing had been without gas or working stoves; a sobering reminder that BIPOC communities have been disproportionately impacted by COVID-19. La Jornada Food Pantry relocated to Bland Houses as an emergency food distribution center to help these residents weather this storm. Partnering with the La Jornada and the Greater Flushing Chamber of Commerce, SCL raised \$1,866 for NY Go Go Fast Food and provided 622 meals to our Flushing neighbors.

“My mom gave me the name Tian Bao Pan [“heavenly gift”] and I feel like it’s been a lucky omen all my life. Hardships is something I’ve faced before and my journey overcoming the (2017) fire has encouraged me to believe that we will make it out alive again.”

I am very thankful that Send Chinatown Love has connected me with an opportunity to serve my community. Business has been slow so I deeply appreciate their hard work in funding my meals to go towards a local food pantry.”

- Tian Bao Pan,
NY Go Go Fast Food owner

DECEMBER 2020

Our holiday campaign raised \$22,500 and distributed hot meals and self-care bundles from nine merchants across Brooklyn, Manhattan, and Queens to NYC seniors and students. This campaign saw our non-restaurant merchants participating in our GAM program for the first time with haircut vouchers from Kelly Salon and New China Beauty Salon.



SEPTEMBER 2020

Mid-Autumn Festival is an important and joyous occasion, celebrating family and togetherness. Tea and mooncakes are traditionally served and shared among family and loved ones, but COVID-19 prevented many families from being together. Our 2020 Mid-Autumn Festival GAM campaign raised \$3,700 to donate care packages to 385 elderly Chinatown residents in the Confucius Plaza and Chung Pak Complexes. Over 30 volunteers and community leaders prepared a care package of mooncakes (Golden Fung Wong Bakery) and tea (Grand Tea & Imports and Sun’s Organic Garden) to provide some comfort during the isolating pandemic.



OCTOBER 2020

Chinatown staple 88 Lan Zhou’s temporary closure in early 2020 was the initial inspiration for the founding of SCL. Unfortunately, the beloved noodle and dumpling destination had to close permanently later that year in October. Determined to send them off with love, we ran a GAM campaign that raised over \$20,000 to gift dumplings from 88 Lan Zhou to our homebound seniors and houseless neighbors in and around Chinatown.



GAM by the NUMBERS

15,252
MEALS AND PROVISIONS
DISTRIBUTED

TOTAL NO. OF DONATIONS
10,122

9,774
UNIQUE DONORS

97%
OF DONATIONS
WERE <\$50

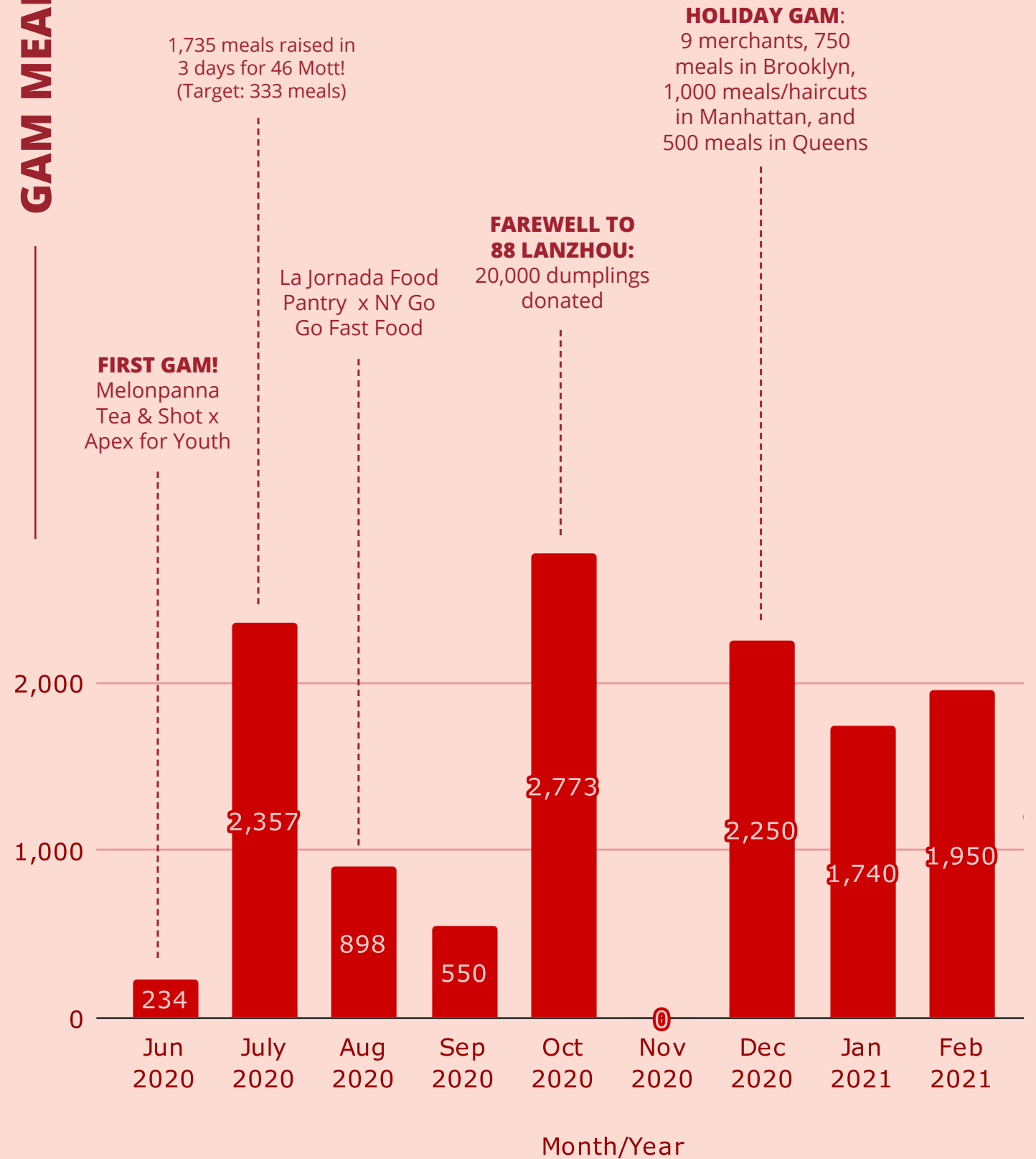
26
MERCHANTS

33
CAMPAIGNS

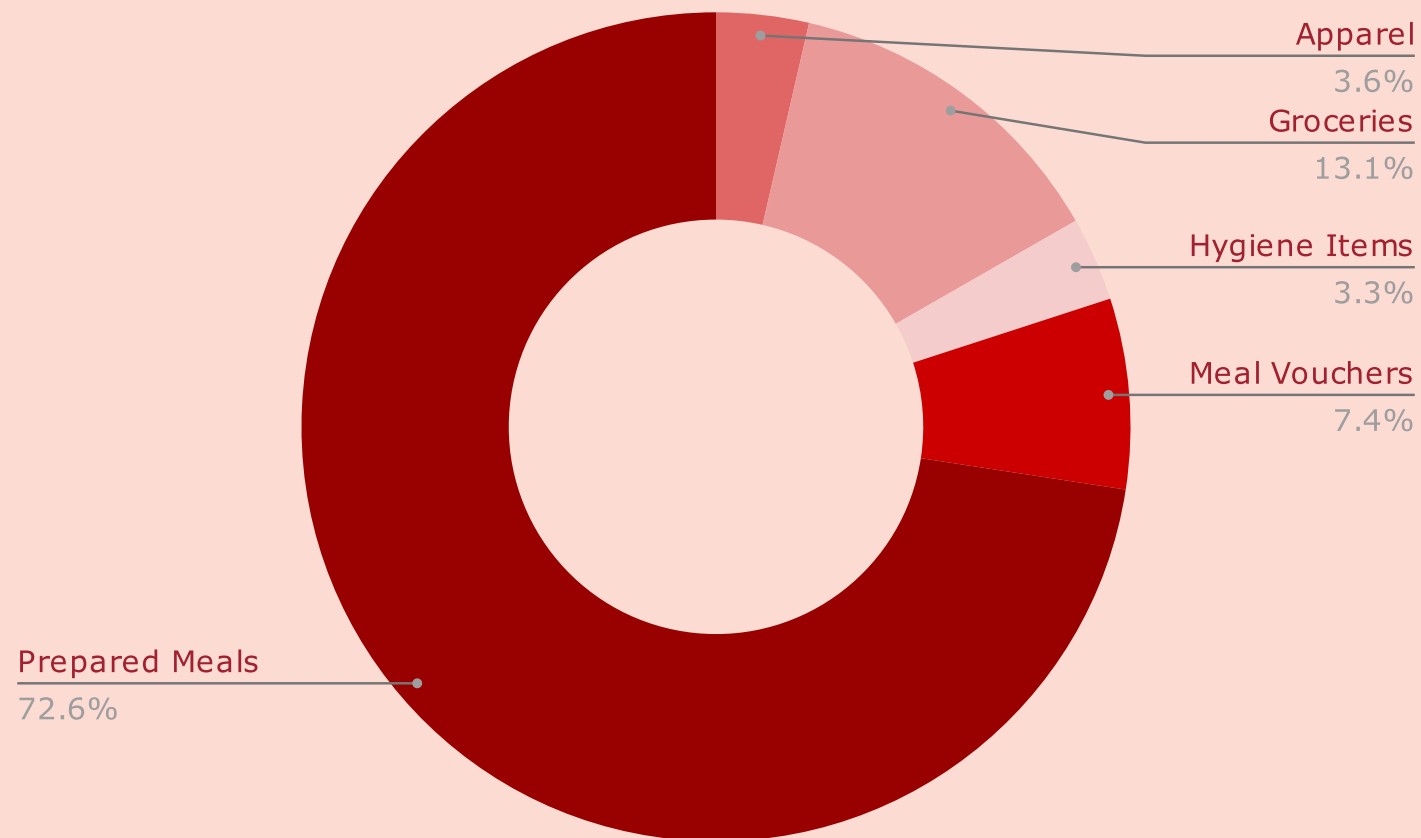
11
DISTRIBUTORS

TOTAL RAISED
\$237,786

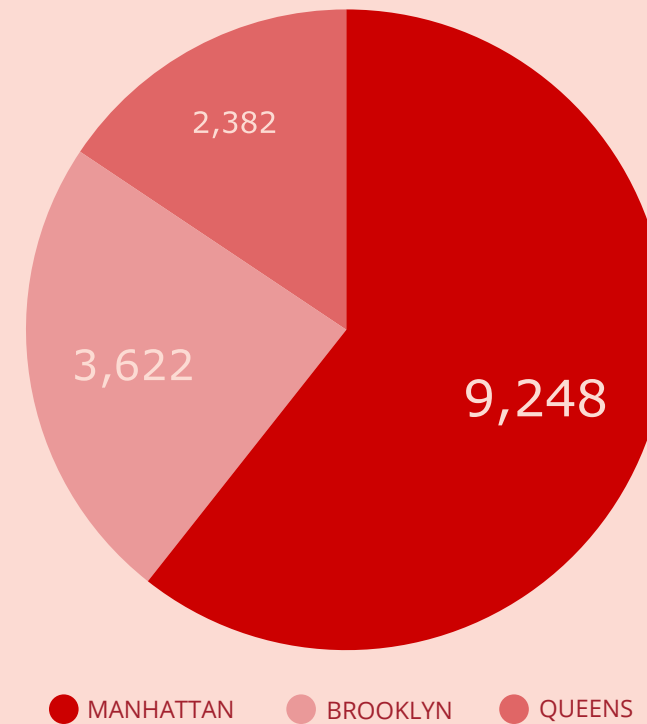
GAM MEALS provided



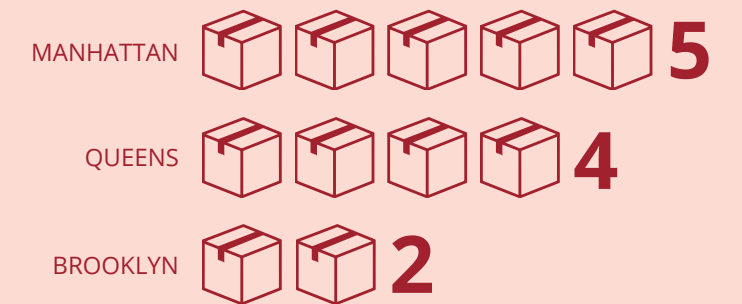
MEALS *by provision*



MEALS *by borough*



DISTRIBUTORS



MERCHANTS



MANHATTAN DISTRIBUTORS

46 Mott
Chinese Planning Council/
Immigrant Social Services
Jenny Low/Chung Seto/
Confucius Plaza
Yuh-Line Niou
The Bowery Mission

MERCHANTS

46 Mott
47 Division St Trading
Grand Tea & Imports
Sun's Organic Garden
Golden Fung Wong
Lanzhou Ramen
88 Lan Zhou
Tonii's Fresh Rice Noodle
Dreamers Coffee
New China Beauty Salon
Kelly Hair Salon
Bodhi Kosher Vegetarian
Yue Wong
Kuih Cafe
Ting's Gift Shop
3 Times
Go Noodle Nine Moon
Wonton Noodle Garden

DISTRIBUTORS & MERCHANTS

BROOKLYN

DISTRIBUTORS

Apex for Youth
Chinese Planning Council
Brooklyn

MERCHANTS

Melonpanna Tea & Shot
Wing Hing
Noodle House

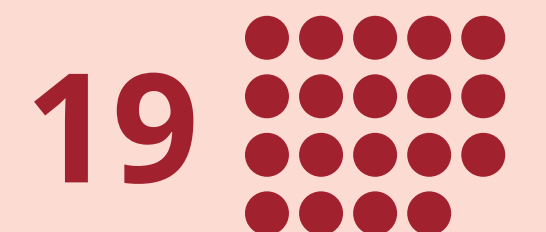
QUEENS

DISTRIBUTORS

La Jornada Food Pantry
YWCA of Queens
Flushing International H.S
Queens H.S For Language Studies

MERCHANTS

NY Go Go
4 Choice Lunchbox
BocBoc Chicken Delicious
Fuzhou Noodle
Chef Papa Vietnamese Kitchen



MANHATTAN



BROOKLYN

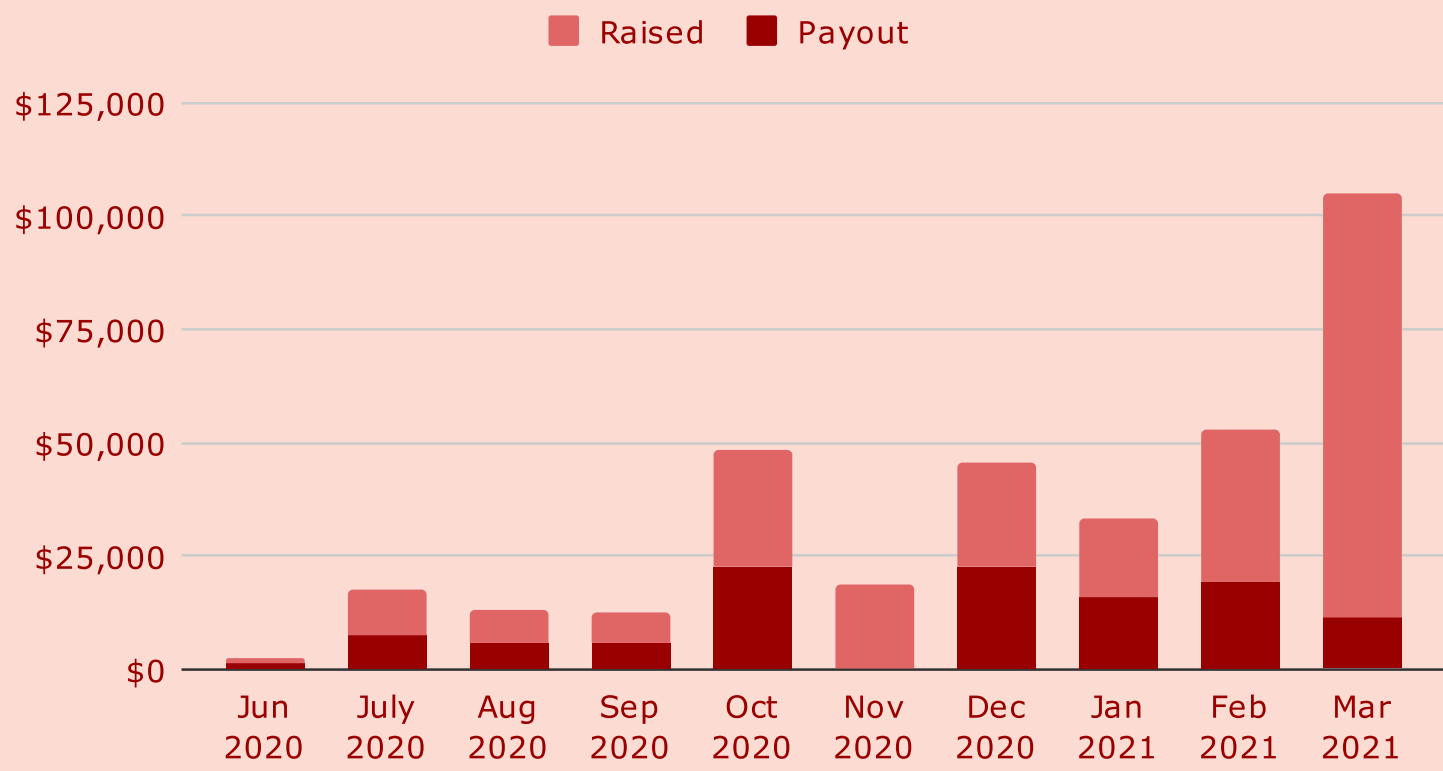


QUEENS

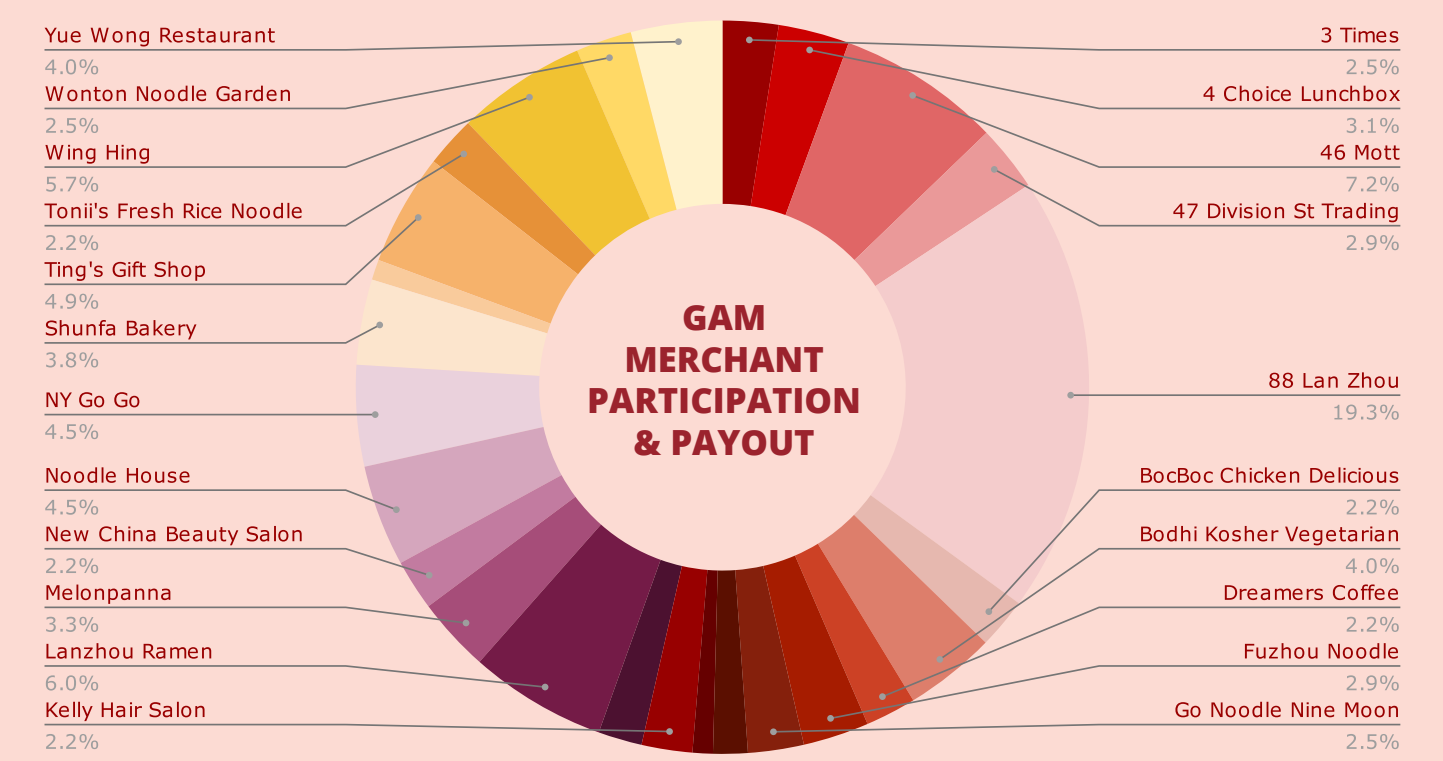
CAMPAIGNS

GAM FUNDS

by month



*As of 31 March 2021, \$237,786 was raised and \$113,826 was paid to our merchants. The remaining \$126,020 is earmarked for future GAM distributions.



BUSINESS DEVELOPMENT

SCL’s initial core operation was fundraising relief for our merchants in the form of donations and gift cards. This approach, while essential to sustaining them through the pandemic, was not a solution that set these businesses up to grow and thrive in the long term. Many of our merchants had little to no online presence, relying heavily on foot traffic and word-of-mouth for business. This made them particularly vulnerable during the pandemic, and continues to be an important obstacle to overcome in our increasingly digital world.

The Business Development (BD) team was formed to address this need. The team equips merchants with the tools to be self-sufficient, working with them on areas including website development, marketing strategy, and visual design. We also support merchants by helping them overcome barriers such as English fluency and new technology.

SUCCESSFUL CASES

- NY Go Go — menu design
- Tokyo Mart — eCommerce
- Tonii’s Fresh Rice Noodles — website
- Shunfa Bakery — menu design, website and branding
- Kuih Cafe — branding and website

“BD helps these pen-and-paper based merchants remain competitive and sustain themselves in the digital age, which is a challenge particularly for NYC Chinatown merchants (compared to other Chinatowns around the US). The services we provide aren't touch and go – we set it up for them and ensure they know how to navigate it in the long run.”



DESIGN
menu + logo



WEBSITE
basic or eCommerce,
copy + photography



MARKETING
social media + digital
presence



**INDUSTRY/PUBLIC
RESOURCES**
NYC resources + partner
organizations



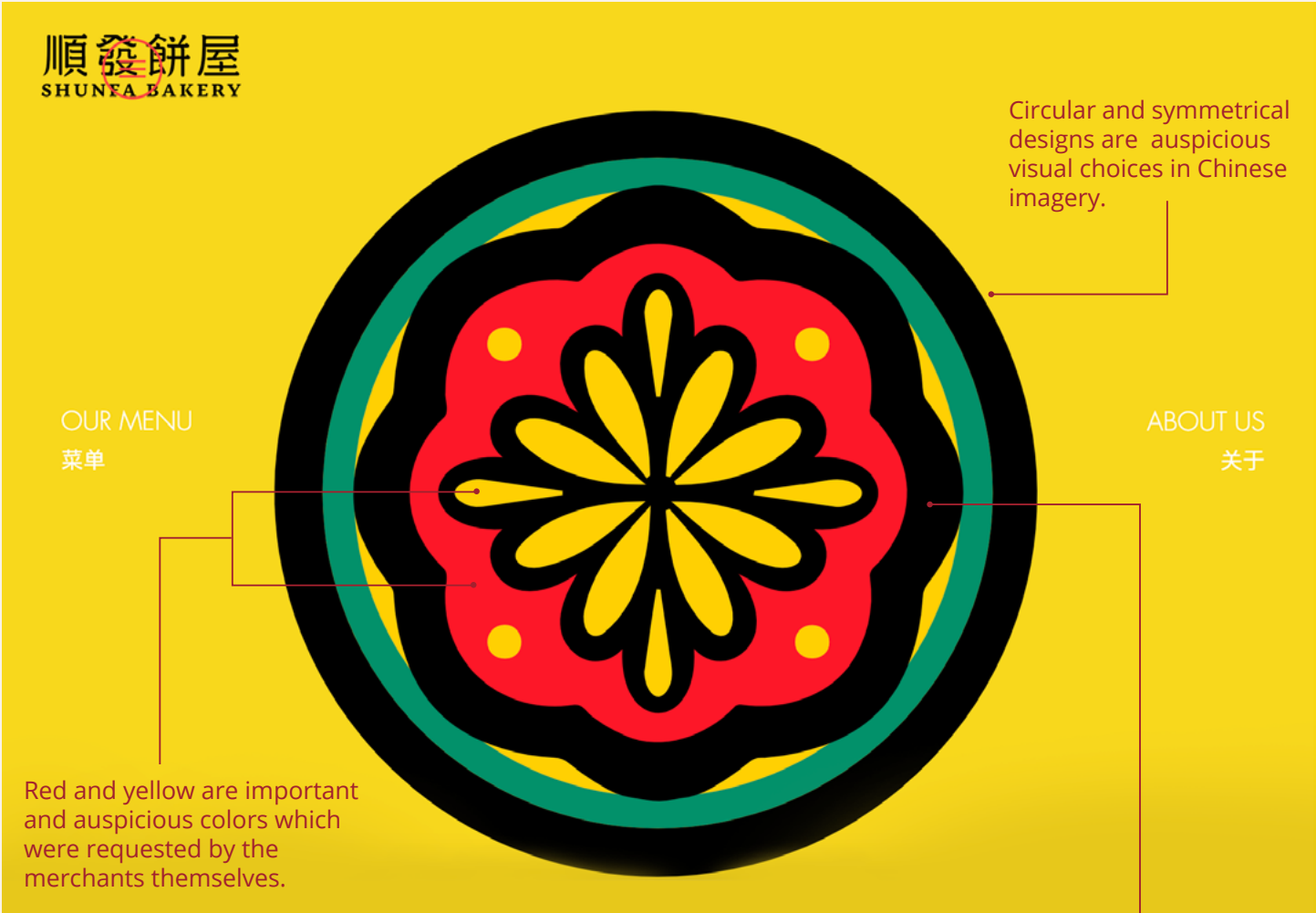
CUSTOM NEED
in-store updates +
operations help

SHUNFA BAKERY

Menu redesign,
branding & logo redesign,
website development



For a shop that is well-frequented by regulars, the branding and assets needed to feel at home in the space, and act as an extension, not a revamp, of Shunfa Bakery's community. It needed to look cohesive and fresh, while also remaining recognizable and culturally significant.



◀ THE NEW MENU DESIGN

Yellow was a prominent color in the existing Shunfa bakery, since it was the primary color of the large in-store menu.

Community Initiatives

FOOD CRAWLS

During the pandemic, Chinatowns across New York City were disproportionately impacted by the lack of tourism, foot traffic and outdoor dining resources. Fundraising for struggling businesses brings immediate financial relief; however, welcoming foot traffic back to our Chinatowns and shining a light on small, lesser-known, immigrant-owned establishments is indispensable to the long-term health, success, and sustainability of these businesses and communities.

To accomplish this goal, Send Chinatown Love organized two self-guided Food Crawls in September 2020 and February 2021. Through the participation of merchants, donors, and the general public, these community events not only rejuvenated our Chinatowns, but also brought together a vibrant community of both locals and returning out-of-state visitors. The premise of spending a day out in Chinatown wandering through different stores and restaurants is reminiscent of many New Yorkers' childhoods, identities, and experiences.

To maximize engagement and make the events interactive, our engineering team developed a Passport to Chinatown app to provide a digital keepsake of "destinations visited" where participants could track their progress and unlock prizes.

FOOD CRAWLS

SEPTEMBER FOOD CRAWL

Sept 1 - Sept 30
2020

1,225
FOOD CRAWLERS

3,802
PURCHASES MADE

\$29,423 DIRECTLY
TO OUR
PARTICIPATING
VENDORS

12 REWARD
PARTNERS

13
VENDORS

\$36,573 TOTAL

\$7,150
DIRECTLY TO OUR
PARTICIPATING VENDORS

365
PURCHASES

LUNAR NEW YEAR CRAWL

Feb 1 - Feb 28
2021

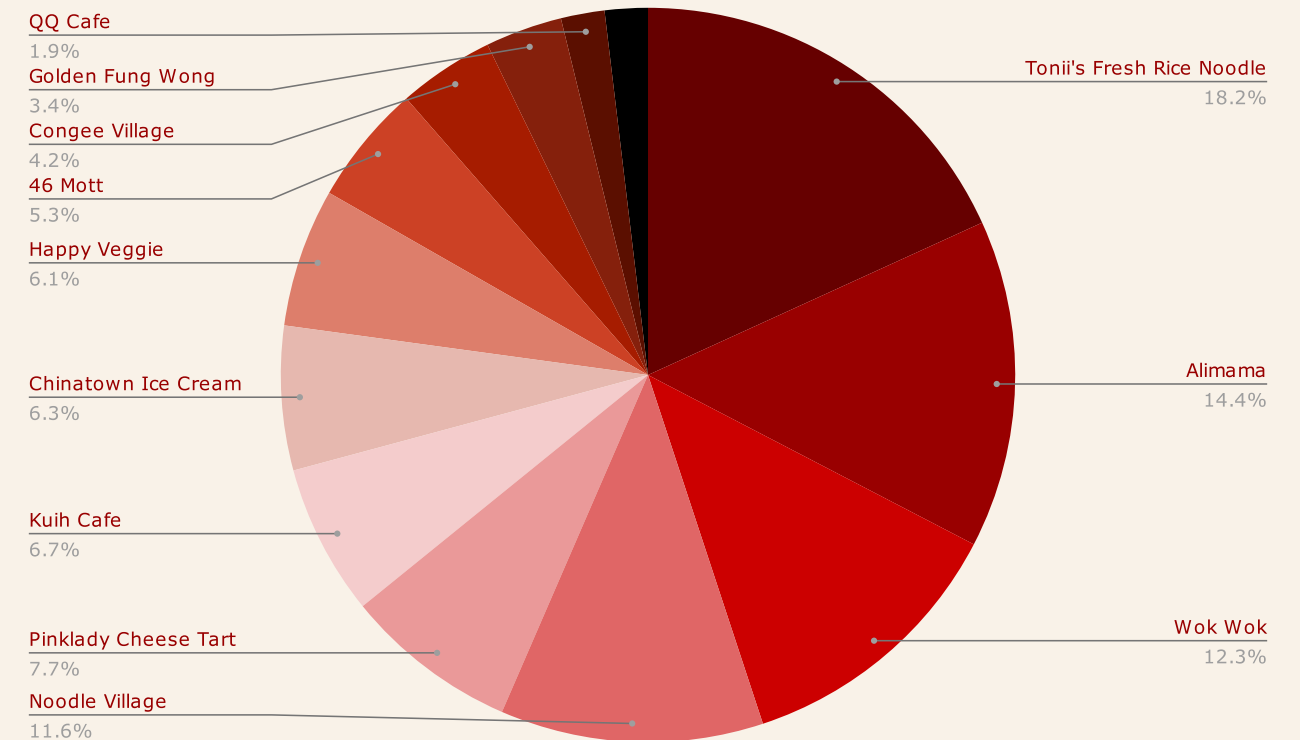
29
VENDORS

109
CRAWLERS

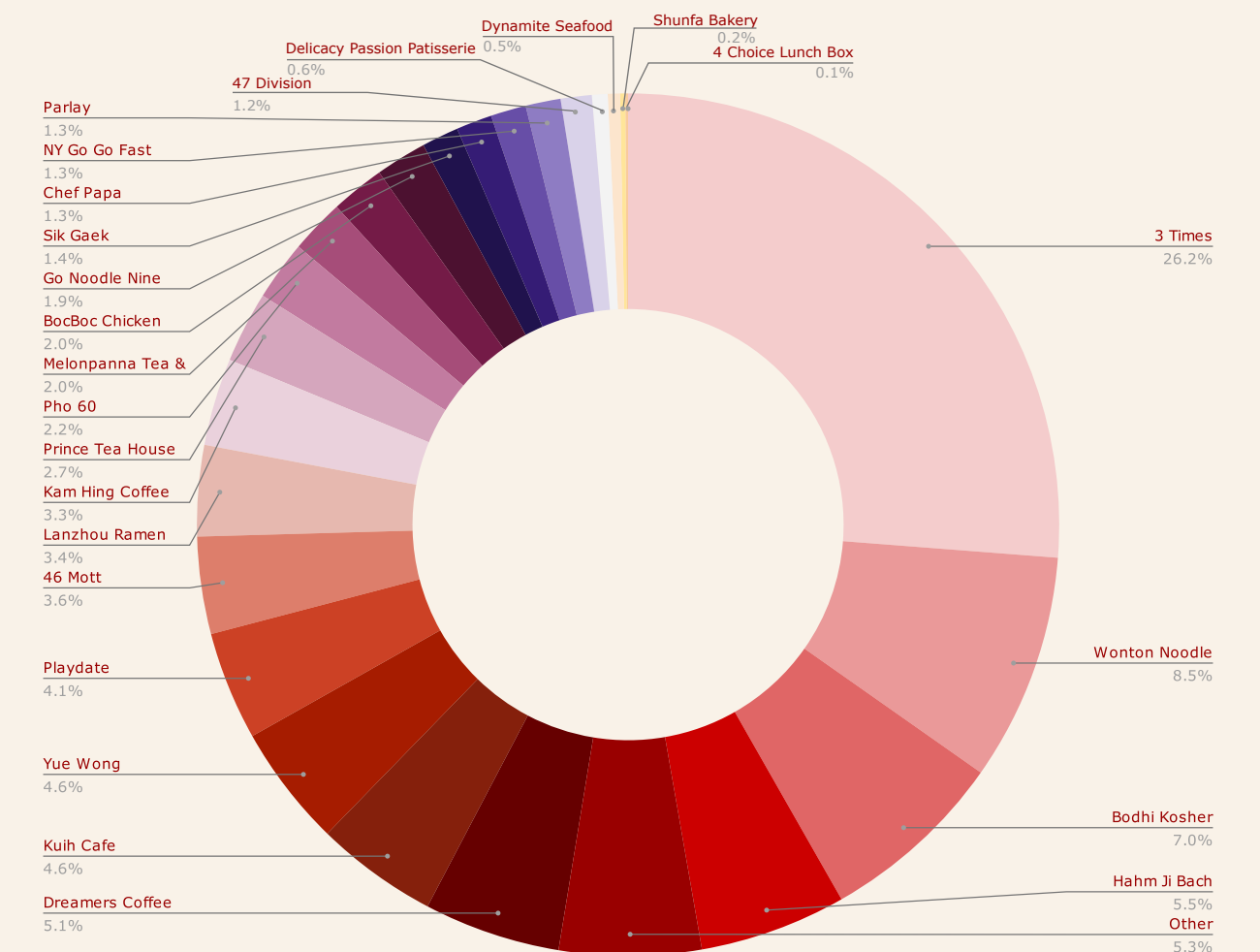
34
REWARD
PARTNERS

VENDOR PROCEEDS

September



Lunar New Year



SEPTEMBER FOOD CRAWL

Sept 1 - Sept 30
2020

For our first ever Food Crawl, we focused our efforts on Manhattan’s Chinatown. Our Seller Empathy team went door-to-door to meet merchants and introduce them to the idea of participating in the event. We designed paper tickets with unique codes that customers could collect at each location, and debuted our Passport to Chinatown app.

The month-long event not only brought in a significant amount of revenue and foot traffic, but also laid the groundwork for our next food crawl and served as a valuable learning experience that helped us better understand the needs and wants of our community and our merchants.



LUNAR NEW YEAR CRAWL

Feb 1 - Feb 28
2021

Ordinarily a joyous celebration and one of the busiest times of the year for Asian-owned businesses, Lunar New Year 2020 coincided with the onset of COVID-19, which saw a shift in attitudes towards the Asian community and subsequently declining patronage.

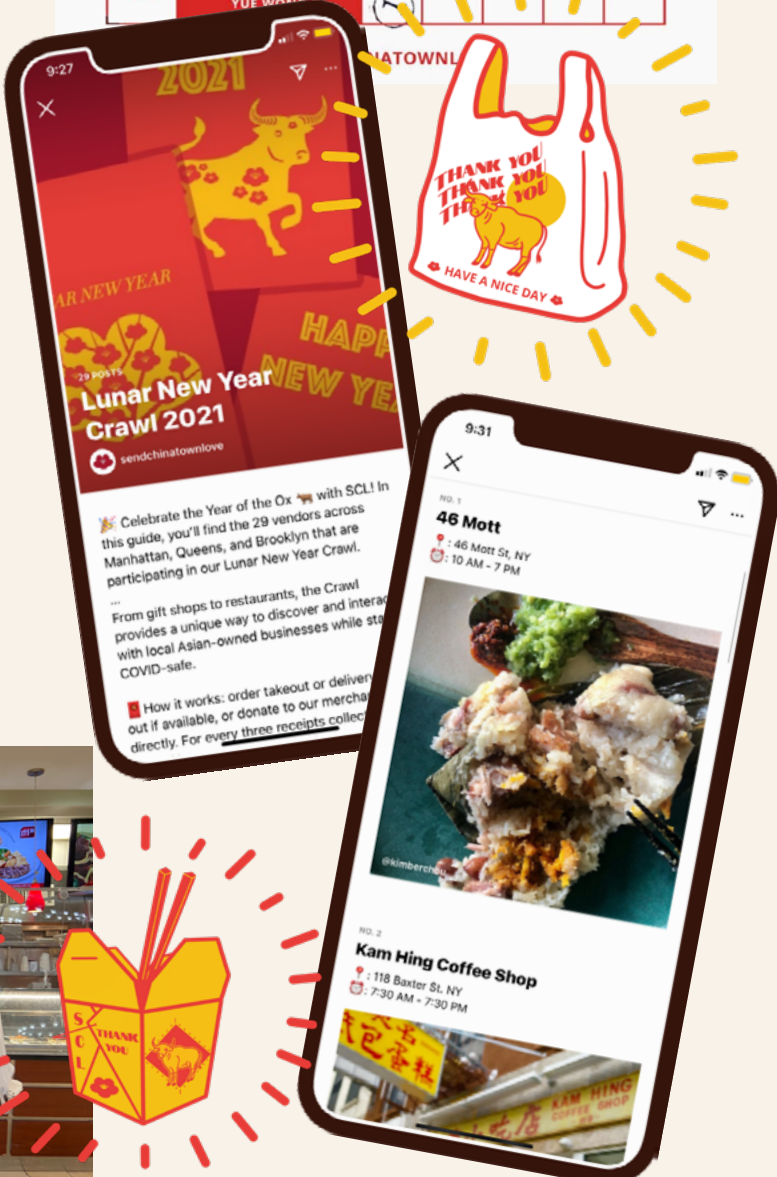
In 2021, we sought to bring back the vibrancy and life that Lunar New Year usually ushers into Chinatowns by organizing the Lunar New Year Food Crawl. The event provided an opportunity to spotlight a wide range of Asian merchants and to educate our audience on different Lunar New Year traditions and Asian cultures. Compared to our first food crawl, we expanded our reach significantly, growing to encompass 29 merchants throughout Manhattan, Queens, and Brooklyn.

Due to the cold weather and a spike in COVID-19 cases, we expanded the definition of an eligible “visit” to also include delivery, take-out orders, and donations to our merchants or Gift-a-Meal campaign. We also wanted to improve accessibility and access, allowing participants to support merchants without necessarily having to travel to be there in person or even be in NYC, and encouraging visibility and participation for merchants in the lesser-known Chinatowns.



新春美食行
LNY CRAWL STOPS

# OF VENDORS	DATE NO.	SEAM LESS*	DOOR DASH	UBER EATS	CHOW BUS	OTHER*
MANHATTAN	VENDORS					
3 TIMES		(1)	(1)	(1)		(1)
46 MOTT					(1)	(1)
47 DIVISION						(1)
BODHI KOSHER		(1)	(1)	(1)		(3)
DREAMER'S COFFEE		(1)				
GO NOODLE		(1)		(1)		(1)
KAM HING		(1)				
KUIH CAFE		(1)		(1)		
LAN ZHOU RAMEN		(1)	(1)			
WONTON NOODLE GARDEN			(1)			
YUE WONG		(1)				



LIGHT UP CHINATOWN

Nov - Dec 2020

SCL partnered with community leaders like Joanne Kwong (Pearl River Mart) and Chung Seto to bring some much-needed light and festivity to the streets of Manhattan's Chinatown by illuminating Mott St. and Bayard St. with lanterns. Conceived by Patrick Mock, community advocate and manager of 46 Mott Bakery, Light Up Chinatown was an initiative designed to offer a vision of hope and inspiration to visitors and community members alike, restoring foot traffic to the area and reminding the city that Chinatown remains open for business and as vibrant as ever.

SCL helped make this vision a reality by facilitating the fundraising and social media campaigns. These funds went directly towards the cost of lanterns, permanent light fixtures and installation labor costs.

We launched the initiative in November 2020 and surpassed our first fundraising goal of \$23,500 in just two weeks, in time for the winter solstice. Since we first launched this initiative, our donor community has helped us expand far beyond the initial two streets, bringing lanterns to Elizabeth, Mulberry, Pell, and Doyers Streets. These brightly colored lanterns that weave through the tapestry of Manhattan's Chinatown have become a New York cultural fixture that inspires locals and visitors from around the world.



FLUSHING BID HOLIDAY MURAL

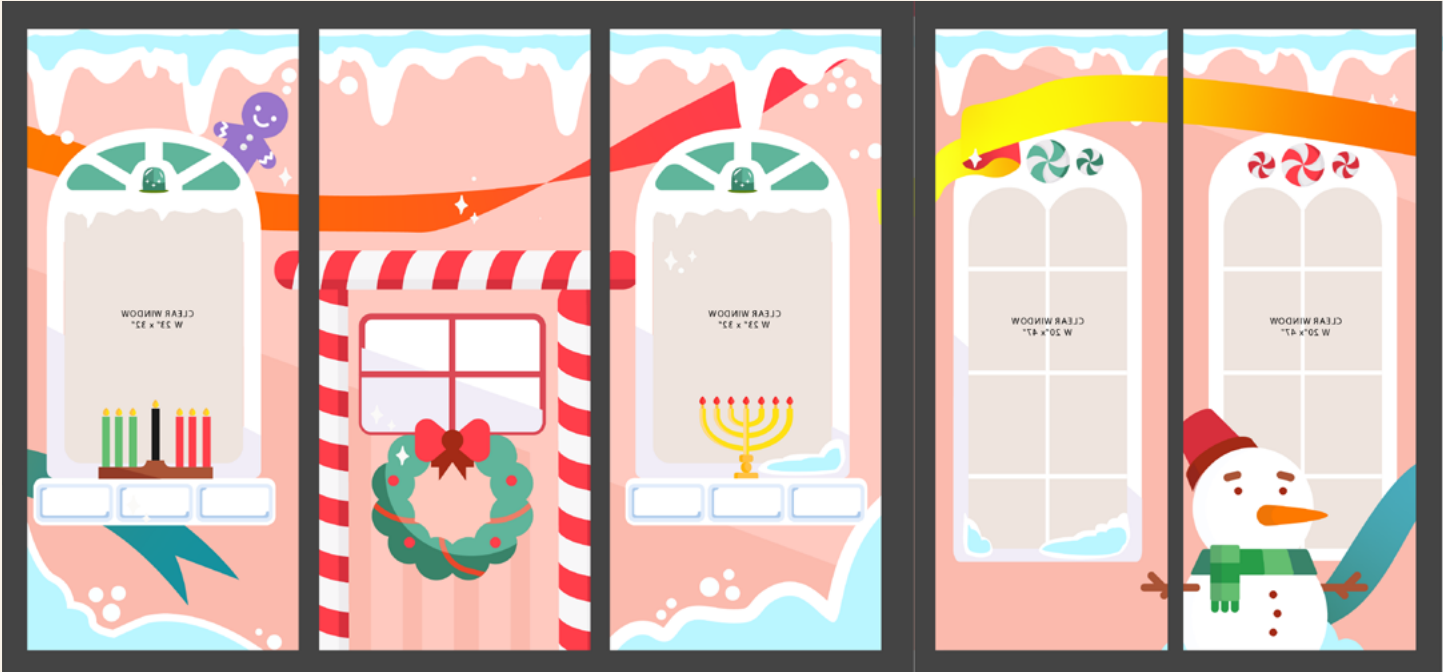
Dec 2020

In late 2020, the streets of Flushing, Queens continued to show the toll of the pandemic, with empty storefronts, boarded up windows, and 'FOR LEASE' signs everywhere. To encourage patronage to local businesses during the holiday season, SCL partnered with the Flushing Business Improvement District (BID) to transform the BID's information kiosk into an interactive, festive gingerbread house.

For over two months, we facilitated the design, installation and painting of this holiday art mural, incorporating Flushing's landmarks and local businesses through the art piece. Located at one of the most important intersections by the Flushing Library, the art mural was revealed on November 16, 2020 and was the feature of the BID's month-long "Instagram Selfie Contest".



Design mockup by SCL



COMMUNITY ACTION

@SENDCHINATOWNLOVE

EAST BROADWAY MALL *future*

WE CAN STILL CHANGE THE FUTURE

- 1 Support the remaining tenants.** They not only suffered from loss of foot traffic during the pandemic but have lost their target customer to Chinatown gentrification.
- 2 Email the city.** Let Mayor de Blasio, Council-member Chin and the Department of Citywide Administrative Services know what the community wants. Sample e-mail by @welcome.to.chinatown [link in bio](#).

LET'S START THIS CONVERSATION PRIDE

BISEXUAL

双性恋

shuāng xìng liàn

CANTONESE ► 雙性戀 SEUNG SING LUEN

translations by @SENDCHINATOWNLOVE

disparity in **POVERTY**

The model minority myth hides the diverse immigration backgrounds & economic disparity within the South Asian American community.

- After legislative changes introduced a temporary skilled worker program in the 1960s, a surge of highly educated Indian migrants came to the U.S. This history impacts the median Indian American household income (\$100,000 a year).
- On the other hand, Bangladeshi and Nepali communities have the lowest median income in all Asian American groups (under \$50,000 a year). 19% of Bangladeshi Americans & 17% of Nepalese Americans live in poverty (vs. 13% all U.S.).
- In NYC, the Bangladeshi community are among the poorest ethnic groups & are especially vulnerable during the pandemic as our city's essential workers. They make up the cab drivers, cooks & grocery store workers that got us this far.

Chinatown Practices **RANK CHOICE VOTING** WHY

- Vote for Mayor, Comptroller, Public Advocate, Borough President & City Council on **June 22**.
- Even if your favorite candidate doesn't win, you still have a say in who gets elected.
- You can vote your conscience without worrying that you're wasting your vote or electing a candidate you don't like.
- Ranking a 2nd, 3rd, etc. choice will never hurt your favorite candidate.
- No one can win with less than 50% of the vote.

Learn more at @rankthevoteny

Send Chinatown Love is, at its core, about serving the community. Since our community includes people from so many different backgrounds and across multiple generations, communication is a crucial need for us to address. Many members of the younger generations struggle to find a common language to have conversations with their elders regarding some of the complex issues that have been at the forefront of everyone's minds in the last year.

To help facilitate these conversations, we leveraged our social media platforms to share English-Chinese translations to discuss a variety of different topics, including social justice, COVID-19 testing, civic action and identity.

Community Action

AAPI VISIBILITY *and* DIALOGUE

Asian American communities have been challenged in many ways this past year. Many of these challenges were not new, but have surged to the forefront due to the pandemic, the political rhetoric surrounding COVID-19, and the subsequent violence against our communities. We listened to community voices, shared emotions, resources, and marginalized stories, and found solidarity with our allies. Additionally, we have spotlighted and interviewed Asian American entrepreneurs, creatives, and activists on our social media to further champion the importance of representation and to provide solace and inspiration during a year of isolation.

@SENDCHINATOWNLOVE

the HISTORY of GENTRIFICATION in NYC CHINATOWNS

WE SEND LOVE TO *every* CHINATOWN AS EACH NEIGHBORHOOD FACES ITS OWN CHALLENGES.

@SENDCHINATOWNLOVE in the **DMs**

I FEEL *guilty for feeling* **GRIEF, ANGER & FEAR** — **THAT'S** *the problem.*

CHINATOWN CONFESSIONS

@SENDCHINATOWNLOVE

don't forget the **PI*** in **AAPI**

Pacific Islanders

WE CANNOT USE THE TERM AAPI TO ONLY HIGHLIGHT ASIAN ISSUES & NOT PACIFIC ISLANDERS.

WE NEED TO ADVOCATE FOR THE *entirety* OF THE AAPI COMMUNITY

SCL INSTAGRAM LIVE BROADCAST GUESTS

SCL x ERIC SZE
#Enoughisenough

ENOUGH IS ENOUGH

ENOUGHISENOUGH NYC

An initiative by Asian American business owners in New York City to raise awareness on the recent surge in hate crimes against the Asian American community. Through providing free meals to the underserved, we believe unity and love should never be lost during times of crisis.

Uncle Vicha

MARCH 10 5PM

REAL TALK

The #Enoughisenough campaign is the coming together of 20+ NYC Asian American business owners who are supporting the AAPI community by providing meals to the underserved.

Tune into our IG Live as we talk to Eric Sze, owner of 886 and founder of the initiative, about his advocacy and experience as a business owner in a pandemic.

SCL + Louise
886 + Enough is Enough Eric Sze

SCL x SOPHIA LI



REAL TALK

MARCH 18 6 PM

- March 18, 2021

Sophia Li, journalist and filmmaker
- February 18, 2021

Sean Ro, Lunar Hard Seltzer co-founder
- December 9, 2020

Patrick Mock, 46 Mott manager
- November 12, 2020

Joanne Kwong, Pearl River Mart president
- August 26, 2020

Kim Pham, Omsom co-founder
- June 30, 2020

Khoa Sinclair, Bubble_T

- March 25, 2021

Kari Okubo, Hate is A Virus social media director
- March 10, 2021

Eric Sze, 886 co-founder
- January 29, 2021

Gabrielle Widjaja, creative and SCL designer
- December 4, 2020


Michael Tan, Eggloo co-founder
- October 24, 2020

Abi Balingit, The Dusky Kitchen founder
- August 8, 2020

John Choe, Greater Flushing Chamber of Commerce executive director


UNIVERSITY *and* COMMUNITY ORGANIZATION OUTREACH

BE A LIFTER, NOT A LEANER




GET INVOLVED

VOLUNTEER WITH US!



SPREAD THE WORD

SUPPORT US BY TELLING YOUR FRIENDS



START YOUR OWN

REMEMBER WHERE WE STARTED

We have always aimed to share our learnings, experiences and advocacy with speaking engagements at a diverse range of institutions, community organizations and platforms. For example, we presented to the Greater Flushing Chamber of Commerce about our operations and our product process to NYC's School of Visual Arts. We were also featured on the Asian American podcast, With Warm Welcome.

In November and December 2020, SCL worked with seven universities in the NY Tri-State area for its first Campus Ambassador Program. The program paired a campus leader with an SCL mentor to promote leadership skills and social justice engagement.



Kin Yang, SCL social media strategist and Binghamton University Campus Ambassador

“ Seeing that my actions could make a positive social impact on the community I grew up in was both heartwarming and inspiring. Send Chinatown Love fostered a strong, tight-knit community of individuals that supported me throughout my time as a Campus Ambassador and it has strengthened my understanding of what it means to be Asian American. ”

PARTNERSHIPS

April 1, 2020 - March 31, 2021

As SCL has grown, we have been grateful to have had the opportunity to partner with different businesses and organizations looking to help support our community. Our profound thanks to:

12 PELL
ANNEMARIE GALLIPOLI
ANNETTE WONG
BAMBU
BAO BAE
BOBA FIX
BROOKLYN FOOD & BEVERAGE
BUFFY
CHANEL MILLER
CHINATOWN ICE CREAM FACTORY
CHINESE CONSOLIDATED BENEVOLENT
ASSOCIATION NYC
CHOP SUEY CLUB
CHUNG SETO AND UNITED DEMOCRATIC
ORGANIZATION
COCO TEA USA
CRANES FOR CHANGE
D.S. & DURGA
DUY VO
FAR-NEAR
GREATER FLUSHING CHAMBER OF
COMMERCE
HAWTHORNE
JINGFONG
JOANNE KWONG AND PEARL RIVER MART
JUNZI KITCHEN
KAIGO COFFEE ROOM
LABOR SKATESHOP
LAS BOMBONITAS
LAZY SUNDAES
LI ORGANICS
LUNAR HARD SELTZER

LYFT
MAGNOLIA JEWELERS
MOSHI YUZU SPARKLING
NEW YORK CHINESE CULTURAL CENTER
NEW YORK NICO
NOM WAH
OMSOM
PEARL RIVER MART
PICCOLINI NYC
POTLUCK CLUB
PRIVATE POLICY
RECEPTION BAR
SARAH COLEMAN
SOUTHEAST ASIA FOOD GROUP
STICKY LOCALS
SUBLIMA JEWELRY
SUNDAE SERVICE
SUNNY LI
TEA & MILK
THE CHINESE CHAMBER OF COMMERCE OF
NEW YORK
THE DOUGH CLUB
THE QI
THINK!CHINATOWN
TOCHI SNACKS
TORI ENG
TV DAD
VICTOR LI
VOLLEY TEQUILA SELTZER
YAYA TEA
YIFANG CHINATOWN
YOUNG NAILS

Partnerships — FRIEND OF A FRIEND X SCL



We have had the privilege of collaborating with a local husband and wife duo, Friend of A Friend Studio (FOAF), for our first apparel merchandise in September 2020. "Chinatown Love" was thoughtfully designed in celebration of Chinatown's medley of culture, food, and unwavering determination.



LOOKING FORWARD

Our mission will always be to empower small, immigrant-owned Asian businesses to stand on a level-playing field in the increasingly competitive and digitalized hospitality and retail industries. As the city shifts towards focusing on economic recovery and begins loosening pandemic-era restrictions on restaurants and businesses, the needs of our merchants have also started to change.

As of August 2021, we updated our overall strategy to accommodate the changing needs of our merchants.

Send Chinatown Love envisions a future where communities and Asian-owned businesses collectively uplift Chinatowns.

- Our purpose is to break down barriers that prevent Asian-owned business from achieving their business goals. We will also strive to bridge the gap between our SCL community and Asian-owned businesses.
- Our mission is to respond to the needs of Asian owned businesses by providing customized services and resources. For the community, we hope to create opportunities for the SCL community to connect with Asian-owned businesses.

Since July 2021, Send Chinatown Love is shifting its focus from providing fast financial relief to helping our merchants develop long-term sustainability goals — particularly through our Business Development (BD) and Gift-a-Meal (GAM) programs. At the time

of writing (October 2021), SCL has already begun its Merchant Growth Planning (MGP) process where we have discussions with each of our existing merchants to learn about their current business needs, and how they anticipate their needs changing over time. We aim to develop a comprehensive understanding of their finances and operational capacities, as well as their dreams and goals. We have also expanded our scope of merchants to include those that are only interested in GAM or BD. Since then, we have transitioned five merchants to MGP and will continue to do so in a phased approach until all of our merchants are comfortably self-sufficient.

In the meantime, we will continue to iterate and improve our products to best serve our merchants and the community.

We are grateful for your support as our organization grows, and we are excited to continue to build community partnerships, advocate for change, and preserve culture and legacies.



OUR VISION



FAST FINANCIAL RELIEF

Donations raised from our webpage that go directly to the merchant.

GIFT-A-MEAL

Our double-impact campaign that raises money to purchase food/supplies from our merchants. Those items are redistributed to community members in need.

BUSINESS DEVELOPMENT

Our in-house agency and pro-bono consultancy

SELF-SUFFICIENT

Our goal is to help merchants become sustainable and resilient long-term contributors to Chinatown; we continue to engage the community through events & storytelling.