

**REACH of Central Florida  
Presidents' Report  
May 2021 - May 2022**

***Board of Directors and Officers***

**Co-Presidents:** Jerry He & Rebekah Joe

**VP Communications:** Jocelyn Lam

**VP Community Service:** Allison Lunandy

**VP External:** Emme Lee

**VP Internal:** Andrea Sison

**Secretary:** Meira Lee

**Treasurer:** Aimee Nguyen

**Public Relations:** Edison Cheung & Serina Kaochari

**Historian:** Ashley Ding

**Webmasters:** Travis Duong & Minhnh Nguyen

**Advisors:** Kaylee Duong & Jiya Sishodia

***Coordinators***

**Apopka High School:** Colin Poon

**Bishop Moore High School:** Siena Ramirez & Katrina Tiqui

**Doctor Philips High School:** Vicky Zheng

**Freedom High School:** Rachel Lam, Heather Li, Hillary Quach, & Haruna Ramirez

**Hagerty High School:** James Hu

**Lake Nona High School:** Vandana Manchikanti

**Olympia High School:** Alvin Li

**Timber Creek High School:** John Ruiz & Yvonne Tsao

**University HS:** Ibrahim Itani, & Mike Wong

**Windermere HS:** Toni Arellano, Yvonne Le, & Eileen Ng

**Winter Park HS:** Tyson Nguyen & Adelaide Tso

**Winter Springs High School:** Catherine Li

## *Activities*

### **1. Induction Ceremony**

- *Blue Jacket Park, May 29, 2021, from 9:30 am-12:00 pm*
- Had committees with old and new officers to plan food, sound, photos, and a schedule
- Distributed awards and recognized seniors as well as new officers
- Had a social at Bolay afterward along with a special REACH informational board and donation box

### **2. 3rd Annual REACH Out**

- *Blue Jacket Park, June 27, 2021, from 9 am-1 pm*
- First event for new officers to be in charge to plan games and food and to meet each other after mainly having online meetings
- UCF ASA and REACH Alumni dropped by to talk about advocacy and the community
- Lazy Moon contributed free pizza

### **3. REACH Mural**

- The city of Orlando allowed REACH to paint an Art Box on Mills 50
- Drawn and painted by Allison Lunandy, Andrea Sison, Jocelyn Lam, & Minh Anh Nguyen along with help from Jerry He, Rachel Perez, Katrina Tiqui, and Gabriel Tiqui
- Featured different sides showcasing Asian pop culture, history, festivals, and REACH social information

### **4. REACH Alumni Program**

This year we also created a Facebook group and messaged REACH Alumni to form a network.

- *Last year marked REACH's 10-year anniversary, since then there has been increased discourse in the Central Florida Asian American community regarding the importance of strengthening our social support networks and advocating for one another through trials in life whether they are sociocultural, professional, or academic. The purpose of the group was to network REACH Alumni with one another and the Central Florida community and open channels of communication with current REACH members for academic and professional mentorship as well as leadership development.*
- Our plan was to use this network to have monthly zoom meetings to learn advice and potentially career-centered advice for current REACH members.

- While there was interest from 23 alumni to become mentors and join this program, it fell through because many alumni were busy.
- In the future, it would be good to have a professional networking program within REACH for alumni but it would have to be on a lower scale to fit people's schedules.

### **5. Sharing Center Volunteering**

- Helped the Sharing Center (located in Longwood) organize and process donations for their thrift shop.
- Due to its far location and low interest, we decided to shift our focus toward other closer volunteering opportunities.

### **6. Dragonboat Festival & Asian Cultural Expo**

- *Turkey Lake at Bill Frederick Park, October 16, 2021, 9 am-4 pm*
- Dragonboat
  - Captain Emme Lee, External Co-captain Rebekah Joe, Internal Co-captain Allison Lunandy
  - Had four in-person practices and three virtual ones
  - Got second in the GWN Orlando International Dragon Boat Festival 2021 Consolation B Final and improved by 5 seconds in each race.
  - [Captains' Year End Report!](#)
  - [Asia Trend Article](#)
  - Went to Dim Dim Sum for a celebratory dinner after!
- Asian Cultural Expo
  - ~30 volunteers (not including paddlers)
  - Had each school create a board related to an Asian country along with some interactives within the REACH booth
  - Officers presented their country and boards on stage as well
  - Represented 8 countries (9 schools participated) including India (Winter Springs), **Taiwan (Windermere)**, Vietnam (University), China (Timber Creek), Japan (Lake Nona), Indonesia (Hagerty), Korea (Freedom), Philippines (Bishop Moore), and Singapore (Apopka)
  - One officer (Travis Duong) performed martial arts for the expo

### **7. Winter REACH Out**

- *Parking Lot of Mrs. Pauline's Office, December 5, 2021, 2-5 pm*
- Had a Christmas-themed event to help integrate officers who joined later to get to know everyone in-person
- ~48 attendees

- Had a decorations, music, food, activities, promotions, Secret Santa, and a venue committee
  - i) Did a potluck style where all attendants brought a snack or drink which worked out well
  - ii) Could not find an indoor venue that was reasonably priced but because it was a nice day, the parking lot worked :)
  - iii) Secret Santa was for officers only and was revealed at the event
  - iv) Played games like red light, green light (with squid game music) & had activities like painting an ornament, unwrapping gift cards, bean-boozled cup pong, and decorating a sugar cookie
  - v) Had a fancy REACH backdrop and head cutout for pictures
  - vi) Also had party favors for everyone
- Overall a very fun and successful event!

## **8. Toy Drive**

- Although we were unable to volunteer at United Against Poverty for their Christmas Mall, we still tried raising toys for it and collected them at the Winter REACH Out
- The total toys collected was 44
  - i. Homeschool: 16
  - ii. Lake Nona: 12
  - iii. Apopka: 1
  - iv. Windermere: 2
  - v. Cypress: 10
  - vi. Winter Springs: 1
  - vii. Lake Minneola: 2
- While raising toys was harder due to the coronavirus, encourage officers next year to purchase at least 1 toy themselves and split schools into 2 teams to compete to incentive raising toys

## **9. Dragon Parade**

- *Mills Avenue, February 13, 2022*
- ~55 Volunteers (including officers)
- REACH officers/volunteers helped organize and manage the parade
  - i. Route set-up
  - ii. Staging and registration of parade performers
  - iii. The direction of traffic and the moving of barriers
  - iv. MC and Sound Control
  - v. Flag Performance
  - vi. REACH Vehicle decoration

- Officers/ICs utilize the walkie-talkie app Zello to communicate
  - i. Worked pretty well for long-distance communications, but face-to-face contact was definitely the most effective means of communication
- More communication leading up to the day of the parade would smooth out the confusion and improve the efficiency of the event

### **10. REACH Cultural Showcase**

- *Winter Park Community Center, March 27th, 2022, 4-7 pm*
- 12 tickets sold online, \$7 each / 5 tickets sold in-person, \$5 each
- Although the event was a net loss for REACH, provided a great opportunity for officers to run their own event and for REACH to connect with performing groups from around Orlando
- Learned some important lessons
  - i. Keep track of venue deadlines/dates
  - ii. Focus more on advertising to increase ticket sales and recoup the costs
  - iii. Ensure that the venue can seat the audience AND performers, or have a system for performers to come and go to avoid clogging up the venue

### **11. Asian Cultural Festival**

- *Ocoee Lakeshore Center, May 22nd, 2022, 9 am-5 pm*
- ~60 volunteers (including officers)
- First event of the new term and the last event of the old term; the New REACH Officer Board took the lead on most tasks
  - i. Set-up
  - ii. REACH Booth
  - iii. Vendor/Performer Check-In
  - iv. Stage (MCs: Jocelyn Lam, Rebekah Joe, Jerry He)
  - v. Photo/Video
  - vi. Teardown
- REACH Booth returned after many years and resulted in a net positive!
  - i. Sold various cold Asian drinks and snacks
  - ii. Helped house the Tesla Overnight Experience raffle
  - iii. Gave out stickers to spread awareness of REACH
- Overall, the drinks at the REACH booth were very successful, but for the other items, possibly pair selling them as a prize of an activity (like spinning the zodiac sign board).
- Some volunteers were just standing around and unclear about what they were doing so we might need a cap on volunteers in the future or be more specific
- However, we also need to make sure that volunteers stay for teardown because there was a lack of volunteers.

- The Tesla raffle had confusion at different locations on how it was selling so be sure that the person in charge of the money stays consistent and is a REACH board member.
- In the future, we should make REACH informational flyers or business cards beyond just stickers!!

## **12. Orlando City Soccer Game (Asian American Heritage Night)**

- *Exploria Stadium, May 28, 2022, 7:30 pm*
- 2 Alumni and 8 current officers attended to celebrate AAPI month with a pre-match tailgate, pre-game photo, video board recognition, and special coolers for VIP guests.
- This experience was very fun and the first soccer game for many of the officers.
- While many would do it again, we did not reach our goal for selling tickets, so in the future, possibly try to advertise more or give REACH officers a discounted price to encourage them to come.

## **13. News 13 Everyday Hero**

- *May 12, 2022*
- Jerry He was interviewed by News 13 at Mrs. Pauline's office to discuss his experience in REACH and within the Asian American community
- [Article](#)

## **14. Grant Opportunity**

- Our plan to receive one of the grants was originally 2 parts.
- Firstly was a community service-based plan where applicants write up a service project that they wish to do or have done. The project will ideally benefit the local Asian-American community. The winner's project will be enacted by REACH through its volunteers.
- The second part was art-based where applicants create artwork that represents Asian culture, and the judging panel selects artwork from a pool of applicants who fit the criteria and the final winner is chosen based on a public vote. The winning design could potentially be put on T-shirts, mugs, etc. to be sold as proceeds to benefit REACH and any possible future scholarships.
- However, as another company offered a grant, we changed it to more action-based in serving the community and a feeding the homeless project in Lake Eola as we would need the money to buy supplies and hand out other necessities like hygiene products and clothes.
- The 2022-23 term would be in charge of carrying these plans out.

## **15. Socials**

- Overall, made a total of around \$300
- Had 2 socials at Bolay (May 29, 2021, & December 5, 2021) and received 20% of all sales within the time slots.
- Had 1 social at Chipotle (September 4, 2021), which required a minimum of \$150 from REACH so while we achieved our goal, it took more effort compared to Bolay
- As we keep growing our social media presence, hopefully, more people will come to the socials to support REACH.

## **16. Communications Department**

- Blogs
  - i. While we tried to keep up our blog plan like in previous years to meet officer requirements, not many people were interested in writing and reading blogs. Additionally, it was harder to coordinate and make sure each officer was following the deadlines.
  - ii. Therefore, during the middle of the year, we took out the blog requirement but would still prefer officers to write about their experiences for events so it can be posted to the newsletter.
  - iii. The website should also be updated on a regular basis to keep up with each event.
  - iv. Because we are lessening our blogs, going forward, the leadership board should seek opportunities to keep officers engaged through social media.
- Newsletters
  - i. This year, we only sent out 3 newsletters that recapped different events, officers, and blogs
  - ii. In the future, the Presidents should work with the VP of Public Relations should implement a system to send out emails to new members who sign up through the website and keep them updated on events
  - iii. In addition, whether it's through social media or a newsletter, posting should be more frequent to advertise events

## **17. New positions**

- Because of the hierarchy and overlapping nature in some areas in REACH along with the complications with the coronavirus, many positions this past year had less involvement. Therefore, for the coming 2022-23 term, we changed some of the executive board positions in order to streamline communication and tasks.
- Instead of having an Internal and External Vice President, there is now a Vice President of Public Relations, who monitors emails and recruitment within our organization.

- Rather than having Public Relations officers, we created a Social Coordinator role who will assist the VP of Public Relations in fundraising, social events, and volunteering opportunities.
- We hope that these new roles will benefit REACH's involvement and communication to grow and realize that in future terms, these positions can change based on the evolving dynamics within REACH.

## **18. Membership**

- This year, the presidents also focused more on checking the emails and the spreadsheet for new people who sign up as REACH members to expand our officer group.
- Previously, many people who signed up to become officers and were interested in joining got overlooked because there was not a set system in place to keep them engaged.
- From mid-March until September, one of the presidents sent out an email to people who had filled out the membership form on the website with information on what a high school coordinator was and how to apply.
- Once and if they responded, more information was sent like confirmation letters and instructions on joining Facebook (past emails can be found in our gmail).
- Because of this, many more officers could be a part of REACH and even though they joined later, they still had to follow the necessary requirements to join.
- In the future, the presidents should continue doing this and keep checking the form periodically and sending out emails to ensure that people aren't getting overlooked.
- The Webmaster and VP of Public Relations should also be aware of this process as they monitor Instagram and email.

## ***Overall Notes***

- While it took some time to figure out how to proceed with events in the midst of the pandemic, REACH found ways to unify members and volunteers and grow our organization.
- Although we faced challenges in planning some events and keeping involvement high among the officers, the fundraising socials and more frequency of events helped members communicate and develop more connections with each other.
- Overall, we had 2 new schools and over 44 members and volunteers throughout the term who helped share Asian culture with others.
- This year, REACH also hosted its first Cultural Showcase to display talent from local high schools! We hope to continue events similar to this for our community and plan well in advance to advertise and gain more audiences.

- After a couple of years of not having them, REACH also volunteered at the Dragon Parade and Asian Cultural Festival which both had a great turnout and showcased the different ethnicities, performances, and traditions.
- We're proud and grateful for the contributions REACH and its dedicated members and officers made this year and look forward to seeing how they continue to grow in the future!

### ***Awards***

- Most Involved Underclassman: Meira Lee & Colin Poon
- Most Involved Upperclassman: Emme Lee & Allison Lunandy
- Leadership Award: Jerry He & Rebekah Joe
- REACH Star: Emme Lee
- Dragon Boat Captains: Emme Lee, Rebekah Joe, & Allison Lunandy
- Dragon Boat Great Paddlers: Travis Duong & Meira Lee
- Media Award: Jerry He
- Mills 50 Mural Award: Allison Lunandy, Jocelyn Lam, Andrea Sison, Minhahn Nguyen, & Katrina Tiqui
- Dragon Parade Volunteer Award: University High School (1st), Bishop Moore High School (2nd), & Cypress Creek High School (2nd)
- Asian Cultural Festival Volunteers Award: Lake Nona High School (1st) & Bishop Moore High School (2nd)

*President Report By:*

*Jerry He & Rebekah Joe*

*Co-Presidents 2021-2022*

*June 4, 2022*