SHINE YOUR LIGHT
At the intersection of faith and community.

Back to First Love

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Hyepin Im is the President, CEO, and Founder of Faith and Community Empowerment (FACE formerly KCCD), a non-profit organization whose aim is to help churches by connecting them to resources and partners that could help them to create a bigger impact and positive influence in their communities.

Excerpt from Christianity Daily article:

“There are thousands of churches in Los Angeles alone, but if one of them were to shut down, would any members or leaders of that community know?” she posed. “Would any of them feel that the loss of that church was indeed a loss to the community?” Im pointed to Matthew 5:16, which reads, “In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.”
This is the source of Im’s deep passion behind the work of FACE. FACE aims to be the platform through which churches can be connected to those leaders, non-profits, and resources for churches to be able to contribute to their communities effectively and on a greater scale. FACE aims not only to be the voice for the Korean American churches in the political sphere, but also be the bridge by which churches can also speak up to community leaders.

FACE, which was founded in 2001, has been actively striving to take on such a role by providing various services for the church and the community, including homebuyer education, healthy marriage education, financial literacy, small business training, foreclosure prevention, workforce training, to name a few.

In order to continue this legacy and to create an even greater representation of Asian American Christians in the political sphere in the future, FACE has also been investing in the younger generation by inviting them to events such as the National Lighting the Community Summit in Washington, D.C. This past May, 16 young adults went to the White House with other Asian American leaders for the Summit, during which they were able to advocate for issues such as mental health and at-risk youth; human trafficking; My Brother’s Keeper, a federal initiative meant to empower young men of color; immigration reform; and affirmative action.

“Everything is political, and the sooner that young people realize that, they can have that much of a greater and more significant impact on the community,” Im said.
OUR MISSION

Our mission is to advance the Asian American community's participation, contribution, and influence through faith and community partnerships.

OUR PRACTICE

FACE serves as a light and bridge between the Asian American community and the greater community at large by connecting and creating private and public collaboration, maximizing the capacities of faith-based organizations and other community non-profits, increasing access to resources and funds, and assisting low-income individuals and revitalizing neighborhoods.
OUR IMPACT

800+ Community Partners
From the White House to Fortune 500 Companies

5000+ Faith Leaders
Trained on Community Development

15,000 Families & Individuals
On their way to Homeownership

$400,000+ Sub-Grants
To Faith-Based & Community Organization

$2.3M Downpayment Assistance
& Other Assistance for Families & Individuals

$92M Mortgages
Saved from Foreclosures
Lifting up AAPI disparities which continue to be erased

Asians have the highest degree attainment rate.

Asians have the lowest chance of rising to management across all sectors.
7 AAPI subgroups under the Black & 12 under the Hispanic homeownership rates.

Asian American Entrepreneurship

Performance and Challenges

Asian- and Black-owned firms were more than twice as likely as white-owned firms to be in poor financial condition at the time of the survey.

Financial Condition, At Time of Survey (2022 Report on Firms Owned by People of Color)

Asian (N=982) 39% 42% 15% 3%
Black (N=1,775) 36% 40% 19% 4%
Hispanic (N=1,118) 28% 45% 19% 4%
White (N=6,900) 17% 38% 27% 12%

2022 Report on Firms Owned by People of Color
Federal Reserve Banks

Asian Small Businesses have the poorest financial conditions (2022 Federal Reserve Report)
In the rise of anti-Asian hate crimes, FACE convened various cross-racial faith leaders to have tough conversations of reconciliation to build solidarity & understanding. As a result of these convenings FACE has rallied Black & Asian leaders to produce Stop Hate PSAs, Black & Asian Townhalls, a joint resolution signed by faith leaders across the nation, and even a cross-racial op-ed titled "Asian Lives Matter."

Black & Asian Faith Leaders Gather for "Tough Conversations & True Allyship" Seminar
FACE President Hyepin Im addresses Vice Resident Kamala Harris at Covid-19 taskforce launch.

LEADING CORPORATE AND ELECTED LEADERS

$88 Billion Community Benefits Agreement

- We consulted PNC Bank on AAPI inclusion and as a result included the AAPI community in their $88 Billion Community Benefits Agreement funding as well as credited FACE for the inclusion.
- Our advocacy efforts sparked the creation of a historic committee within the White House to specifically address xenophobia.
PNC Announces $88 Billion Community Benefits Plan

"PNC's Community Benefits Plan was developed by PNC, in consultation with BBVA USA, and was informed by numerous community listening sessions... with the National Diversity Coalition, the Greenlining Coalition, the California Reinvestment Coalition, Faith & Community Empowerment, and members of their respective organizations."
PNC also plans to offer Low Cash Mode℠ digital offering, which addresses the $17 billion that some studies estimate U.S. consumers pay each year in overdraft fees.

In addition, PNC will expand into its new BBVA USA geographies its SmartAccess and Foundation Checking accounts—two products that meet the Cities for Financial Empowerment Fund’s Bank On national certification.

"PNC is committed to continuing to reduce barriers to banking, increasing access to financial services and capital, and implementing financial solutions that position LMI and minority-owned businesses for effective growth, development, and sustainability," Bynum said.

Under the Community Benefits Plan, PNC also will create a Community Advisory Council that will meet semi-annually to discuss the bank’s progress toward the goals and objectives of the plan.

Finally, under the Plan, PNC will increase recruiting from historically Black colleges and universities while also exploring opportunities to increase its recruitment from higher education institutions primarily serving Latinx students.
PNC's Community Benefits Plan was developed by PNC, in consultation with BBVA USA, and was informed by numerous community listening sessions that PNC held with the National Community Reinvestment Coalition (NCRC) that included representatives from more than 150 NCRC member organizations from across the combined PNC and BBVA USA footprint. PNC also held listening sessions with the National Diversity Coalition, the Greenlining Coalition, the California Reinvestment Coalition, Faith and Community Empowerment, and members of their respective organizations.
FACE works to increase accurate visibility and awareness of struggles faced by the AAPI Community by combatting myths used to marginalize and pin minorities against each other. We fight for a world standing in solidarity by bringing truth, justice and understanding. We work to create a seat at the table for the AAPI community.

By coordinating with key leaders from the White House to corporate entities, FACE has helped direct funding and resources to the AAPI community and begin actions to end anti-Asian hate.

FACE President Im speaks out against anti-Asian hate in response to the Atlanta Massacre
A key disparity facing AAPIs is lack of presentation of AAPI data in discussions of equity. FACE has researched and compiled data points regarding AAPIs to provide a clearer narrative about AAPI struggles and debunk the Model Minority Myth (MMM) that has historically pitted racial groups against one another. To address the increase in anti-Asian hate during the pandemic, we also developed a presentation on the Disproportionate Impact of COVID-19 on the AAPI Community.
HISTORY OF THE LA RIOTS

In 1992, Los Angeles was torn and divided by the LA Riots that resulted in over 3,600 fires, 2,300 businesses destroyed, 53 lives lost, and over $1 billion in property damage (40% were incurred by Korean Americans.) SAIGU means 429 or April 29 in Korean, the date the LA Riots broke out.

LAUNCH OF THE SAIGU CAMPAIGN

In response, FACE launched the SAIGU campaign in 2012 to commemorate the 20th anniversary of Los Angeles Riots to build bridges of understanding and to combat myths that keep communities divided. Since it's launch we have commemorated the anniversary quinquennially through a series of events leading up to the main event on April 29th. We have worked to reclaim SAIGU, a painful point in our history, to one of unity, healing and empowerment.
For the 30th anniversary of the LA Riots, in 2023, FACE pursued reconciliation in relation to the story of Latasha Harlins and Soon Ja Du and was successful in fostering healing and solidarity.
Asians have the highest degree attainment rate.

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7 AAPI subgroups under the Black & 12 under the Hispanic homeownership rates.

Asian & Black Businesses: Poorest Financial Conditions

2022 FEDERAL RESERVE BANK Report *

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*2022 REPORT ON FIRMS OWNED BY PEOPLE OF COLOR
FEDERAL RESERVE BANK

Asian Small Businesses have the poorest financial conditions (2022 Federal Reserve Report)
Our Homeownership Fairs bring together communities to meet with mortgage lenders and industry experts to relay the tools to purchasing a home. To date FACE's fairs have helped over 15,000 participants connect with information and resources to make their dream of homeownership come true!

HOMEOWNERSHIP FAIRS

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HOMEOWNERSHIP FAIRS

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FACE specializes in housing counseling for first time homebuyers to assess their financial situation and liabilities and prepare clients to be mortgage ready as well as gain access to special financing and grant assistance options.

HOUSING COUNSELING

FACE specializes in housing counseling for first time homebuyers to assess their financial situation and liabilities and prepare clients to be mortgage ready as well as gain access to special financing and grant assistance options.

"Thanks to FACE LA, I am grounded, I can make more dreams come true and I am so grateful honestly." With the help of FACE LA, I got downpayment assistance of $75,000 from LIPA, $25,000 from the LA Inchestive program, and they also gave me $10,000.

I only came out of pocket $2,950, and my rent was only $1500 in Sherman Oaks were I lived before and my mortgage payment is only $1,000 paying $500 less then it cost to rent."
HOMEBUYER EDUCATION CLASSES

The FACE Homebuyer Education Classes consists of 8-hour, HUD-approved, homebuyer classes. The 8-hour certificate is a requirement of various down payment assistance programs offered by government agencies and banks.
Our nation is facing a housing crisis and we believe that faith organizations who have significant real estate holdings can be part of the solution. Yet, many do not know what opportunities are available to fund and assist in their endeavor and how to access these resources. The covid-19 pandemic has especially impacted churches with declining offering and attendance, creating a unique opportunity where churches are seeking options for reinventing their ministry and creating sustainability.

Through this symposium, we seek to raise awareness and build capacity of faith organizations to turn their land and real estate for affordable housing to address the housing shortage.
In 2014, FACE was able to gain the partnership of AMCAL Multi-housing Inc. to proceed with its affordable housing project. Named Meridian Apartments, the building has 100 units of affordable housing for low-income families in Koreatown. Located by Vermont/Beverly, the mixed-use complex has retail shops, along with close proximity to public transportation.

Our Homeownership Program assists individuals in attaining and retaining the “American Dream” of homeownership. FACE is a HUD approved housing counseling agency that has helped over 15,000 clients be on their way to homeownership. FACE helps clients connect with the right experts, downpayment assistance programs, and knowledge to be successful homeowners.
FORECLOSURE PREVENTION COUNSELING

Through FACE’s foreclosure prevention counseling we assist struggling homeowners with various loss mitigation options including applying for a loan modification as well as connect with mortgage relief financial assistance.
MORTGAGE RELIEF ASSISTANCE

FACE helps clients get access to up to $80,000 in mortgage relief and up to $20,000 property tax relief for delinquent homeowners across the state of California.

RENTAL COUNSELING

FACE helps rental clients determine their affordability and find a rental property that fits their financial situation the best.
FACE has developed a youth development initiative targeting AAPI youth. In outreach for LA County's Youth@Work Program, AAPI youth (ages 14-24) will gain access to job training and internships for $16/hour up to 160 hours. Internship opportunities include over 700 participating sites in the county, and private or non-profit sectors.

**WHY THIS INITIATIVE?**

Research shows that AAPIs have the highest education attainment rates nationwide but one of the lowest when it comes to promotion to management (lower than most BIPOC groups.)

FACE's aim is to increase the percentage of AAPI youth within the Youth@Work program from current 3% to closer to 17% to accurately reflect the county's AAPI population. Long term, we hope that this initiative will be a catalyst for additional counties state and nationwide to implement similar programs and reduce the promotional gap for AAPIs.
PAST PARTICIPANT TESTIMONIES

Thanks to Youth@Work, I was able to obtain some job experience. At the time, I had a lot of difficulty searching for a place to start gaining job experience and because of this program, I was able to do so.

-Amanda, Age 18

My experience working as a Youth@Work intern was amazing! I learned so many more valuable life skills that will definitely help me out in my future and expand my knowledge of customer service, teamwork, leadership, problem-solving, communication, and so much valuable skills!

-Halena, Age 18
C2 Leadership Institute is a partnership that addresses community engagement. In this program, FACE brings our community development expertise to the table. Together, working with local churches, we will train-up champions for community partnerships.

Our goal in this partnership is to build a fruitful, sustainable, culture of engagement within the local church so that churches can spread the love of God and increase their positive influence. Let’s start tapping into the diverse community resources that are available.

LEADERSHIP INSTITUTE TERMS AND CONDITIONS

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NON-PROFIT BLACK BELT ASSESSMENT

An integral part of our C2 Leadership Institute is our Non-Profit Black Belt Assessment©. This innovative tool was developed by FACE in 2016 to measure the success and change in capacity of each fellow at the start of the C2 Leadership Institute versus at the end of the program. It is also a powerful roadmap to guide fellows to successful community engagement and partnership.

HOW THE PROGRAM WORKS AND REGISTRATION FEE

1. This is an 8 week leadership institute program.
2. 8 hours per week will consist of general internship/leadership training at FACE’s office. Participants will also be required to participate in additional special invites and events.
3. Additional hours will be devoted to the participants’ specific personal ministry track for their community service project as well as special event opportunities.
4. $500 Registration Fee*

*This program is made possible with sponsorship from FACE Board Members & CKA.
*Actual Cost is $3,000*
Developing sustainable ministries for community development

C2 2022 Cohort

Institute Topics

Presentations
My C2 experience has been so amazing. Through our weekly gatherings and applying what I’ve learned into the project and the ministry that I am doing, C2 challenged me to make the necessary connections for my project to go out and to be bold. And the impact that it had on my Ministry is that it went beyond the four walls of our Sanctuary. It was no longer contained within the church but extended out to our broader Community.

-Lavinia Taukolo, Harris UMC, HI
(2021 Young Adult Cohort)

C2 Fellows average increase in capacity is 199%

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<td>2020 Average</td>
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The C2 Cohort has shifted my pastoral focus from relying on our internal resources to exploring external resources. Pastors have been trained to shepherd our flocks, but C2 has encouraged me to talk with people in different industries about the best ways to care for, provide, and nurture my congregation. Rather than seeing politics and institutions as “other,” we have been invited to unite our concerns, so that we can work for the sake of creating the Beloved Community together.

Rev. Mandy McDow, Los Angeles First UMC
(2020 Pastors Cohort)
The National Lighting the Community Summit brings together policy makers, elected officials, corporations, pastors, media, community leaders and other stakeholders to provide faith leaders and underserved communities to learn how to access funding opportunities, build successful partnerships with various stakeholders, and better implement programs & services for the community so that the faith community can serve as a "light to the world."

It provides a forum for collaboration, engagement and dialogue, as well as training workshops to address key economic and social issues, such as housing, small business, mental health, and immigration reform, amongst others. Additionally, the conference provides an opportunity to highlight great models and resources in the AAPI community and as well as advocate for issues that impact AAPIs and other underrepresented communities we serve,
ANNIVERSARY AWARDS GALA

The LTC Summit concludes with an awards gala and anniversary celebration where FACE honors dynamic leaders who have brought light & hope for the purpose of healing, transformed communities in the pursuit of equity, advocated for racial justice and solidarity, and exemplified leadership through their compassion and faith.
Taking Your Community Ministry to a Professional Community Development Model

Designed for leaders who are interested in civic engagement, public-private partnerships, and being a social justice advocate while strengthening church and community partnerships.

HOW C2 WORKS

Resources & Partnerships

Expanded Vision & Opportunities

Funding & Sustainability

Through this program, akin to a master’s level course, FACE C2 fellows gain the tools, skills and relationships to create success and sustainability in their community ministries. Over the course of the institute, each fellow launches or strengthens a community development initiative. Fellows are mentored by funders, government officials, media, faith leaders, and community development experts. Fellows develop their initiative using the skills they attain such as fundraising, media and government relations, partnership building, networking, financial literacy, grant writing, eventing, advocacy, program development, outreach strategies, and community needs assessments. Throughout the program, fellows receive up to 8 one on one office hour sessions to ensure successful implementation of their initiative. The whole program culminates to a Pitch Competition, where each fellow presents their finalized initiative to a funding panel before moving on to graduation.

OUTCOMES

• Custom sponsorship package, certificate/commendation letter request, and press release
• Expanded contacts with local elected officials, media, potential funders, and other community stakeholders
• Custom brochure/flyer of your church’s community work
• Established community program
• Elevated visibility in the community and online
• Engaged/Inspired next generation for church for community engagement
• Expanded vision & opportunities for increased impact & witness
• Transformative identity in leadership

Rev. Wonseok Suh
Harris UMC

“The C2 Leadership Institute program brought us the tools, the know-how, and the relationships to access resources that can help more quickly meet the current needs of our communities.”

Rev. Gary Williams
Saint Mark UMC

“The C2 Institute has poured a wealth of knowledge in me through inspiring speakers and presentations. Because of C2, I’ve gained a better understanding of how important fundraising and networking really are to my success.”

Alyssa Gonzaga
UC Berkeley Student

“It was truly a unique and priceless experience, where I gained skills in a way so well integrated that I don’t think I can ever find it anywhere else.”

NOW ACCEPTING APPLICATIONS FOR OUR 2023 COHORT

Fall ’23 Cohort
Application Deadline: August 1st
Start: Week of September 12th
End: Week of December 19th

Young Adult Cohort (18-30)
Application Deadline: TBD
Start: TBD
End: TBD

To apply and for more details: www.FACELA.ORG/C2-LEADERSHIP-INSTITUTE

**All sessions are conducted virtually.**
AAPI CAREER PATHWAYS INITIATIVE

PAID INTERNSHIPS FOR AGES 14-24!

County Government & Private Sector Internships

Since 2001, Faith and Community Empowerment (FACE) has worked to advance opportunities and leadership for the AAPI Community.

WHAT IS IT?

FACE’s AAPI Career Pathways Initiative provides youth with paid internship opportunities in public and private sectors. Through this unique opportunity, AAPI interns will be able to gain job training and professional skills. In addition, through our mentorship speaker series, youth will be invited to hear from and be mentored by influential leaders from CEOs to government officials.

WHAT YOU DO:

• Earn $16 per hour
• 160 hours of paid training and work experience.
• Over 700 internship sites at Businesses, Non-Profits, & LA County Government such as Parks & Recreation, LA County Supervisors, District Attorney’s Office and more!
  - Jobs include administrative, clerical, IT, hospitality, etc.
• Opportunity to network with County leadership!

DO YOU QUALIFY?

• LA County Residents Ages 14-24
• Must have the right to work in the United States
• If male and 18 years old or older, you may be required to register for Selective Service

* For County placements, upon completion of 120 hours, candidates will be eligible to compete for 1 year full time internships and then potential permanent county work positions.

“I am excited to have the opportunity to gain work experience and leadership skills that can be applicable towards my future career! Thank you FACE!”
Dakota Lee, 15, FACE Youth Ambassador

APPLY TODAY! CONTACT: PATHWAYS@FACELA.ORG

For more information visit: www.facela.org/pathways
Make Your Homeownership Dreams Come True!

CAIN RIVIERA
AGE 22
SUCCESSFUL FACE
CLIENT

"I received $115,000 in down payment assistance. Thank you FACE!"

Get Up to $192,000 DOWN PAYMENT

Learn to be a SMART homebuyer!

Sign Up for our 8 hour class which is a requirement for many down payment programs.

- Learn Various Bank and Government Down Payment Programs
- Zero Down Payment, No PMI Loans
- 4 to 1 Match Savings, up to $22,000
- Build Your Credit Score
- Tips to Avoid Costly Mistakes
- Expert Guidance throughout the Process

REGISTER HERE

To learn more or if you have any questions, email us at housing@facela.org