

## Donor Corner: Meet Amanda Ma



This month's Donor Corner spotlight is on Ms. **Amanda Ma**, Founder & CEO of [Innovate Marketing Group](#) and Chairwoman of APCF's Board of Directors:

"Giving is not just about making a donation. It is about making a difference." – Kathy Calvin, President of the United Nations Foundation

This quote resonates with Amanda Ma, whose own family has a tradition of giving back – both in her native Taiwan and in the US. Growing up, Amanda witnessed her family's philanthropy in action when her mother took her to orphanages, where as a young child she donated new school supplies. She also recalls visits on Thanksgiving to a local Ronald McDonald's House to visit children receiving cancer treatment. Whenever there was a natural disaster, her family solicited donations to raise funds outside supermarkets. At an early age, Amanda says that it instilled a mindset that giving back is important and should be a part of her everyday life.

Now as an adult and owner of her own successful business, Amanda developed her own philanthropy as she joined the board of Asian Business Association (ABA) Los Angeles, a non-profit that offers resources and mentorship to local and small businesses. She also continues to support the Tzu Chi Foundation through her mother, having been on their campus in Taiwan and seeing firsthand their good work.

Amanda's introduction to the Asian Pacific Community Fund came through a personal friend, Tony Yu. As Board Chairman at the time, Tony invited Amanda to join the board.

"As someone who is involved in our community, I knew about APCF as a reputable organization and its legacy of giving back to the API community," Amanda explains her decision to join.

In just three years, Amanda has already served as co-chair of APCF's annual "Fundraising For All Seasons" fundraising gala twice and was recently elected as Chairwoman in 2017, succeeding Tony Yu. She has also extended her expertise and time in leading two workshops as part of APCF's API Nonprofit Capacity Building Program. Thanks to Amanda, APCF offered its first Fundraising Event Planning 101 workshop for API organizations at no cost in March 2017.

Back by popular demand based on positive feedback, Amanda returned to offer a 102 level workshop earlier this month on Feb. 6, 2018. As a guest speaker, Amanda volunteered countless hours working closely with APCF staff in crafting a tailor-made presentation, making sure to address all of their questions, concerns, and challenges unique to these nonprofits. It

## Donor Corner: Meet Amanda Ma

was an easy decision to offer these workshops, as she hopes that more API nonprofits are able to take advantage of this program and focus on building and improving their capacity.

“Our [API Nonprofit Capacity Building Program](#) workshops are personally my favorite offering of APCF!” Amanda shares. “APCF doesn’t provide just funds – we give nonprofits the resources to be successful and do the amazing work that they do in our communities.”

Building Asian American philanthropy to support API communities in need is central to Amanda’s vision for APCF as Board Chairwoman. She is encouraged by leaders in corporate philanthropy like East West Bank, who have been steadfast partners to APCF’s work for many years. At the same time, she hopes to start this philanthropy at an early age – like how she learned to give from her mother’s example. Despite her busy schedule as the owner and CEO of an events and experiential marketing agency, mother to two young children, and her active service on two nonprofit boards, she is also committed to lead by example.

“I make time to give back and I love it!” Amanda explains. “Together with others I’ve met on both APCF and ABA Boards, we all carve out time to give back to organizations and causes that we care about. Now that I have more experience and resources, I can leverage them to bring big value to the boards that I serve on.”

“If we don’t help our own people, who will?” Amanda asks.

To join in Amanda’s vision and APCF’s work in building Asian American philanthropy for our API communities, visit our [Donor Services here](#) for more information, or contact Chun-Yen Chen at [chunyen@apcf.org](mailto:chunyen@apcf.org) or (213) 624-6400 x2.

*(This article was featured in APCF’s February 2018 Newsletter – [click here](#) for the full issue.)*