

## PRESS RELEASE

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### **KACF-SF Funds the Launch of Bay Area Korean Language Information and Referral Line for Critical Social, Immigration, and Health-related Services**

**San Mateo, CA** – Korean American Community Foundation of San Francisco (KACF-SF) is pleased to be partnering with Korean Community Center of the East Bay (KCCEB) to launch *Bay Area Korean InfoLine (BAKI)*, a toll-free region-wide Korean language information and referral call service. BAKI, managed by KCCEB, provides a unified and coordinated service linking the critical needs of Korean Americans who have trouble navigating U.S. public and social systems due to language barriers with available resources in the Bay Area.

High levels of limited English-proficiency within the Bay Area’s Korean community have created increasing demands for diverse social, legal and health-related information and services that are culturally and linguistically appropriate. Between April 2016 and March 2017, the volume of phone inquiries received by KCCEB quadrupled compared to the prior 12-month period.

KCCEB’s Executive Director, June Lee, says: “Just in the past four months, we have seen a 52% increase in calls regarding immigration, access to public benefits, and hate crimes. In spite of such high demand, we experienced great difficulty finding adequate support from local governments due to the relatively small population and geographic spread of Korean Americans in the Bay Area. Funding from KACF-SF allows us to meet current demands and expand our capacity to respond effectively to the high volume of calls we receive from all over the Bay Area.”

BAKI is also piloting the use of call center technology to streamline and manage phone inquiries and referrals, which will facilitate follow-up services as well as tracking and sharing of information. “We hope this new technology will enable efficient capture and analysis of data about community needs that can be shared across organizations to inform new and improved services and programs,” stated Sophia Oh-Kim, KACF-SF’s Board Co-Chair. “While there are several organizations providing varying levels of phone consultations and referrals in Korean, there is limited capacity to handle the growing need,” Oh-Kim added. KCCEB is working with other community-based organizations to ensure coordination of information and referrals throughout the region.

BAKI services are available now Monday-Friday, from 9am to 5pm. The toll-free number is: 1-844-828-BAKI (phonetically meaning “answering calls promptly” in Korean).

#### **About KACF-SF**

The Korean American Community Foundation of San Francisco (KACF-SF), founded in 2014, is a non-profit organization with a mission to help the vulnerable and underserved in the Korean American community in the greater Bay Area. KACF-SF provides grants and capacity-building assistance to nonprofit organizations addressing the vital needs of the Korean American community and beyond. KACF-SF also aims to foster a culture of giving among Korean Americans and build a legacy of philanthropy for our future generations. For more information, please visit [www.kacfsf.org](http://www.kacfsf.org).

**About KCCEB**

The mission of the Korean Community Center of the East Bay (KCCEB), founded in 1977, is to empower the Korean American and other communities of the Bay Area through education, advocacy, services, and the development of community-based resources. As the leading Korean American organization in the Bay Area in service delivery and scope, KCCEB has maintained innovative and culturally and linguistically resonant approaches and programming, and primarily serves the most vulnerable segments of the Korean American and other immigrant and refugee communities— seniors, low-income families, new immigrants, non-citizens, the undocumented and survivors of Intimate Partner Violence (IPV). For more information, please visit [www.kcceb.org](http://www.kcceb.org).

**Contacts:**

Eun-Joo Chang  
Executive Director, KACF-SF  
650-656-5705  
[echang@kacfsf.org](mailto:echang@kacfsf.org)

June Lee  
Executive Director, KCCEB  
510-788-3272  
[junelee@kcceb.org](mailto:junelee@kcceb.org)

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