

WE ARE AN  
ART MACHINE  
FOR SOCIAL  
CHANGE



ANNUAL REPORT 2021

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## LETTER FROM THE TEAM

**At Amplifier, we make art that shows the world we want to live in, not the one we don't. And as hard as things may get, we have to point the way with positivity and a vision of a shared future. We never know exactly what will be in store for us from year to year, but we are always ready with messages that can serve as a compass through difficult times.**

With your support, we dove straight into 2021, facing the biggest stories of the year head on, activating the full capacity of our network to serve as cultural first responders, helping shift the cultural tide from a place of dangerous indifference and division to one of caring, and camaraderie. We produced 40 public art activations in 18 cities, partnering with 121 artists and more than 51 organizations to create content seen almost 460 million times. We generated more than 6 million engagements for social movements, including almost 140,000 downloads of mission-driven artwork. And around the globe, Amplifier reached more than 85 million people in 188 countries, helping our neighbors - both local and global - picture what resiliency can look like.

After the darkness of the January insurrections, we partnered with Valarie Kaur of the Revolutionary Love Project, Shepard Fairey of Obey Giant and other partners to produce The People's Inauguration. This was the kickoff of our 12-piece REFRAME series, which reframes the issues that have been used to divide us and starts the conversations that can restore our faith in each other, renew our hope, and repair the social fabric of this country that has been torn apart. In order to bring this series to 1 million students nationwide, we wrote a REFRAME edition of our Education Amplifier newspaper, which includes AR activatable print outs of each work in the series and links to digital lesson plans and ways to get involved.

Alongside this, we fought disinformation about vaccine efficacy and advocated for vaccine access for all. Our #vaccinated open call garnered thousands of submissions across the globe, particularly from Germany, Argentina, Turkey, Pakistan, and Mexico. And together with partners, we installed murals in 12 vaccine hesitant communities across North America, working in cities as different as San Antonio, Texas, Detroit, Michigan, Mesa, Arizona, Jacksonville, Florida, San Bernardino, California, Chicago, Illinois, and Montreal, Canada.

We also confronted the terrible tide of violence against AAPI communities by bringing Amanda Nguyen's piercing message that she is an American to the streets of Atlanta, Georgia, Boston, Massachusetts, Los Angeles and San Francisco in California and the nation's capital.

This year, our art work showed up on Capitol Hill to advocate for Congressional recognition of the fact that immigrants are at home here in the FY 2022 reconciliation bill. It showed up at COP 26 in Glasgow, where the Amazonian leaders in our Nia Tero campaign reminded attendees of who the real climate heroes are - Indigenous women. It was at Art Basel in Miami, and it circulated through our (now two!) hometowns of Seattle and Los Angeles, carrying messages of safety, uplift and solidarity to grocery stores, vaccine clinics, classrooms, and neighborhoods across those cities.

From the bottom of our hearts - thank you. Without your inspiring support, we could not amplify the leaders and ideas that need increased visibility, in schools and out in the streets. We are humbled by your partnership, and by your belief in our ability to craft the most precious thing any of us have - a vision of our joint future.

Sincerely,  
THE AMPLIFIER TEAM

Abraham  
Leda  
Danielle  
Isabella  
Aaron  
Alex  
Emily  
Cleo



## OUR IMPACT AT A GLANCE

OUR

IMPACT



OUR IMPACT AT A GLANCE

IN 2021,  
AMPLIFIER:

PARTNERED WITH  
MORE THAN

51

ORGANIZATIONS  
TO PRODUCE CONTENT  
SEEN ALMOST

459  
MILLION TIMES



REACHED MORE THAN

121  
MILLION  
PEOPLE IN  
188  
COUNTRIES



INVESTED OVER

400K  
IN OVER  
120

ARTISTS  
DURING THE  
SECOND YEAR  
OF THE PANDEMIC



PRODUCED

40

PUBLIC ART ACTIVATIONS IN

18  
CITIES

ACROSS THE U.S.,  
CANADA, AND BRAZIL

COMMISSIONED

429

ART WORKS





IN 2021,  
AMPLIFIER:



SAW A 613% INCREASE IN IMPRESSIONS,  
A 325% INCREASE IN ENGAGEMENT,  
AND A 555% INCREASE IN NET NEW AUDIENCE GROWTH OVER 2020

EXPANDED THE REACH OF OUR  
EDUCATION AMPLIFIER PROGRAM  
THROUGH A PARTNERSHIP WITH  
DISCOVERY EDUCATION,  
WHICH SERVES APPROXIMATELY  
4.5 MILLION EDUCATORS  
& 45 MILLION STUDENTS  
WORLDWIDE.

ITS RESOURCES ARE ACCESSED

IN 140+  
COUNTRIES & TERRITORIES

GENERATED  
6 MILLION

ENGAGEMENTS FOR SOCIAL MOVEMENTS, INCLUDING

140K DOWNLOADS

OF MISSION-DRIVEN ARTWORK

WAS SUPPORTED BY

4,913

INDIVIDUAL, GRASSROOTS DONORS



## WHERE WE WORKED

WHERE

WE WORKED



WHERE WE WORKED





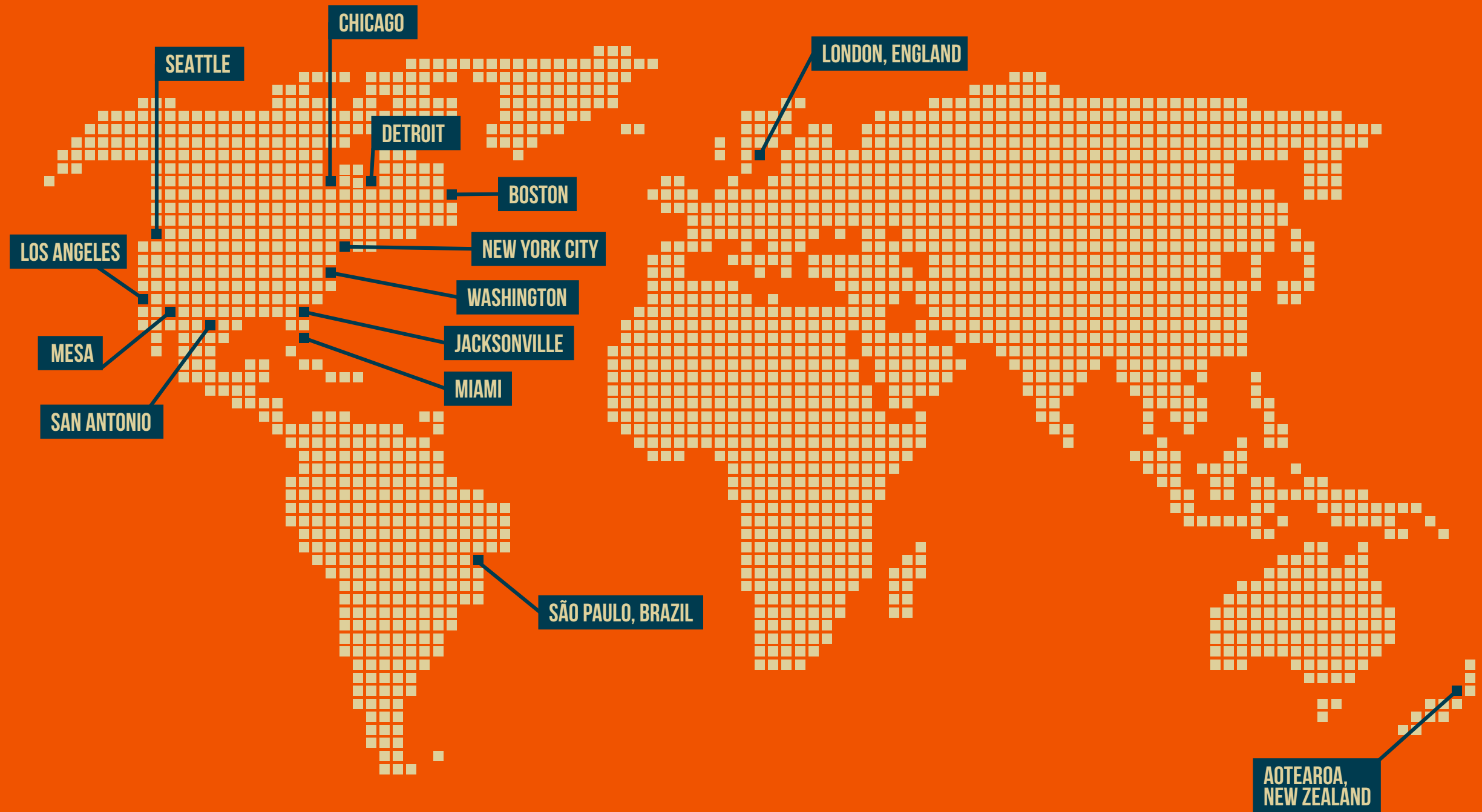
WHERE WE WORKED

IN  
**2021**

WE PRODUCED  
**40**

ART ACTIVATIONS IN  
**18**

CITIES WORLDWIDE,  
WORKING AT LOCAL,  
**NATIONAL,**  
AND GLOBAL LEVELS!



## RAPID RESPONSE

RAPID

RESPONSE



AS OF JANUARY 2022, OVER

**243**  
**MILLION PEOPLE**

(85% of adults ages 18 and over)

**HAVE RECEIVED**  
**AT LEAST ONE DOSE OF THE**  
**COVID-19 VACCINE**

## RAPID RESPONSE

## VACCINE PROMOTION

When the pandemic first broke out in spring 2020, we worked with our partners to launch an emergency campaign with top art curators and public-health advisors from around the world. This effort promoted public health and safety and mental well-being vis a vis the novel coronavirus.

When the Covid-19 vaccine became publicly available in winter 2021, we then decided to build upon this body of work by using art to inspire vaccinations across North America—from California to Canada!

**These efforts fought disinformation about vaccine efficacy and advocated for vaccine access for all.**

Our 2021 #vaccinated open call for art was produced with our partners the Vaccine Confidence Project, Team Halo, the Ad Council, and others. This global open call garnered thousands of submissions in 20 languages from 34 countries across the globe, particularly from Germany, Argentina, Turkey, Pakistan, and Mexico. Its content was seen hundreds of millions of times on online platforms the world over, and the campaign received news coverage in the Huffington Post and Yahoo! News.

And throughout the summer and fall, we commissioned local artists to create works around the themes of community, solidarity, trust and access. This resulted in 18 installations on small businesses, nonprofits, and within parks and community gardens in the following vaccine hesitant communities: San Antonio, Texas; Detroit, Michigan; Mesa, Arizona; Jacksonville, Florida; San Bernardino, California; Chicago, Illinois; and Montreal, Canada.

These installations were done in collaboration with the LA Dodgers, the University of Washington, Safeway, and several city officials and local arts leaders.

Even as this pandemic continues to shift and change, we're proud to have contributed in our own small way to the larger uptick in vaccination rates - as of January 2022, over 243 million people in the U.S. (85% of adults ages 18 and over) have received at least one dose of the Covid-19 vaccine, helping reduce severe illness and morbidity during the SARS-Cov-2 pandemic.









## RAPID RESPONSE

## ASIAN AMERICAN PACIFIC ISLANDER VISIBILITY PLEDGE

In light of the staggering escalation in violence against the Asian American Pacific Islander (AAPI) community during the Covid-19 pandemic, Amplifier pledged to immediately activate the full capacity of its distribution network as cultural first responders for the AAPI Visibility Pledge Campaign. Launched in May for AAPI Heritage Month, we did public space activations of Shepard Fairey's image of Nobel Peace Prize nominee and RISE founder Amanda Nguyen layered with the simple but impactful messaging of "I Am An American" in five (5) cities across the country: San Francisco, New York, Atlanta, Washington DC and Boston.

**Through this effort, we helped the 10.2 million residents of those cities to see this issue differently in their everyday life.** These striking works made people stop in the street to pause, and rethink their beliefs. We also built a custom Instagram filter to help the public get involved, and a New York Times advertisement was purchased.

Our overall campaign pushed audiences to the AAPI Visibility Pledge, through which we joined brand partners the NBA, the Rockefeller Foundation, Harness, Vital Voices, and other groups across sectors.

This "I Am An American" image became Amplifier's most downloaded image of the year.



TAKE THE PLEDGE AT [AAPIPLEDGE.US](https://AAPIPLEDGE.US)

@OBEYGANT + [AMPLIFIER.ORG](https://AMPLIFIER.ORG) FEATURING @AMANDANGCNGUYEN







# WE ARE HOME

This year, as society and leaders considered how to build back better after the pandemic, Amplifier teamed up with We Are Home, a nationwide campaign to fight for immigrant communities, particularly the 11 million undocumented immigrants in the United States.

**Immigration has been a core vertical for Amplifier since its inception, so this campaign was particularly meaningful for us.**

In order to visualize the need for reform, we commissioned Turkish artist Alex Aberdee to create an original artwork. In addition, we reworked five (5) existing art works from Amplifier's portfolio. The result was a public art campaign that became central to the Welcome Back Congress rally in Washington DC on Tuesday, September 21st for citizenship, care and climate. The rally, which included 10,000 people from more than 30 states, highlighted the urgency for policymakers to act to have legalization for millions of immigrants included as part of Congress' Fiscal Year 2022 reconciliation package.

This campaign also hacked space in DC through bus ads and a roving ad tour with an LED truck there. We also wheat paste posters around New York City and did a large billboard installation in the capital of Arizona, a historical hotbed of anti-immigrant activity. Lastly, we printed and shipped 1,000 posters to four locations to be used in protest of immigrant detention centers nationwide.

Combined, our strategic communications efforts responded to the legislative cycle in additive ways, helping frame the opportunity within that high potential moment.





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## PARTNER CAMPAIGN SPOTLIGHTS

# PARTNER CAMPAIGN SPOTLIGHTS



OUR BIGGEST PROGRAM OF 2021 WAS ABOUT **REFRAMING THE ISSUES THAT HAVE BEEN USED TO DIVIDE US** AND STARTING THE CONVERSATIONS THAT CAN RESTORE OUR FAITH IN EACH OTHER, RENEW OUR HOPE, AND REPAIR THE SOCIAL FABRIC OF THIS COUNTRY THAT HAS BEEN TORN APART.



## REFRAME

The REFRAME campaign amplified the messages of 12 visionary leaders - Ai-jen Poo; Common; Valarie Kaur; Patrisse Cullors; Adrienne Marie Brown; Sister Simone Campbell; Lizbeth Mateo; Allie Young; Renee DiResta; Warren Tidwell; Larry Ginter; and MariaElena Fournier. Among them, we have musicians, scholars, lawyers, farmers, and priests. They knock on doors, change laws, teach students, and counsel citizens, asking us to think and dream bigger, with empathy, and with love. **Collectively, they ask us to remember, reconnect, reimagine, redefine, recommit, redesign, and more.**

Artists Shepard Fairey, Noa Denmon, LMNOPI, and Ernesto Yerena were commissioned for the campaign, which fueled collaboration and conversations between worlds that seldom pause to truly hear one another. How was the conversation different? Because we talked about what we have in common!

For this project, Amplifier took the campaign's rural icons into urban spaces, and also took its urban icons and conversations into rural spaces. Our urban exposure included a REFRAME installation at the inaugural Unfinished conference at The Shed in New York City in late September 2021, and it also included wheatpasted works across Los Angeles and New York City in December 2021.

Our rural activations were through Citizen University, a non-profit organization that equips Americans to be civic culture catalysts. REFRAME artwork and lesson plans were used to guide Civic Saturday conversations in four rural communities across the United States, including Lakewood, CO; Modesto, CA; Lindenhurst, IL; and Farmville, VA. Each Civic Saturday—a civic analogue to a faith gathering—was hosted by a Civic Saturday Fellow and attended by 20-50 participants on average. Civic Saturday Fellows incorporated lesson plans and AR activated artworks of their choosing to foster conversations around the imagination of what is possible for our civic life.

In order to reach additional rural community members in a safe way during the pandemic, we worked together with People's Action to help host a one-hour REFRAME Instagram livestream inspired by People's Action's rural deep canvassing model. The livestream, hosted by Revolutionary Love Project founder Valarie Kaur, connected viewers with REFRAME leaders Executive Director of the National Domestic Workers Alliance Ai-jen Poo, Protect The Sacred founder Allie Young, and Amplifier Executive Director Cleo Barnett. It also incorporated video and AR activated artwork. Viewers across the U.S. engaged with this long-form content 56,000 times, including 27,000 unique views.

This long-format talk offered rare insight into the hard work of rebuilding and reframing our joint life together, as a nation.

And thanks to REFRAME Kickstarter fundraising and subsequent artwork distribution, Amplifier reached more than 258,000 users in mission-critical rural states who engaged with the ads 88,000 times. The rural states include Alabama, Arizona, Illinois, Iowa, Kansas, Michigan, Minnesota, North Carolina, Ohio, Virginia, and Wisconsin.

Lastly, we also did three targeted newspaper ad buys in rural communities in the Tidewater and Sunbelt regions, reaching more than 363,000 readers total. Each ad, unique to the publication, utilized the AR activated artwork to share the REFRAME message with readers of the Chesterfield Observer (Virginia), Gwinnett Daily Post (Georgia), The Birmingham News (Alabama), and Nogales International (Arizona).





# PARTNER CAMPAIGN SPOTLIGHTS





# NIA TERO INTERNATIONAL DAY OF THE WORLD'S INDIGENOUS PEOPLES.

For the International Day of the World's Indigenous Peoples on August 9, 2021, Amplifier and Nia Tero build upon their continued partnership to create a focused global visual communications campaign that uplifted Indigenous stewardship of the healthiest ecosystems on Earth: areas rich in biodiversity and systems essential to our global climate, fresh water, and food security. We took an international approach to this topic, uplifting the stories of nine Indigenous women leaders from locales spanning from the Philippines and New Zealand to the Brazilian Amazon and the Arctic: Sônia Guajajara (Guajajara), Célia Xakriabá (Xakriabá), Nara Baré (Baré), Deb Abrahamson (Spokane Tribe), Twa-le Abrahamson-Swan (Spokane Tribe), Pania Newton (Ngapuhi, Te Rarawa, Waikato, Ngati Mahuta), Gunn-Britt Retter (Saami), Marjorie Kunaq Tahbone (Inupiaq, Kiowa), and Vicky Tauli-Corpuz (Kankanaey Igorot).

To create the THRIVING PEOPLES. THRIVING PLACES campaign, Washington D.C.-based artist and illustrator Tracie Ching - who is of Native Hawaiian descent - created a suite of original portraits of these leaders in collaboration with designer Cindy Chischilly (Diné), which were deployed as several large public art stunts in London, New York City, São Paulo, Seattle, and Washington, D.C. We also made an original 1:00 long video.

Since this campaign was amplified by some of the most important voices in activism, business, arts, and culture, this body of work celebrating a multi-ethnic and multiracial coalition of some of the world's most high impact Indigenous female leaders reached over 27 million people through our networks in over 3 continents (North America, South America, and Europe). Influencers such as Pearl Jam, Yo-Yo Ma, photographer Paul Nicklen, the Native Organizers Alliance, Wes Gordon (the creative director of Carolina Herrera), Harness, Presente, the Indigenous Peoples Movement, and others shared this content with their networks. Yahoo! Finance—the top financial news & research site in the U.S. with 73.9 million monthly unique viewers—also carried this campaign's message to a wide-ranging audience.

Ultimately, these efforts amplified this campaign by a span of 1:165.

In fall 2021, Sônia Guajajara, Célia Xakriabá, and Nara Baré showcased their artwork at the UN Climate Change Conference (COP26) in Glasgow, Scotland!





# PARTNER CAMPAIGN SPOTLIGHTS





# STILL ESSENTIAL

Amplifier's last campaign of 2021 was Still Essential. Produced in partnership with The Seattle Office of Arts & Culture, this effort features four beautiful portraits of essential workers by Tacoma-based artist Paige Pettibon. These works are based on portraits captured during the pandemic by Washington state photographers Sunita Martini, Jennifer Loomis, Shann Thomas, and Adam Jabari.

As the second year of the pandemic came to a close and the holidays approached, we'd become ever clearer about what is essential: the warmth of home. The simple pleasure of being able to turn on the lights, fire up the stove, and cook a delicious meal. The pandemic taught us that predictability is a luxury —and is one that isn't borne alone.

**None of these activities are possible without essential workers—the utility workers, grocery workers, and countless others that make every aspect of our lives possible.**

To remind the public of the vital work that essential workers continue to do as Covid-19 carries on, this campaign was distributed around Seattle the week of December 6th, 2021, in the form of 6,000 wheat pasted posters, as well as unique art giveaways and projections on Capitol Hill, at Columbia City Art Gallery, at Cafe Racer, at Columbia City Theater, at the Museum of Museums, and the Climate Pledge Arena.



# STILL ESSENTIAL

**CELEBRATE WATER STEWARDS**

PAIGE PETTIBON + AMPLIFIER.ORG FOR SEATTLE OFFICE OF ARTS & CULTURE



# FRAMING THE CONVERSATION



# FRAMING THE CONVERSATION



**IN 2021 WE HOSTED MEDIA CONVERSATIONS, BOTH IN PERSON AND ONLINE.**



# WITH EVERY ARTWORK, AND EVERY CAMPAIGN, AMPLIFIER SEEKS TO SHIFT OUR CULTURE TOWARDS ONE OF COMPASSION, PLURALISM, AND POSITIVITY.

For our REFRAME campaign, Amplifier's Cleo Barnett and Aaron Huey did panel talks at Unfinished Live in New York City in front of a 1,000 person audience of stakeholders in media and tech.

And our joint REFRAME Instagram livestream with People's Action was seen 56,000 times, including 27,000 unique views.

Amplifier also used Instagram Live to advance immigration reform through a multi-ethnic dialogue with We Are Home, helping audiences embrace new perspectives about this issue.

Lastly, our artwork showed up in the culture on television shows such as White Lotus and Gossip Girl!





**CHANGING  
THE NARRATIVE,  
SHIFTING CULTURE**



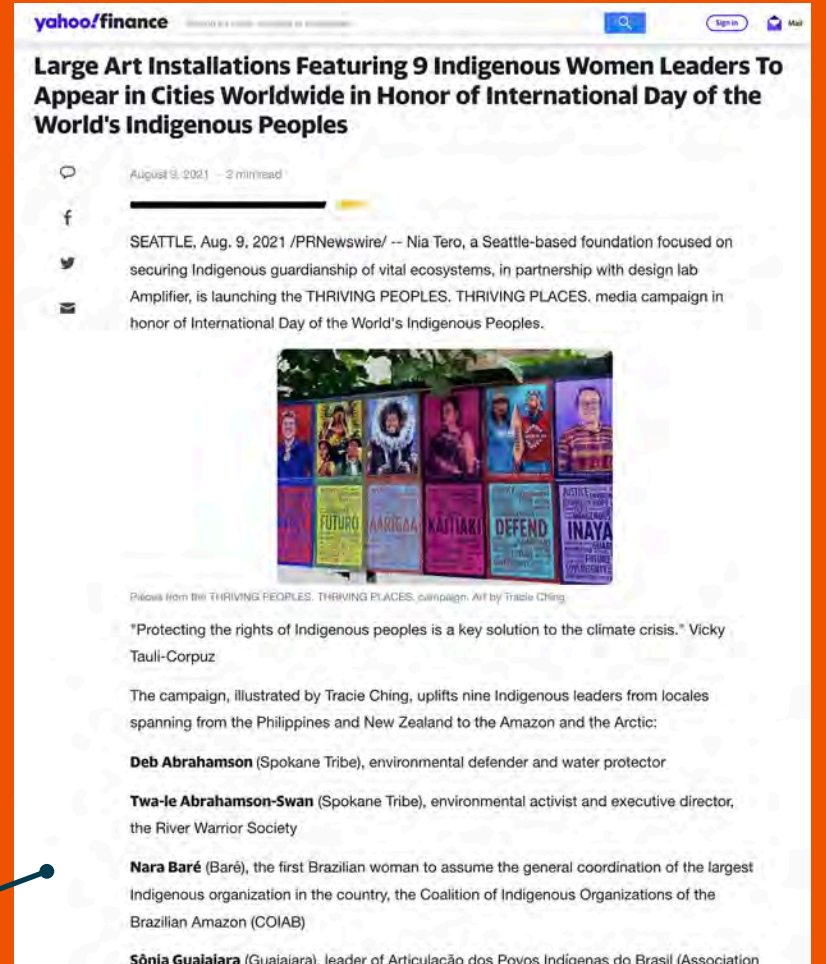
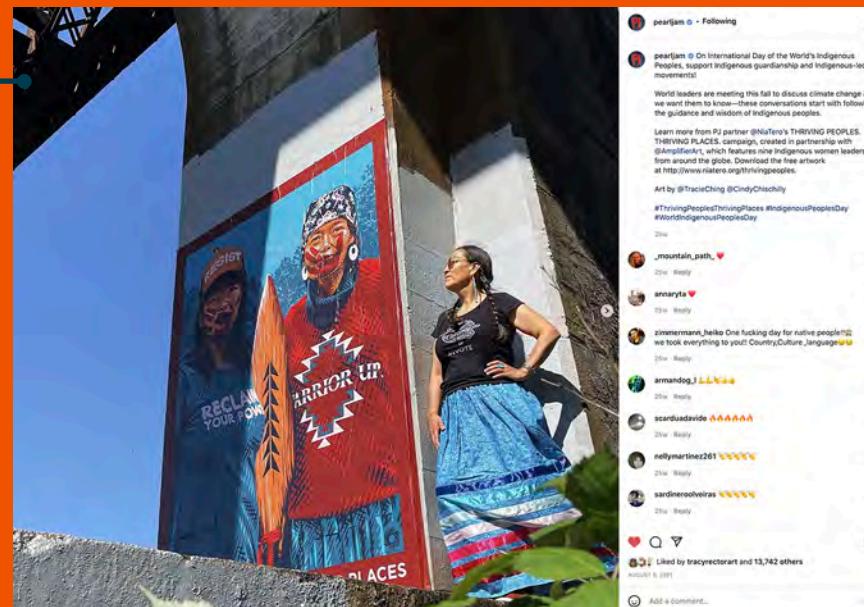
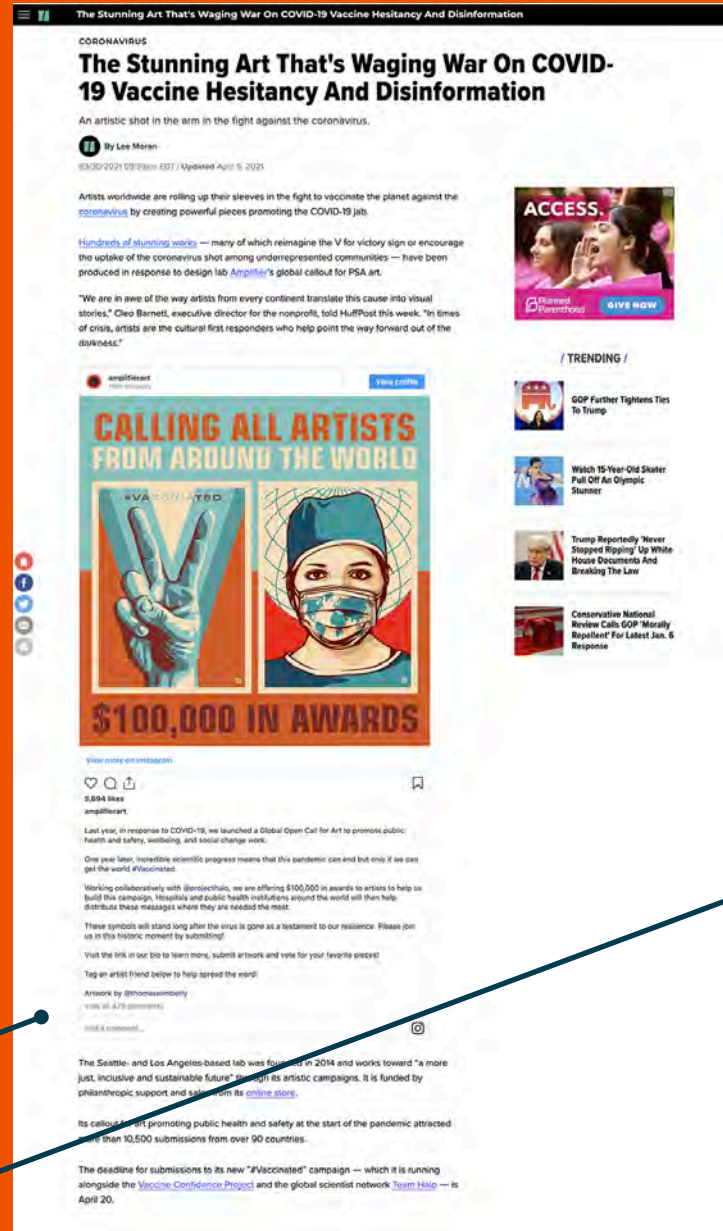
# TRANSFORMATION

# CHANGING THE NARRATIVE, SHIFTING CULTURE

YAHOO! NEWS

HUFF POST

PEARL JAM'S IG POST



YOYO MA IG STORIES



# EDUCATION AMPLIFIER



“

WOW!!!! I RECEIVED MY NEWSPAPER TODAY WITH THE AMAZING ARTWORK AND NOW HAVE THE APP ON MY PHONE. I CAN NOT WAIT TO SHARE WITH OTHER EDUCATORS AND ADMINISTRATORS IN MY DISTRICT!! THANK YOU SO MUCH!

- MARTHA FRIEND,  
STEAM LAB, LITTLEBROOK  
ELEMENTARY SCHOOL,  
PRINCETON, NJ





**LED BY AMPLIFIER'S DEPUTY DIRECTOR EMILY GOULDING, THE EDUCATION AMPLIFIER PROGRAM PROVIDES FREE ARTWORK, LESSON PLANS AND TEACHING TOOLS THAT HELP FACILITATE NON-PARTISAN CONVERSATIONS AROUND SOCIAL JUSTICE IN THE K-12 CLASSROOMS. IN TOTAL, OUR NETWORK REACHES 1 MILLION STUDENTS!**

In 2021, we ran one of our most effective Kickstarters to date to launch the second edition of our Education Amplifier newspaper, which was about the REFRAME campaign.

This brand-new tool - which included AR activatable print outs of all 12 of the REFRAME artworks - was designed to help teachers reframe complex conversations in their classrooms. Through these tools, students were introduced to the life and work of REFRAME's visionary civic leaders and explored how moral values can play out in public life. Learners discovered how pairing ideas can build conflict resolution skills, as well as cognitive flexibility. They saw how:

- Common's songs "A Song for Assata", "Glory", and "Come Close" can be used to teach social issues.
- Renee DiResta's teachings about the flow of disinformation can be demonstrated through a classroom game of telephone.
- Warren Tidwell's lessons about climate activism can be seen through a design analysis of school auditoriums and plazas.
- Lizbeth Mateo teaches us that migration is a part of the human experience.
- Larry Elder teaches us how the farm dollar affects small farmers, consumers, and the planet.
- Maria Elena's work can help students work through everyday on-campus misunderstandings.
- Valarie Kaur can help us learn the importance of love for others, love for our opponents, and love for ourselves.

Teachers raved about the REFRAME curriculum:

“

“Thank you so much! It was such an amazing experience for our students—they have not had an opportunity like that in school in over 2 years or ever! Some of them were so nervous going into it and then walked away with new confidence—another feeling they haven't had in so long! I'm so thankful for this mural and that they get to see it every day and beam with pride. Our doors are always open! Thanks for REImaging education with us!”  
- Amanda Rychel, Distinctive Schools, Chicago, IL

“I want to thank you so deeply for this work. I use both Amplifier news editions in my U.S. History, U.S. Government and Leadership classes daily. We work on research and recognition of civic duty. My students LOVE IT! You all are a most precious resource. Thank you 1,000 times.” - Farah Giovanna Nations, Newark Memorial High School, San Francisco Bay area





# IN PURSUIT OF

In winter 2021, Amplifier had the privilege of projecting the 32 winning works from our joint “In Pursuit of\_\_” joint open call for teen photography with the J. Paul Getty Museum in the cities of Los Angeles, New York, Seattle, Washington, DC and Anchorage, Alaska.

Published during the first waves of the pandemic, our joint prompt invited teenagers to reflect on their own lives, consider the state of the world, and inspire others through their unique artistic vision. **And in a moment of widespread cultural and political panic, young people responded in droves, using their voices and visions to remind us of what’s truly important.**

Select teen winners were covered by local news outlets reaching 5,290,081 people. Winner Eduardo Miranda, 17, was profiled by two different media outlets in his hometown of West Springfield, Massachusetts - MASS 1 and Spanish language newspaper El Pueblo Latino. “I just wanted to do something important, capture something important,” he said.

Miranda’s teacher added, “Young adults ... I think they sometimes feel that their opinion might not matter, and that adults are making all the decisions,” Lepine said. “It’s nice they are able to express themselves through their artwork, and now with social media, it can be seen across the world.”

And Spectrum 1 News in SoCal ran a video feature on Glendale, CA teen Kelty Keltner, 13. “I’m in pursuit of many things...equal pay for everyone, for men, women, and others. Black Lives Matter. Saving our National Forests, saving the bees. Pretty much most things relating to climate change as well,” she told reporter Nic Cha Kim.

Education Amplifier network teachers raved about the project:

“

“The In Pursuit Of....project was perfect for trying to help my students navigate their lives right now.”

“My students ran with the “In Pursuit of\_\_\_\_\_” project—I used it as a final project in both my photography and graphic design classes. The video went a long way to show the kids the process and was super helpful. It really gave them a chance to reflect on their world and express their ideas thoughtfully.”

“It was a very easy lesson to follow, it was thorough and fit well with my curriculum.”

“I also shared the resources with my school and other non-art departments and they were super excited about the lesson plans as well as graphic materials, of which I decorated my whole classroom.”

“Wonderful, inspiring content and student reflections.”

Our “In Pursuit Of\_\_” video-based curriculum also inspired students outside of the U.S., particularly in Canada, India, Haiti, Mexico, Portugal, Korea, Brazil, France, Singapore, and more.

In 2022, we’ll be doing another exciting open call with the J. Paul Getty Museum, but around the theme of “Reconnecting with\_\_”, for Unshuttered 4.0. Be sure to subscribe to our Education Amplifier network at [EducationAmplifier.org](https://EducationAmplifier.org) for more updates!





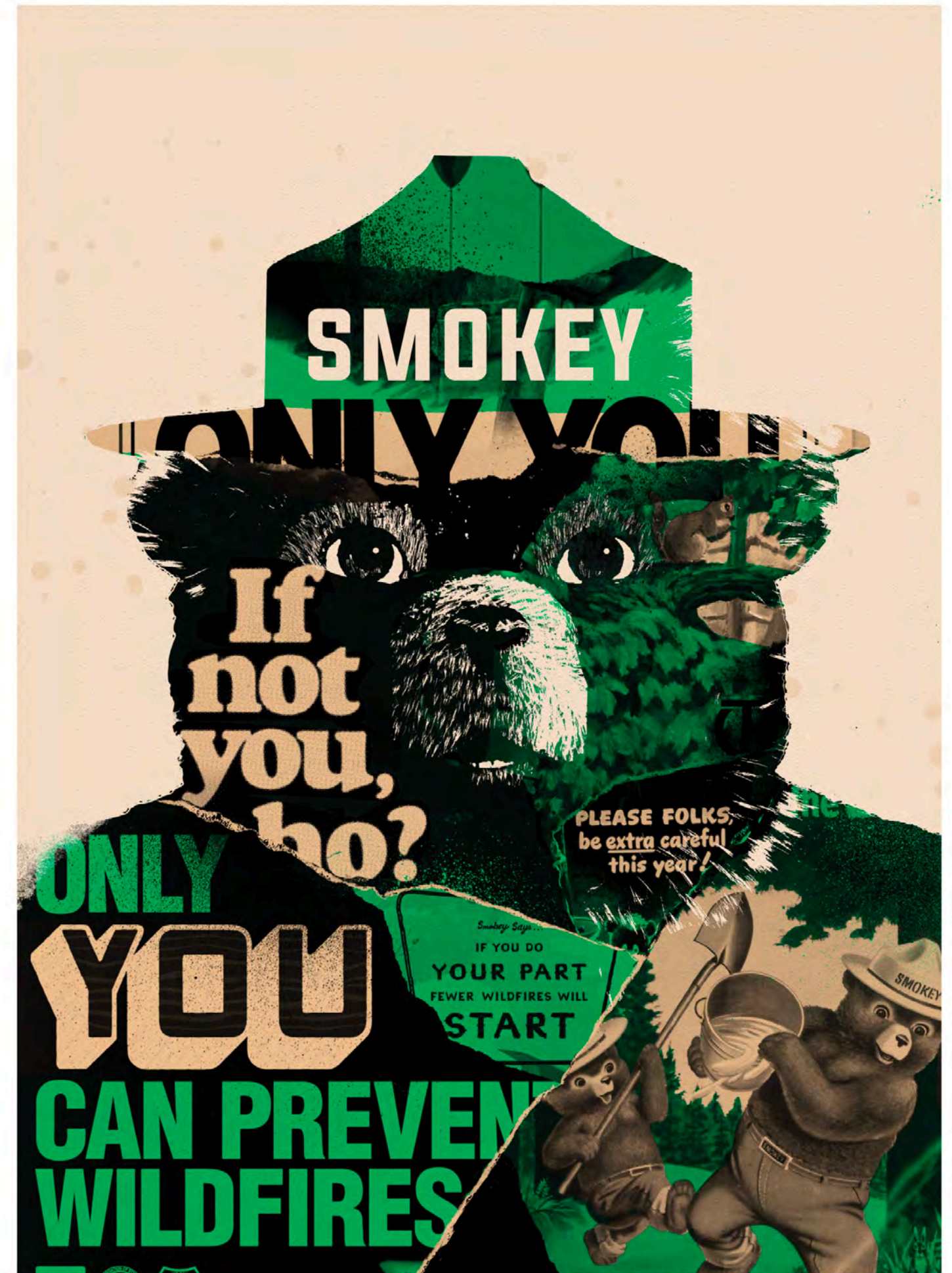
# SMOKEY BEAR

At Amplifier, we love creating new campaigns and symbols that amplify the most important movements of our times, and help people picture the brighter future we know is possible. But **sometimes, we get the opportunity to look at an old symbol - a cherished symbol - and envision it anew.**

In fall 2021, through a partnership with the Ad Council, the United States Forest Service and the National Association of State Foresters, we reimagined Smokey Bear, who for over 75 years has increased public awareness about how to prevent human-caused wildfires.

We worked with artists Tracie Ching, Thomas Wimberly, Tes One, Harsimran, Jesus Velasquez, Muhammad Holidin, Juan Cruz, Anzai Lee, and Benny Maulana to create ten fun new art works, two gifs and one video for K-8th graders (and those who are kids at heart!) to enjoy. This 11-piece series - 2 of which are GIF-animated—was inspired in large part by anime and video game culture, and teaches fire management tips—such as drown-stir-drown-feel, and to never leave a fire unattended—in accessible ways.

These works appear as a free coloring book for kids at [Amplifier.org/SmokeyBear](https://Amplifier.org/SmokeyBear) - download it today!





# REACHING TEACHERS WORLDWIDE

Amplifier is proud to be able to reach additional students through its educational partnership with Microsoft Flipgrid, a short form video discussion platform that connects 100M+ PreK to PhD educators, learners and families.

This year, select elements of our portfolio are now also on Discovery Education's online platform, **serving approximately 4.5 million educators and 45 million students worldwide. Its resources are accessed in over 140 countries and territories.**





# BOARD OF DIRECTORS



**MCKENZIE FUNK**, CO-PRESIDENT



**GRACE KIM**, CO-PRESIDENT



**JUSTIN FERRELL**, SECRETARY



**ANJALI KUMAR**, TREASURER



**ERIC BECKER**



**JOANNA SPILKER**

# STAFF



**EMILY GOULDING**, EXECUTIVE DIRECTOR



**CLEO BARNETT**, CO-CREATIVE DIRECTOR



**AARON HUEY**, FOUNDER, CO-CREATIVE DIRECTOR



**ISABELLA SISNEROS**, OPERATIONS MANAGER



**LEDA MALIGA**, EXECUTIVE PRODUCER



**EVERETT LAWSON**, PROGRAM MANAGER



**ALEX ROBINSON**, PROGRAM COORDINATOR



**ABRAHAM MEZA**, DISTRIBUTION COORDINATOR



**INDOLO UMOJA**, DISTRIBUTION ASSISTANT



**DANELLE WOODMAN**, DEVELOPMENT, EDUCATION,  
AND ADMINISTRATION ASSOCIATE



## OUR SUPPORTERS

AMPLIFIER SENDS ITS HEARTFELT GRATITUDE TO THE BELOW LISTED INSTITUTIONAL SUPPORTERS - AND TO THE 1,713 BACKERS OF OUR REFRAME KICKSTARTER CAMPAIGN, THE ALMOST 3,000 SUPPORTERS OF OUR STORE AND ALMOST 230 INDIVIDUAL DONORS WHO MADE OUR 2021 WORK POSSIBLE!

## PARTNERS

AD COUNCIL  
ANONYMOUS  
CALIFORNIA ENDOWMENT  
DAVID ROCKEFELLER FUND  
GLOBAL INITIATIVE FOR JUSTICE,  
TRUTH, AND RECONCILIATION  
NEW VENTURE FUND  
NIA TERO

POP CULTURE COLLABORATIVE  
RISE  
RURAL DEMOCRACY INITIATIVE  
SEATTLE OFFICE OF ARTS & CULTURE  
THE J. PAUL GETTY MUSEUM  
THE OPPORTUNITY AGENDA  
UNFINISHED  
WE ARE HOME





## PHOTO CREDITS

- PG 3** Amplifier Team in Seattle. Back row from left to right Abraham, Leda, Isabella, Alex, Emily, Cleo. Front row from left to right; Aaron, Everett. Photo by Amplifier.
- PG 5** **Top right:** Thriving Peoples. Thriving Places. Icons Sônia Guajajara (Guajajara) and Célia Xakriabá (Xakriabá) holding artwork by Tracie Ching and Cindy Chischilly created for Nia Tero in Glasgow, Scotland. Photo by Tracy Rector.  
**Middle:** We Are Home art giveaway in DC featuring artwork by Alex Albadree, photo by Soze.  
**Bottom left:** Reframe artwork of Ai-jen Poo by Shepard Fairey in Los Angeles, photo by Ting Poo.  
**Bottom right:** Vaccinated artwork by McKenna Fosdick, Thomas Wimberly & Ruchita Bait in New Zealand. Photo by Phantom Billstickers.
- PG 6** **Top left:** Reframe artwork by Lmnopi, Noa Denmon, and Ernesto Yerena in classroom. Photo by Julia Fliss.  
**Bottom right:** Vaccinated posters by Marvin Madariaga, Bunnie Reiss, Rebecca Cook and Rendy Mvhh being Wheatpasted in Seattle. Photo by Alex Britt.
- PG 8** LED Roving Truck for featuring artwork by Ayla Kim for California Endowment in Los Angeles. Photo by Phil America.
- PG 9** **Top to bottom:** 1. Generation Equity Forum pop up even on Seattle Waterfront. Photo by RH Woodhouse. 2. Community Vaccination Billboard by Jared Yazzie in Arizona. Photo by Austin Novy. 3. LED Roving Truck for featuring artwork by Ayla Kim for California Endowment in Los Angeles. Photo by Phil America 4. Generation Equity Forum pop up even on Seattle Waterfront. Photo by RH Woodhouse.
- PG 12** #Vaccinated by Thomas Wimberly + amplifier.org
- PG 13** LED Roving Truck featuring artwork of Amanda Nguyen by Shepard Fairey in Washington D.C. Photo by Alexis Fedoroff.
- PG 14** I Am An American featuring Amanda Nguyen by Shepard Fairey
- PG 15** We Are Home Artwork by Alex Albadree being handed out in Washington D.C.. Photo by Soze.
- PG 16** We Are Home by Alex Albadree + amplifier.org
- PG 19** Rebirth featuring Valarie Kaur by Shepard Fairey for amplifier.org
- PG 20** Thriving Peoples. Thriving Places. artwork featuring Deb Abrahamson and Twa-le Abrahamson-Swan (Spokane) by Tracie Ching and Cindy Chischilly (Diné) in Duwamish Territory (Seattle). Photo by Wisknave.

- PG 21** Thriving Peoples. Thriving Places artwork for Nia Tero featuring Deb Abrahamson and Twa-le Abrahamson-Swan (Spokane), Sônia Guajajara (Guajajara), Nara Baré (Baré), Célia Xakriabá (Xakriabá), Gunn-Britt Retter (Sami), Marjorie Kunaq Tahbone (Inupiaq, Kiowa), Vicky Tauli-Corpuz (Kankanaey Igorot), and Pania Newton (Ngapuhi, Te Rarawa, Waikato, Ngati Mahuta) by Tracie Ching and Cindy Chischilly (Diné).
- PG 22** Still Essential artwork by Paige Pettibon on the streets of Seattle. Artwork features Seattle Essential Workers Israel G, utility technician / Photographed by Adam Jabari; David W, maintenance worker / Photographed by Shann Thomas; Terri K, cashier / Photographed by Sunita Martini; and Dinelle P, doctor / Photographed by Jennifer Loomis. Photograph by Snakeskin Media.
- PG 23** Still Essential artwork by Paige featuring David W, maintenance worker / Photographed by Shann Thomas
- PG 24** Cleo Barnett and Allie Young (Diné) on stage at Unfinished Live in New York City in front of artwork of Allie Young by Ernesto Yerena. Photo by Unfinished.
- PG 26** Reframe artwork featuring Common by Shepard Fairey and Larry Ginter by Noa Denmon in New York City. Photo by Caroline Volkas
- PG 28** **Top Left:** Vaccinated campaign featured in Huffington Post. Artwork featured by Thomas Wimberly. **Top Right:** Thriving Peoples. Thriving Places. campaign for Nia Tero featured in Yahoo! News. Artwork featured by Tracie Ching and Cindy Chischilly (Diné).  
**Bottom Left:** Thriving Peoples. Thriving Places. campaign for Nia Tero featured on Pearl Jam's Instagram. Featuring artwork by Tracie Ching and Cindy Chischilly (Diné) of Deb Abrahamson and Twa-le Abrahamson-Swan (Spokane)  
**Bottom Right:** Thriving Peoples. Thriving Places. campaign for Nia Tero featured on Yoyo Ma Instagram Story featuring artwork of Vicky Tauli-Corpuz (Kankanaey Igorot) by Tracie Ching and Cindy Chischilly (Diné)
- PG 30** Reframe artwork in Classroom. Featuring artwork by Noa Denmon, Shepard Fairey, Lmnopi, and Ernesto Yerena of Valarie Kaur, Common, Ai-jen Poo, Sister Simone, Warren Tidwell, Allie Young, Lizbeth Mateo, Renee DiResta, adrienne maree brown, MariaElena Fournier, Larry Ginter and Patrisse Cullors. Photo by Art in Motion Chicago.
- PG 31** Artwork by Maeva Lile projected in Seattle for In Pursuit of Open Call for the Unshuttered program of the J. Paul Getty Museum. Photo by Wisknave.
- PG 33** Artwork by Tes One + amplifier.org for Smokey Bear, Ad Council, United States Forest Service and National Association of State Foresters.
- PG 34** Reframe artwork by Noa Denmon, Shepard Fairey and Ernesto Yerena featuring Lizbeth Mateo, Common, Larry Ginter, Patrisse Cullors, and Ai-jen Poo in the classroom. Photo by Julia Fliss.

**ANNUAL REPORT DESIGNED BY:** White Canyon Design, Cindy Chischilly (Diné)



**THANK  
YOU**