



ANNUAL REPORT 2022



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LETTER FROM THE TEAM

Dear supporter,

At the onset of 2022, heading into what was the third year of the pandemic, we were grappling with some of the same questions that you were. We wondered, what do genuine health and wellness actually look like, post-Covid? And what does impactful activism look like, post-Covid? What is the right blend of in-person versus an online presence?

Alongside these questions, we wondered, how do we stay true to our roots as an organization while also growing in new directions, and evolving our storytelling in bold, new ways?

In response, we embarked to blend the old with the new, thinking local while also thinking big. We moved our headquarters from Seattle to Los Angeles, where we were able to serve our community partners by hosting in-person, grassroots Language Labs again. Over slices of pizza, we used human centered design to collectively devise campaign strategies, messaging, and direction.

We also did in-person events in Arizona and Florida, bringing community members, artists, and local leaders together to create a culture of health, one which emphasizes community care, physical care, and mutual aid as tools for healing. And we enjoyed our first joint exhibit opening in years, for our “Reconnecting with...” project with The J. Paul Getty Museum.

We built upon our environmental and public health portfolios while also venturing into new territory by exploring mental health and social-emotional learning in the K-12 space. Given that young people have the highest rates of depression and anxiety on record, Amplifier considers mental health to be THE challenge of the 21st century, as we can't stand up for each other if we aren't well ourselves.

We also wrote our first book, explored the metaverse and curated an original radio playlist for national distribution! And together with The Hive at the Claremont Colleges, we did the most comprehensive research on our Education Amplifier network that we've ever done, emerging with new, refreshing understandings of how to better support the incredible work that our teachers do with students day-in and day-out.

And of course, we amplified social issues at a massive scale. Our Common Goal artwork about LGBTQ+ justice in soccer was seen by a live audience of 93,000 people at the Rose Bowl's Real Madrid vs. Juventus game (its biggest post-Covid stadium event to date) and millions more via press coverage. Our collaboration with National Geographic and the Campaign For Nature reached activists, photography enthusiasts, and students far and wide, as did our Nia Tero partnership celebrating Indigenous Peoples' Day, which generated 26 million impressions across the U.S., the Philippines, New Zealand, and Mexico City.

We're taking all of these learnings forward, and want to thank you and our partner network for your continued support. With you, we're able to picture the future we all deserve.

With gratitude and solidarity,
the Amplifier team



2022 IMPACT AT A GLANCE



PARTNERED WITH

41

ORGANIZATIONS



11 MILLION
VIEWS ON GIPHY



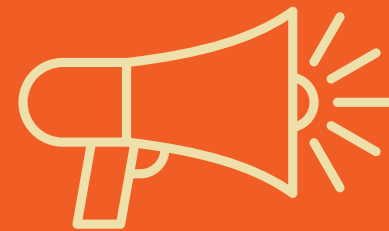
39 PUBLIC
ART STUNTS
IN 24 LOCATIONS



1700
SUBMISSIONS
TO OPEN CALL



28,883,606
DIGITAL
IMPRESSIONS



21M
PUBLIC ART
STUNT REACH

AMPLIFIER PROGRAMS

AMPLIFIER PROGRAMS

In 2022, we had the honor of amplifying movements ranging from civic engagement to environmental stewardship to equity in sports. We continue to be inspired by the potential of creating the world we all imagine—one that is safe, inclusive, and just.





AMPLIFIER PROGRAMS

AMPLIFYING EQUITY IN SPORTS: COMMON GOAL

In 2022, we joined efforts with Common Goal to reimagine the world's most popular sport: soccer.

Although it's known as 'the beautiful game,' 80% of soccer fans & athletes worldwide have witnessed homophobic language in sports in the last year. Far too many LGBTQ+ identified fans and players don't feel safe in stadiums or at games, so we teamed up to change that!

We worked with 8 soccer teams from across North America - Chicago Fire Football Club, Philadelphia Union, San Diego Wave FC, Angel City FC, Oakland Roots, San Diego Loyal, and Pacific FC from the Canada Premier League and Tigres from Liga MX - on a Language Lab, wheatpasting and distribution workshop, and dissemination of the artwork in high-profile games at the Rose Bowl (in front of an audience of 93,000!) and at the BMO Stadium, the home of the LAFC.

We also made an educational tool and AR-activated artwork and merchandise - including t-shirts, socks, and scarves - to help folks show their pride, their allyship, and their support for LGBTQ+ identified fans and players!

This work was covered in Forbes.

[VIEW THE WORK HERE](#)



“Creating art around inclusivity which enables a direct functional social impact has always been my long goal. And it couldn’t get any better than by teaming up with Amplifier for Common Goal by creating this artwork.”

- YASH PRADHAN
AMPLIFIER ARTIST





AMPLIFIER PROGRAMS

AMPLIFYING WILDFIRE SAFETY: SMOKEY BEAR & THE AD COUNCIL

In 2021, Amplifier had the honor of partnering with the Ad Council, the United States Forest Service and the National Association of State Foresters to reimagine Smokey Bear, who for over 75 years has increased public awareness about how to prevent human-caused wildfires. Our series of new Smokey Bear visuals became part of outdoor ad placements and the box of Public Service Announcement (PSA) tools on [SmokeyBear.com](https://www.smokeybear.com), which is widely used by local state foresters and environmental educators.

In spring 2022, as wildfire season began, Amplifier and The Ad Council partnered again to bring these images to communities in the Southwest and underline the importance of fire safety. We produced public installations and also in-person events featuring free art giveaways, tips and tools, and coloring book stations in Grand Park across from City Hall in downtown Los Angeles and at the Patagonia store in Denver, Colorado.

This portfolio is still in heavy rotation via The Ad Council's donated media network! To date, they have secured 280 billboards, 291 bus shelters, 36 small billboards, 796 wild posted posters, and 20 benches for these images, which equate to an earned value of 6 million dollars. These images' placements on Nickelytics robots also earned 1.6 million impressions.

[LEARN MORE HERE](#)

AMPLIFIER PROGRAMS

CDC: COMMUNITY WELLNESS

In 2022, Amplifier started the third year of its public health work, but this time focusing its efforts on the more than 17% of adults in the U.S. that had not been vaccinated at all.

With the support of the [CDC Foundation](#), Amplifier partnered with artists [Nina Yagual](#) and [Jared Yazzie](#) to create innovative artworks harnessing the power of the arts to engage audiences in overcoming COVID-19 and influenza vaccine hesitancy. To do so, we worked with local community groups in the American Sunbelt - in Mesa, AZ and Jacksonville, FL - to help build a culture of health, one which emphasizes community care, physical care, and mutual aid as tools for healing.

Our core partners for this effort were the University of Florida Center for Arts in Medicine, artist Jared Yazzie's OXDX Clothing in Arizona, and Yellow House in Florida. In both cities, we hosted pop up events that featured free art giveaways, food, hands-on activities such as screen printing, live music, interactive art making, and even an on-site mobile health unit for anyone who wanted a free health check up or vaccine!

In addition to local community work, we also reached broader audiences across those cities - over two million community members, to be exact - through out-of-home advertising in the form of billboards, banners, bus and van wraps, and newspaper ads.

Through this project, we witnessed that art has the power to inspire people to create healthier communities and make healthier choices that help create a more sustainable future, for all of us.

[VIEW THE WORK HERE](#)



"Nobody made me sign up for anything, preached to me about their church, or tried to sell me something. Y'all really just wanted to help me take care of myself."

- JACKSONVILLE, FL
EVENT PARTICIPANT

"Amplifier has shown us that art and cultural organizations, especially artists, can have a meaningful and lasting impact on the community and we hope to partner with your organization again in the future."

- RACHAEL CASEY, MPH
PROGRAM OFFICER CDC FOUNDATION



FOR THE PEOPLE
END INSTITUTIONAL VIOLENCE

AMPLIFIER PROGRAMS

GENTE ORGANIZADA: FOR THE PEOPLE, END INSTITUTIONAL VIOLENCE!

As another initiative exploring what it takes to be truly well, Amplifier collaborated with Gente Organizada to promote community health and justice issues in Pomona, which is a multi-generational Latinx community in east LA county.

Gente Organizada is a community-led social action non-profit organization whose mission is to build intergenerational power and wellness for youth and immigrant families in Pomona.

For this project, Amplifier commissioned Los Angeles based poet Jazmine Williams and artist Mer Young and hosted one of our signature Language Labs with the groups' youth leaders and their parents in order to guide the direction of the artwork.

The final artwork is AR- activatable and comes to life with a Spanish-language poem. It was unveiled as a large-scale public mural on the side of the organization's headquarters!

Ultimately, this collaborative piece is both a celebration of community and a call out to the institutions that continue to perpetuate violence against it, resulting in lowered physical, emotional, financial, and collective health. This project was made possible by a grant from The California Endowment and the California Arts Council. This artwork is for the people of Pomona!

[VIEW THE WORK HERE](#)



AMPLIFIER PROGRAMS

NIA TERO: INDIGENOUS PEOPLE'S DAY

For Indigenous Peoples Day 2022, Amplifier and Nia Tero partnered for the third time in elevating the leadership of Indigenous peoples, who collectively sustain 80% of the world's remaining biodiversity today, including ecosystems essential to our global climate, fresh water, and food security.

To do so, we amplified the 13-piece Thriving Peoples. Thriving Places. campaign. The Indigenous women activists, artists, and scholars at the heart of this campaign exemplify the ideals of kinship, reciprocity, and wisdom. Their voices, work, and leadership benefit not only their own peoples and communities, but all of us who share this planet - which is why now, more than ever, we must celebrate them, listen to them, and most importantly, follow their lead.

Amplifier distributed campaign content widely. We distributed 5,200 artworks for free to communities in seven states, including Washington D.C., Maryland, Virginia, Washington State, California, Colorado and Alaska. We had public art stunts that happened in locations across the globe, including Mexico City, the Philippines, New Zealand, Hawaii, and Washington, reaching almost 20 million impressions per month. The artworks were also distributed around the world in local street papers including in more than four countries with over 3,000,000 readers globally.

[LEARN MORE HERE](#)



AMPLIFIER PROGRAMS

NIA TERO: INDIGENOUS PEOPLE'S DAY (CONTINUED)

The campaign was also on TikTok and on the radio! Indigenous influencers [Lofanitani](#) (Black, Klamath, Modoc, Tahlequah, and Tongan), [Melemaikalani McAllister](#) (Kanaka Māoli), and [Laura Martinez](#) (Lipan Apache) shared the campaign content, and we created our first-ever radio playlist for this effort, engaging non-commercial radio stations nationwide on putting Indigenous sounds on the airwaves! Our playlist included:

- The Halluci Nation (Mohawk & Cayuga) - The artists behind the theme song to the award-winning TV show Reservation Dogs
- Mare Advertencia Lirika (Zapotec)
- Xiuhtezcatl Martinez (Mexico)
- Mia Kami (Tongan)
- Ruby Ibarra (Pinay)
- Brô MCs (Tupi-Guarani) - one of Brazil's first Indigenous rap groups
- Black Belt Eagle Scout (Swinomish & Inupiaq)

Ultimately, public radio stations in Seattle, Houston, Oklahoma, and North Carolina participated.

Lastly, Amplifier was also able to work with KEXP to install a mural of the artworks in their gathering space!

LEARN MORE HERE





“I’m just floored by the beauty and power of the installation and it’s been such a pleasure to see our guests enjoying it also. On the daily, since it’s gone up, guests to our Gathering Space are taking photos of it, posing for selfies in front of the mural, studying and grabbing the posters, and just taking it all in[...]I’m so proud to have helped facilitate the installation with your team, and proud that KEXP is a partner in this campaign. I appreciate the hard work you’ve all put into it, and I’m looking forward to whatever comes next in the future.”

- **BARRY VAIL**
FACILITIES AT KEXP

AMPLIFIER CIVIC ENGAGEMENT: RIDE TO THE POLLS

In the lead up to the fall 2022 midterm elections, Amplifier served as the creative partner for Harness' Ride To The Polls program, an initiative of Protect The Sacred.

By creating & deploying a series of exciting new visual tools, Amplifier aided Harness in 1) shifting the national narrative to center the rights and voices of BIPOC communities, 2) increasing the turnout of BIPOC voters in rural and disenfranchised communities, and 3) protecting the right to vote for all Americans.

In total, we gave away 2,125 physical artworks across the states of Arizona, California, Texas, and Georgia. And we did public installations of 252 posters over a series of 13 stunts including billboards, digital billboards, and pop ups.

We are proud to have helped the Ride to the Polls Campaign earn over 1 billion impressions through on the ground activations, digital organizing, and media coverage!

[VIEW THE WORK HERE](#)



EDUCATION AMPLIFIER



LEARNINGS ABOUT OUR EDUCATION WORK

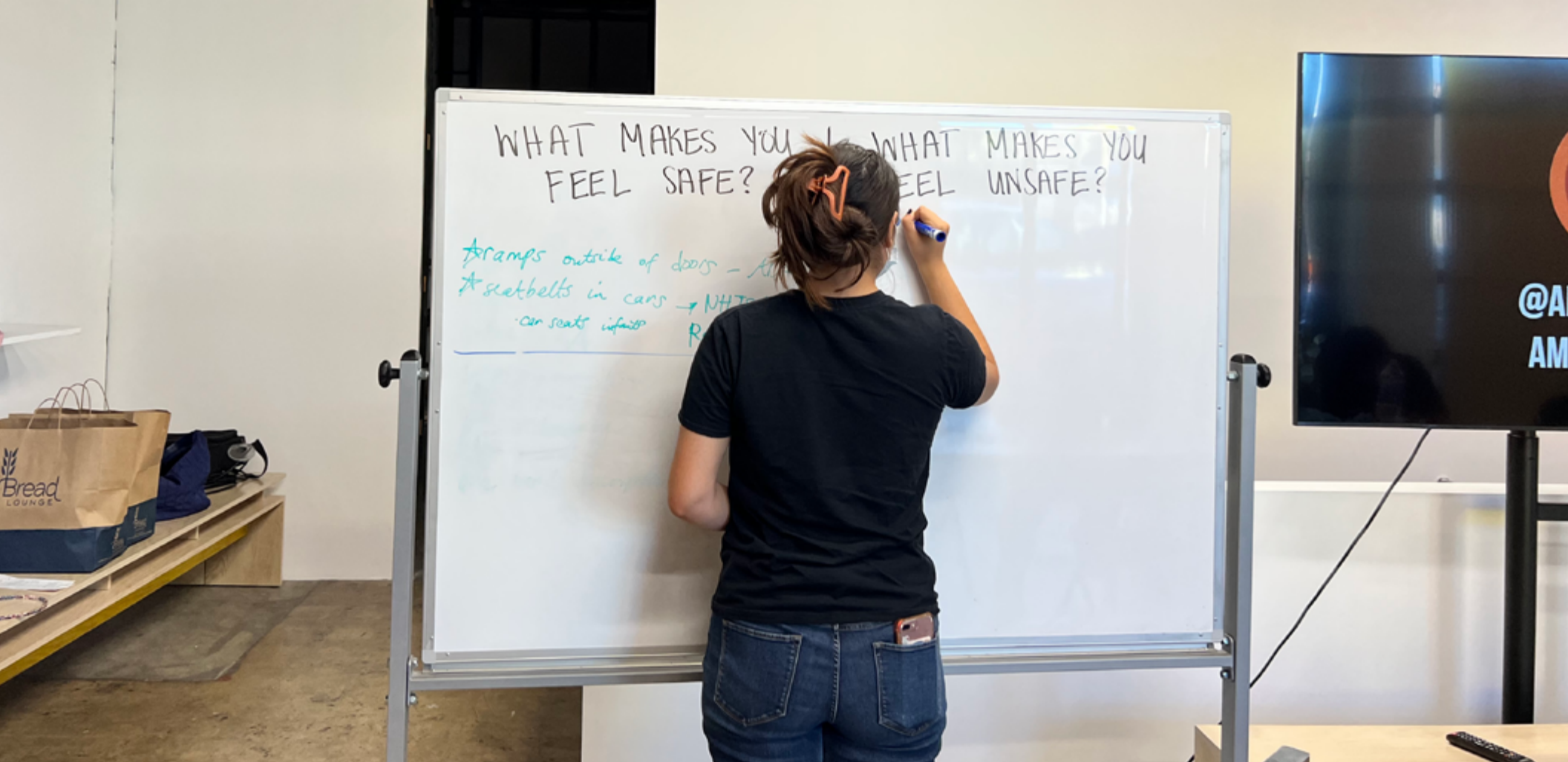
Emerging from the pandemic, we recognized that 2022 was a gateway to utilizing Education Amplifier to its fullest potential. In order to ensure that this growth was grounded in the needs of the learning communities we serve, Amplifier engaged The Hive design thinking lab at The Claremont Colleges to explore how we might improve our offerings, and further foster conversations about social justice in the classroom. Over the spring 2022 semester, The Hive's team examined the user experience as well as the network itself and found that:

- There is an urgent need to address students' socio-emotional needs, as their development has plateaued or been derailed due to the pandemic.
- Teacher burn-out is real, and we need to assist our educators in utilizing our tools to their biggest potential. They also want to be connected to each other.
- The realities of our world's social issues - including school violence - directly impact our youth and learning communities. We need to embrace these conversations and equip students and educators with the tools to navigate the real world.
- Issues of climate change and the endangerment of our ecosystems and species is of utmost importance, and our young people believe it to be of concern alongside issues of inequality in our world. For if our world is not well, we can not be well.
- Our education network is hungry for our content and they need short-format, user friendly teaching tools that are easy to integrate into their classroom settings.

In order to deepen our understanding of our Education Amplifier network even further, we then conducted an internal teacher survey over the fall 2022 semester. In total, over 1,300 educators in our network participated in that survey, and the findings were insightful and powerful.

From the 88% of participants in the survey that were in-classroom educators, 89% of them found mental health to be the most important social issue for themselves, while 84% of their students also believe mental health is the most important social issue to them. 87% of in-classroom educators in our network identified isolating from peers as the number one indicator of a student's decline in mental health, and 93% of in-classroom educators believe family struggles to be the cause of most mental health struggles amongst their students. And while our students continue to struggle, 80% of our education network experience anxiety due to their role within the school system. Moreover, 80% of our education network attribute the effects of the COVID-19 pandemic to their decline in mental health.

These data points have confirmed that our work in wellbeing and mental health, and teacher support, is paramount as we move forward in 2023 to serve children, youth and families nationwide.



SURVEY TESTIMONIALS FROM OUR EDUCATION NETWORK:

“The ‘right now’ social issues that Amplifier speaks to along with the awesome graphics make the education program not only relevant and engaging for my students, but also gives them a platform to express their views on these topics.”

“I love the collaboration and knowing that the resources/materials I am using are directly informed and created by people who own their stories, and not from someone else’s perspective or agenda. It’s been especially valuable for students to see young people making a difference in the world - that is empowering to them and helps them embrace their own personal work.”

“The information that is shared is relevant to what I teach. The posters were a hit! I had them laminated for my classroom and some students also requested a copy for home. They feel uplifted when they see diversity and empowerment together.”

EDUCATION AMPLIFIER

J. PAUL GETTY MUSEUM “RECONNECTING WITH...” 2022 OPEN CALL

In early 2022, Unshuttered, the teen photography program of the J. Paul Getty Museum and Amplifier partnered to ask teens both near and far two questions: In the midst of your third year impacted by the Covid-19 pandemic, what are you reconnecting with right now? And how would you present that visually in a photograph?

In coming out of the isolation of lockdown, how were teens reconnecting with the things they had grown distant from? Like their friends, their culture, their family, nature, themselves, their schools, or their communities? Amplifier put together a multimedia lesson plan to help students think through those questions.

They answered, and the results were tremendous. Students from 49 U.S. states and 13 countries globally, including India, Canada, Brazil, Mexico, and the U.K., submitted over 1,660 photographic visions of what they were reconnecting with. The subject matter ranged from being able to participate in group sports and dances again, to spending time with siblings and family, to the joys of travel and discovery. For the next phase of the project, 20 photos from teens representing California, Ohio, Massachusetts, New York, Montana, Florida, and Missouri were selected by a panel of judges for their striking and engaging qualities and for their ability to encapsulate the ideas and connections that resonated across the submissions. The winning teen photographers then got the opportunity to work with some of Amplifier's top artists on reimagining their photo in the style of an Amplifier poster artwork.

The resulting art exhibit showcasing these works — both the photographs and the poster artworks they inspired — opened to an excited crowd at the J. Paul Getty Museum in Los Angeles in June 2022, with many of the student winners in attendance!

And the project was commemorated in Amplifier's first-ever book, “Storytelling Through Photography: A Classroom Guide To The “Reconnecting with...” Project.” This book includes the processes the winners used to develop their thematic photographs, as well as tips and a Your Turn! section so that students and educators can try the project methodology out for themselves.

We want to thank each and every student and educator who took the time and energy to participate in this campaign during their busy spring semester. We also want to thank everyone who voted for their favorite artworks!

[VIEW THE WORK HERE](#)





HERE IS WHAT THE J. PAUL GETTY MUSEUM HAS TO SAY ABOUT AMPLIFIER:

“The Education Department at the J. Paul Getty Museum has worked with Amplifier for more than two years to maximize the impact of our ambitious digital photography project, Getty Unshuttered. With Amplifier’s incredible national network of artist and educators, we were able to increase awareness of this program through national open call for thematic photography, projections in New York City, Washington, DC, Seattle, Anchorage, and Los Angeles, onsite exhibition, and distribution of photography booklets to thousands of teachers around the country. Truly the scale and scope of what The Getty was able to accomplish via our partnership with Amplifier was exceptional and it is hard to imagine that there is another nonprofit organization who is more equipped and ready to work with Getty on a project of this magnitude and complexity. Through Amplifier, Getty gains broader audiences and influence that helps us fulfill our mission of ensuring arts access to all and that young people have new and innovative platforms through which individual or social stories can be told, projected, showcased, and further magnified.”

-KEISHIA GU

MUSEUM HEAD OF EDUCATION, J. PAUL GETTY MUSEUM

EDUCATION AMPLIFIER

AMPLIFYING YOUTH WELLBEING

Young people in the U.S. have the highest rates of anxiety and depression on record, and the pandemic has only exacerbated that. And yet, our children hold the key to our future - they are the light that reminds us that change is possible and that justice is necessary.

As a national organization whose mandate is to amplify the most important movements of our times, Amplifier considers mental health to be THE challenge of the 21st century, and it is most acute in students as they start to internalize the trauma of daily news in middle and high school.

To address this, Amplifier made a commitment to action-based K-12 product development around this topic. This multi-pronged portfolio included:

- **Ideation and production of our Well + Being campaign** in partnership with Unity, The Jed Foundation, and others.

The 14-piece “Well + Being” series includes thematic teaching tools designed to help young people find their center, address their trauma, and cultivate the peace they need to make the world anew.

This beautiful new AR-activatable series addresses topics such as racial stress, communication techniques, and best practices for handling conflict. It emerged from months and months of original research and collaborative partnership with youth, with mental health experts, with artists from all over the globe, and with our frontline educators, 99% of whom said that students’ wellbeing impacts their learning in the classroom, and 83% of whom said that mental health was one of the most important social issues to their students.

- **Launching in-person workshops for Los Angeles teens and young adults around reimagining public safety.** Young people have come to fear a world that they feel is unsafe for them, and need help processing the multiple tragedies of school shootings, climate change, gentrification, and the pandemic. They also need help processing what their hopes, dreams, and fears are, and want the solutions they propose amplified — by adults who will listen.

With the generous support of The Snap Foundation, Amplifier was able to be of local service to the creative community in its new hometown via in-person arts workshops that gather young people together side by side in community in an exercise of healing and partnership, and rebuilding. Working on these themes together in supported unison helps youth feel less alone.

- **Launching our first-ever Amplifier Kids collection clothing line**, which features artworks that focus on wellbeing, hope, and community - all qualities we hope to engage the next generation! The collection includes baby bibs, onesies, and toddler and youth size t-shirts and hoodies, and it is the perfect way to raise kiddos to be a catalyst for positive change in the world!
- **Partnering with LUSH Cosmetics** to bring uplifting messaging and imagery about mental health and wellness to teens and young people across North America! LUSH supported our mental health work in classrooms, and Amplifier commissioned 8 original holiday storefront artworks designed to inspire self care and kindness. These were installed in Austin, TX, Irvine and Walnut Creek, CA, Chicago, IL, Boulder, CO, New Orleans, LA, Manhattan, NY, and Vancouver, BC.



WHEN WE PROTECT NATURE
NATURE PROTECTS US



Julia Fliss    #GoalsProject
@JuliaFliss

...

Replying to @amplifierart and @EmilyGirasol

WOW!!! I absolutely LOVE it and can't wait to share with my kids!!  
 #CampaignForNature
@InsideNatGeo @amplifierart @EmilyGirasol

DO: CREATE A BIOME MODEL POSTER DAY 2 - CONTINUED



EXAMPLE OF CHOSEN ARTWORK

Label the different parts of the biome, such as the living things that inhabit that biome and the different types of plants and animals:

- Is it a wet or dry biome?
- What is the weather and climate like there?
- How would conservation (or lack thereof) impact the biome you chose?

Identify possible positive or negative impacts to these animal's biomes:

- What do you already know about these animals' habitats and conservation efforts?
- What do you need to know?

EDUCATION AMPLIFIER

30X30: NATIONAL GEOGRAPHIC + THE CAMPAIGN FOR NATURE

At Amplifier, we've projected art and media experiments onto towering urban skyscrapers. We've hung enormous banners off of congressional buildings and bridges. Yet while we will always be explorers at heart, sometimes, amidst these explorations, it can be helpful to go back to our roots, revisiting our origins with a new sense of fondness and pride.

Our organization got its start in 2011 when a photography project outgrew the traditional bounds of the magazines where it first appeared. The photos told a story, but they couldn't pick a side—even though sometimes, especially when it comes to environmental and social issues, there's a right side to pick. A group of graphic artists turned the photos into posters, and those first Amplifier images did pick sides, transporting the messages of grassroots movements into public spaces in ways that you couldn't choose to subscribe or unsubscribe from.

As an extension of this legacy, our Founder and Director of Labs, photographer Aaron Huey, received a [National Geographic Society](#) grant to use art to amplify the Campaign For Nature, which seeks to [protect at least 30% of the planet's land and oceans by the year 2030](#). Over 100 countries have signed onto this effort to conserve habitat and counteract biodiversity decline and climate change. This effort recognizes that we can only achieve protecting 30% of the planet with the guidance and leadership of Indigenous peoples, and that work to combat climate change and biodiversity loss are incomplete without a focus on correcting environmental injustice.

In total, 16 images were commissioned through this series from artists including [Ernesto Yerena](#), [Mazatl](#), [Osheen Siva](#), [Roger Peet](#), [Tracie Ching](#), and our own [Lars Bergquist](#), who is Amplifier's Distribution Coordinator! (Check out the National Geographic video on him [here](#).) These collaborative artworks are based on photos made by National Geographic photographers [Ami Vitale](#), [Cory Richards](#), [David Liittschwager](#), [Frans Lanting](#), [Joel Sartore](#), [Paul Nicklen](#), [Prasenjeet Yadav](#), [Ronan Donovan](#), [Steve Winter](#), [Thomas Peschak](#), and [Aaron Huey](#).

Amplifier's role here was to help move these images and stories into the world through free downloads, and create and distribute an original K-5 lesson plan about these themes to our Education Amplifier network. The lesson plan engages learners around a simple, yet powerful, idea: nature's systems are perfect, and when we take care of them, they take care of us.

Not only will this project stay with students for years to come, it will inspire them to take part in conservation efforts in the future.

LEARN MORE HERE

AMPLIFIER LABS

EDUCATION AMPLIFIER

AMPLIFIER LABS

Amplifier began as a “media experiment” in 2011, and as media continues to evolve, we are committed to working on the edges of new technology to reach new audiences.

The focus of Labs is on building innovative new distribution tools and networks with partners – primarily outside of our traditional advocacy space – and on developing new technology and relationships sometimes unrelated to specific clients or campaigns in our studio. The overall goal remains serving any and all of our campaigns now and in the future, and is helping us build up a new portfolio of international animators and artists to feed Amplifier projects.

This has been a big year for Labs experiments, as we have been building our first galleries and worlds in the Spatial Web to be shared widely in 2023. As part of these experiments in the “metaverse,” we have been onboarding artists by helping with the design and construction of avatars for them to use in these spaces. In the process, we have begun to interview artists at the intersection of art and ethical technology via a metaverse talkshow, which had its debut at the Brooklyn Museum. Reporting in this form also brought us back to some of our journalistic roots, and occasionally manifested as live broadcasting interviews with artists engaged with social and environmental justice at places like Art Basel Miami.

As always, we are also continuing to integrate augmented reality storytelling into campaigns ranging from our “Well + Being” K-12 mental health project to our 30x30 project with National Geographic. At the heart of these AR experiences are animated films and new Amplifier artists combining analog street art and new augmented digital activations.

Amplifier designed our first virtual clothing in 2022 with the Wide Awakes and for our mental health work, and we plan to distribute more of this kind of work in 2023. Our virtual wearables are distributed via smart contracts (NFTs) in metaverse worlds like Decentraland to spread the messages of our campaigns to new audiences, wherever they may be! As we scale up our Web3 projects, we are preparing multiple NFT projects for early 2023 that will serve as fundraisers for our K-12 mental health work.

[LEARN MORE HERE](#)

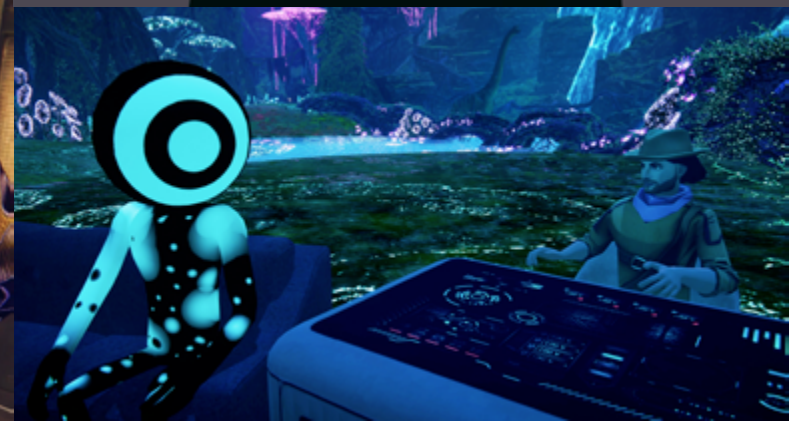
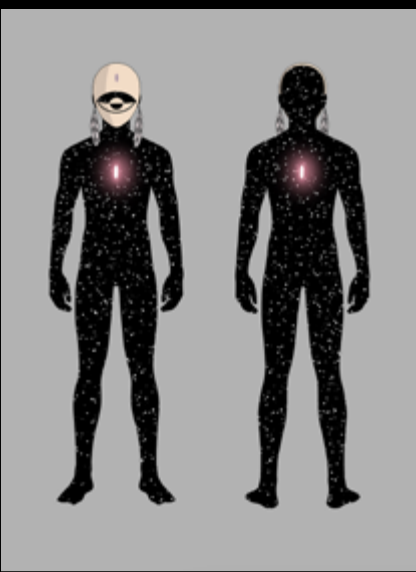




♥ 💬 📌

Liked by cleobarnett and 82,941 others

natgeo Artwork by @tracieching, inspired by photos from Cristina Mittermeier @mitty, @paulnicklen, and @franslanting | Tracie Ching is an artist and self-taught illustrator who is widely known for her classic engraving techniques and vector illustrations of alternate movie posters for Marvel and Disney cult classics, portraits of global leaders and celebrities, and covers of editorial publications around the world. But with the UN Convention on Biological Diversity (#COP15) under way this week in Montreal, there is no more important portrait to share than those of our planet's endangered species and habitats.

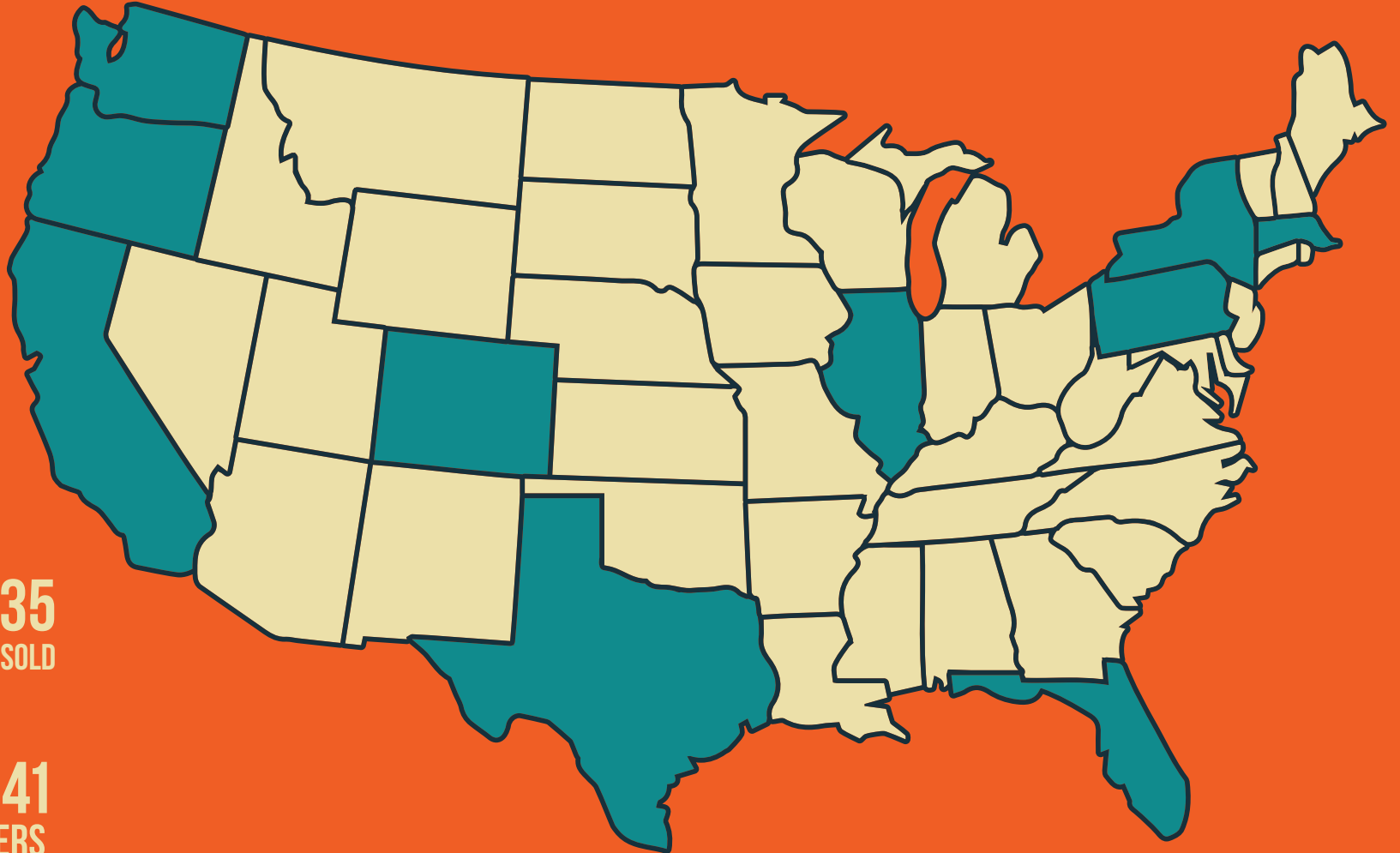


STORE SNAPSHOT

AMPLIFIER'S STORE HELPS FUEL OUR ART MACHINE FOR SOCIAL CHANGE!

TOP STATES:

CALIFORNIA
WASHINGTON
NEW YORK
MASSACHUSETTS
TEXAS
ILLINOIS
PENNSYLVANIA
FLORIDA
COLORADO
OREGON



2,535
ITEMS SOLD



1,341
ORDERS

THANK YOU TO OUR SUPPORTERS

PARTNERS

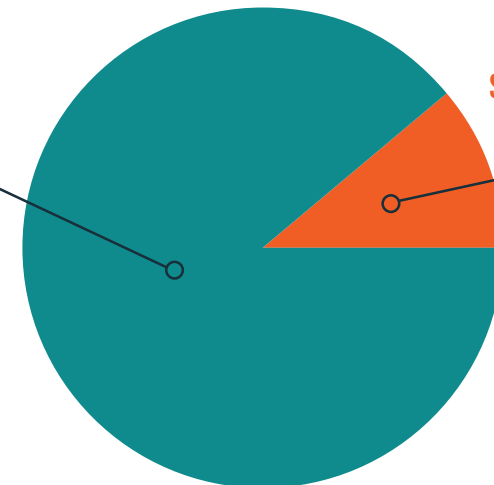
Ad Council
Asia Society
California Arts Council
California Endowment
Communications Network
CDC Foundation
Common Goal
Harness
J. Paul Getty Museum
LUSH Cosmetics
Nathan Cummings Foundation
Nia Tero
Pop Culture Collaborative
Seattle Art Fair
Silicon Valley Community Foundation
Snap Foundation
Unfinished
Unity
The Wellbeing Project



OF OUR ALMOST 1.2 MILLION DOLLARS IN INCOME
IN 2022, OUR REVENUE SOURCES ARE:

89% GRANTS AND
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Written and Edited by Danelle Woodman and Emily Goulding

IMAGE CREDITS

Cover Photo: Billboard in Jacksonville, Florida featuring 'We Keep Us Safe' artwork by Nina Yagual. Photo by Outfront Media.

Pg 2: Aaron Huey speaking at the 2022 Games For Change Festival featuring artwork from Amplifier's 2017 'Hear Our Voice' campaign. Photo by Aaron Huey.

Pg 3: Amplifier team at the J. Paul Getty Museum. From left to right: Lars Bergquist, Emily Goulding, Aaron Huey, Isabella Sisneros, Cleo Barnett, Danelle Woodman, and Alex Britt. Photo by the J. Paul Getty Museum.

Pg 6: 'Don't Leave Anyone Behind' Banner by Nina Yagual at Yellowhouse Art in Jacksonville, Florida. Photo by Alex Britt.

Pg 7:

Top Photo: 'Play Proud' artwork by Yash Pradhan featured at Chicago Fire Soccer Club in Chicago, Illinois. Photo by Chicago Fire Soccer Club.

Bottom left: Gloria Murillo wearing a 'Play Proud' T-Shirt by Yash Pradhan in Mexico for the Tigres Soccer Club. Photo by the Tigres Soccer Club.

Bottom right: Ali Riley, Allyson Swaby, Dani Weatherholt, and Didi Haracic wearing 'Play Proud' T-shirts by Yash Pradhan in Los Angeles for Angel City Soccer Club. Photo by Angel City Soccer Club.

Pg 8: 'Play Proud' mural by Yash Pradhan installed in Los Angeles at Purgatory Pizza in Boyle Heights featuring a Play Proud cohort member. Photo by Alex Britt.

Pg 9:

Top Left: Smokey Bear pop up event at Grand Park in Los Angeles. Photo by Isabella Sisneros and Lars Bergquist.

Top Right: Smokey Bear pop up featuring artwork by Thomas Wimberly at Grand Park event in Los Angeles. Photo by Isabella Sisneros and Lars Bergquist.

Middle: Smokey Bear mural in Los Angeles featuring artwork by Tracie Ching, Jesus Velazquez, and Harsimran. Photo by Lars Bergquist.

Bottom: Smokey Bear mural by Jesus Velazquez at Patagonia in Denver Colorado. Photo by JayCee Beyale.

Pg 10:

Left: Community Vaccination event participant holding artwork by Jared Yazzie in Mesa, Arizona. Photo by Josh Lerma.

Right: 'Community Healing Begins With Self Care' billboard featuring artwork by Jared Yazzie in Mesa, Arizona. Photo by Josh Lerma.

Pg 11:

Top: 'For The People End Institutional Violence' artwork by Mer Young.

Bottom: 'For The People End Institutional Violence' mural by Mer Young on the outside of the Gente Organizada building in Pomona, California. Photo by Austin Queen.

Pg 12:

Top: 'Thriving Peoples. Thriving Places' free art giveaway at Native Movement in Alaska featuring artwork of Marjorie Kunaq Tahbone (Inupiaq, Kiowa) and Alisha 'Dinashii' Carlson (Neets'aii Gwich'in) by Tracie Ching and Cindy Chischilly. Photo by Native Movement.

Bottom: 'Thriving Peoples. Thriving Places' hand painted mural in Mexico City featuring Tracie Ching's artwork of Rosa Marina Flores Cruz (Afro-Binniza). Photo and mural by Art Synonym.

Pg 13:

Top right: 'Thriving Peoples. Thriving Places' banner drop featuring artwork of Hinalaemoana Wong-Kalu (Kanaka) in Maui, Hawaii. Photo by Lauren Strelau.

Middle left: 'Thriving Peoples. Thriving Places' wild posting in Auckland, New Zealand (Aotearoa) featuring Alisha 'Dinashii' Carlson (Neets'aii Gwich'in) by Tracie Ching and Cindy Chischilly.

Top right: Song of the Day by Mare Advertencia Lirika (Zapotec) on KEXP for Indigenous Peoples' Day.

Bottom: 'Thriving Peoples. Thriving Places' artwork installation at KEXP in Seattle, Washington featuring artwork by Tracie Ching and Cindy Chischilly. Photo by Alex Britt.

Pg 14: 'Thriving Peoples. Thriving Places' free art giveaway at Native Movement in Alaska featuring artwork of Pania Newton (Ngapuhi, Te Rarawa, Waikato, Ngati Mahuta) and Hindou Oumarou Ibrahim (Mbororo) by Tracie Ching and Cindy Chischilly. Photo by Native Movement.

Pg 15:

Top: 'Reclaim Your Voice' billboard featuring artwork by Tracie Ching for a Ride To The Polls event in San Antonio, Texas.

Middle left: Mark Ruffalo wearing a 'Reclaim Your Land' T-shirt featuring an artwork of Naiomi Glasses by Tracie Ching for Ride To The Polls. Photo by Mark Ruffalo.

Middle right: Ride To The Polls event in Arizona featuring 'Reclaim Your Future' flag by Tracie Ching. Photo by Harness.

Bottom: Ride To The Polls 'Quinceanera To The Polls' event in San Antonio, Texas. Featuring 'Reclaim Your Voice' artwork by Tracie Ching. Photo by Harness.

Pg 17: Education Amplifier workshop event at The Hive at the Claremont Colleges. Photo by Emily Goulding.

Pg 18: Education Amplifier workshop in Los Angeles. Photo by ICA LA.

Pg 19:

Top left: Amplifier team and participating photographers at the J. Paul Getty Museum 'Reconnecting With...' exhibition opening. Photo by Getty Museum.

Top right: Cover of 'Storytelling Through Photography' booklet featuring the 'Reconnecting With...' campaign. Cover photo by Isabel Llamas. Photo of booklet by Lars Bergquist.

Middle left: Spread of 'Storytelling Through Photography' booklet featuring artwork by Tracie Ching and photography by Samantha George. Photo of booklet by Lars Bergquist.

Middle right: Participating Photographers at the J. Paul Getty Museum exhibition opening for 'Reconnecting With...'. Photo by Getty Museum.

Bottom left: Los Angeles Daily News article featuring Alina Wong alongside her winning photograph at the 'Reconnecting With...' exhibition opening at the J. Paul Getty Museum. Screenshot of Los Angeles Daily News.

Bottom right: Missoulian article featuring photograph of Lily-Blossom by Katie Medicine Bull. Screenshot of Missoulian.

Pg 20: 'Reconnecting With...' Exhibition at the J. Paul Getty Museum. Featuring 'Reconnecting With The Boy I Was Meant To Be' photograph by Sloane Sinclair. Photo by Getty Museum.

Pg 21: Caetano Goulding-Oliveira wearing Amplifier Kids clothing line T-shirt 'We Got This' artwork by Kelli Pollock. Photo by Riley Westgaard.

Pg 22:

Top left: 'Nature Protects Us' artwork by Mazatl. Top Right. 'Chimpanzee' artwork by Lars Bergquist.

Bottom: Screenshot of 'Campaign for Nature' lesson plan shared by educator Julia Fliss.

Pg 24:

Top: 'Well + Being' campaign metaverse space featuring artwork by Gina Kiel, Pea The Feary and Giri Diwanto. Screenshot by Aaron Huey.

Middle: 'Living With Leopards' AR Activated artwork by Osheen Siva + Steve Winter Photography.

Bottom: Screenshot of 'Wide Awakes' animation by Amplifier Labs.

Pg 25:

Top Left: Tracie Ching's 'Campaign for Nature' artwork featured on National Geographic's instagram page.

Top Middle: Aaron Huey featured on For Freedoms News for Miami Art Basel.

Top right: Debut of 'Couch Surfing with Huey' with For Freedoms News at Brooklyn Museum. Photo: Elizabeth Krist.

Middle right: Mental Health campaign virtual wearables for Decentraland metaverse. Based on 'Don't Panic' artwork by Rebecca Elise Cook.

Bottom left: 'Couch Surfing with Huey' episode 1, Special Guest Amelia Winger-Bearskin, in VRChat.

Bottom middle: 'Couch Surfing with Huey' episode 2, Special Guest Hank Willis Thomas, in VRChat.

Bottom right: Custom avatar body for Artist Aldous Massie, Spatial Web experiments grant from Unfinished.com

THANK YOU

