



2023 IMPACT REPORT

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**LETTER
FROM
THE TEAM**



DEAR SUPPORTER,

Dear Supporter,

As we reflect on the year 2023, a year of profound transformation, we see ourselves at the heart of a changing landscape in social and environmental movements. This year, Amplifier has stood at the forefront of advocating for accountability, harnessing the power of creativity to hold businesses responsible and inspiring our community towards collective action to challenge the status quo and inspire meaningful change.

This year, during Climate Week in New York, we turned the city's streets into arenas of action and advocacy. Partnering with UNFK, we orchestrated public art installations that demanded accountability for environmental negligence. These vibrant displays did more than capture the city's attention—they sparked conversations and laid the groundwork for ongoing environmental activism.

Our Education Amplifier network has made significant strides, reaching over a million students with tools that turn creativity into activism in over 20,000 classrooms, and that is seen in school libraries and hallways by over 10 million students nationwide. From addressing soil contamination to promoting regenerative agriculture, we're planting the seeds of change, empowering the next generation to take the reins of their future.



2023 also marked the start of an inspiring collaboration with the National Latina Institute for Reproductive Justice, amplifying our voices in the vital fight for reproductive freedoms. Together, we're setting the stage for deeper impacts in 2024.

With our "Belonging Begins with Us" campaign, developed in collaboration with the Ad Council, we delved deep into the heart of societal inclusion and exclusion. This initiative challenges and reshapes the narratives of cultural conflicts, fostering a more inclusive society where everyone feels they belong.

Our partnership with Jobs for the Future tackled systemic barriers, championing the rights of over 70 million Americans with arrest or conviction records by aligning their talents with meaningful employment opportunities, thereby challenging the stigma of their past.

This year, we introduced our Democracy Fellowship, a critical initiative as we approach 2024—a pivotal election year that poses potential long-term threats to our democratic institutions.

This program empowers photojournalists with both long-term and rapid-response grants to capture and expose the urgent stories that may reshape or erode our democracy, in an effort to create a more informed and engaged electorate.

Our portfolio of over 1,000 commissioned artworks shows our investment of 2.5+ million dollars in the form of artist fees to illustrators, poets, videographers, and new media artists over the last 9 years, and represents not just our response to the present but our investment in a future that we are determined to shape through creativity, courage, and collaboration.

Thank you for standing with us, for being part of this transformative journey. Together, we continue to amplify, inspire, and transform.

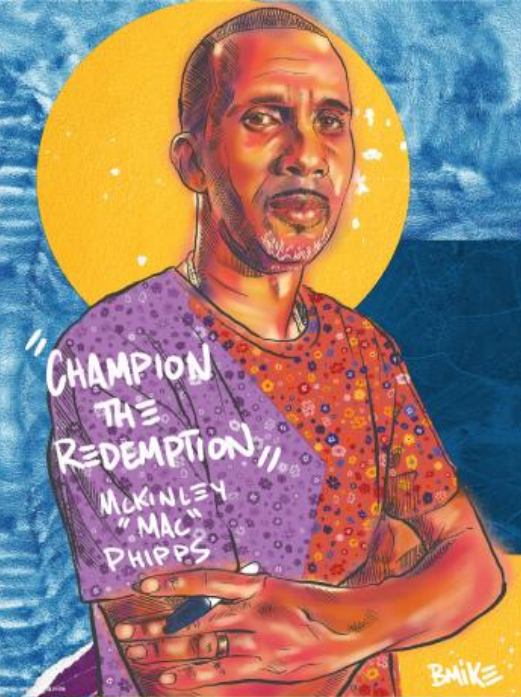
With heartfelt gratitude and solidarity,
THE AMPLIFIER TEAM

2023 IMPACT AT A GLANCE

**BROUGHT PEOPLE
TOGETHER
IN COMMUNITY**



**SAID,
“WE ARE
BIGGER
THAN OUR
WORST DAY”**



**HELD CORPORATIONS
ACCOUNTABLE**



**CELEBRATED
OUR RIGHTS
IN THE FACE OF
POLICY
SETBACKS**



**DISTRIBUTED
115,000
PHYSICAL PIECES OF ARTWORKS**

**SAID, "MENTAL HEALTH
IS WEALTH"**



**HELD OUR
FIRST-EVER
TEACHER
CONFERENCE**

**REMINDED THE
PUBLIC THAT
BELONGING
BEGINS WITH US**

COLLABORATED WITH

**35
PARTNER
ORGANIZATIONS**

COMMISSIONED

**99
ARTWORKS!**





**WON A MAJOR
PUBLIC
MEDIA
AWARD**

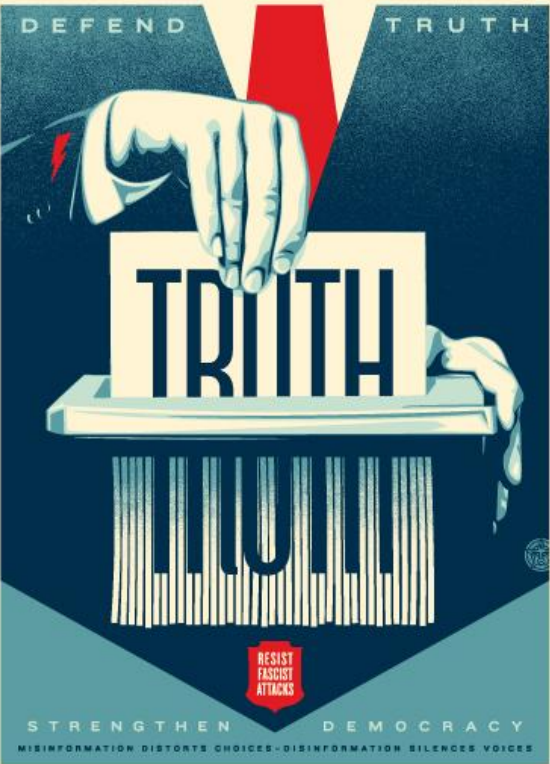
**BROUGHT
CREATIVITY
INTO CLASSROOMS
NATIONWIDE**



**COLLABORATED WITH
NATIONAL
GEOGRAPHIC**



**80
PUBLIC
ARTWORKS
INSTALLED**



**TOTAL # OF ARTWORKS
DOWNLOADED AT
AMPLIFIER.ORG:
46,000**

**LAUNCHED A NEW
PHOTOJOURNALISM
FELLOWSHIP**



**HUNG
SYMBOLS
OF HOPE,
EVERYWHERE**



**TAUGHT YOUTH HOW TO HOLD
CORPORATIONS
ACCOUNTABLE**

AMPLIFIER
PROGRAMS

AMPLIFIER PROGRAMS

In 2023, we had the honor of amplifying movements ranging from holding corporations accountable, to mental health and wellbeing, to reproductive justice, civic engagement, environmental stewardship and equity in sports. We continue to be inspired by the potential of creating the world we all imagine—one where we engagement with one another with compassion and curiosity, creating communities that are safe, inclusive, and just.



AMPLIFIER PROGRAMS

BELONGING BEGINS WITH US - AD COUNCIL

The question of who is included – and excluded – is the very nerve center of the culture wars. It's the origin story, the story that informs nearly every other story, belief, and action.

Here at Amplifier, we proclaim – and have always proclaimed – that **belonging begins with us**. We know that together – block by block, school by school, and workplace by workplace – we can all play a part in fostering a more welcoming nation where everyone, regardless of their background, feels like they belong.

We are proud to partner with The Ad Council for the fourth year in a row, amplifying their meaningful public service announcements (PSA's). In 2023, we partnered on Belonging Begins With Us, a collaboration between the Ad Council, the American Immigration Council, and a coalition of partner organizations from across the country.



This PSA campaign is designed to help build strong communities and connect individuals through shared interests, values, and goals.

For this collaboration, Amplifier worked with artists Alex Albadree, Stevie Shao, and Nina Yagual to create augmented reality (AR) activatable artworks that celebrate shared connection. To get involved, download these works and put them up in your community, and visit **BelongingBeginsWithUs.org** to read real stories of understanding, community, and belonging from people across America.

Together, let's show that belonging begins with us!





AMPLIFIER PROGRAMS NORMALIZING OPPORTUNITY - JOBS FOR THE FUTURE

When people re-enter society after serving a prison sentence, they face a multitude of lifelong barriers that prohibit them from being successful. Social systems intended to provide assistance are erroneously designed and difficult to navigate. Many laws and policies present double standards that prevent people with records from qualifying for services. In order for people with records to have a successful and sustainable life, including opportunities for career growth, systemic change must be implemented by our legislators and policymakers.

Jobs For the Future (JFF) is a national nonprofit focused on building a future that works. The Normalizing Opportunity campaign at JFF's Center for Justice and Economic Advancement advocates for systemic reform to ensure that the more than 70 million people in America who have

an arrest or conviction record have equitable access to quality jobs that align with the skills, talents, and aspirations that lead to economic advancement.

Curated in collaboration with Amplifier, this campaign features original artworks by legendary artist Brandan “BMike” Odums, poetry by acclaimed writer Jazmine Williams, and features icons Susan Burton, John Gargano, and Mac Phipps, all of whom have showcased the limitless possibilities of people impacted by the legal system when we remove barriers and open opportunity.



“

At the heart of Job’s for the Future’s Center for Justice and Economic Advancement is the very human story of 1 in 3 Americans struggling to achieve economic mobility because of the permanent punishment assigned to people with a conviction and arrest records. Amplifier helped CJEA put a face to the staggering statistics and aspirational strategies we’ve put in place to address the harm of mass criminalization. It can be easy to gloss over numbers, but looking into the eyes of someone who has been directly impacted and hearing their story stops you in your tracks and forces you to pay attention.

BRANDY MANDATO

Senior Director

Center for Justice and Economic Advancement
www.jff.org



AMPLIFIER PROGRAMS

PRIDE IN EACH OTHER - COMMON GOAL

OUR JOINT GOAL: AMPLIFYING THE POWER OF SOCCER FOR GOOD. Did you know that over 80% of fans & athletes worldwide have witnessed homophobic language in sports in the last year?

This year, Amplifier and Common Goal are coming together again to leverage the power of art and soccer to transform stadiums and communities across the U.S., Mexico, and Canada.

We worked closely with 8 clubs across 5 leagues in 2026 World Cup host cities to co-develop a beautiful new art piece about LGBTQ+ inclusion.

YOU can help amplify this effort by buying campaign merch to show your pride, your allyship, and your support for LGBTQ+ identified fans and players. All proceeds will help fund over 100+ hours of Play Proud inclusivity trainings for soccer clubs, community coaches, and fan groups!

Artwork by Thomas Wimberly.





AMPLIFIER PROGRAMS UNFK EARTH

Big corporations are making the world less livable, driving the climate crisis and poisoning our children. Toxic chemicals are in your cereal, your cookies, your soda, and it's time to advertise what is really happening.

#UNFKEarth is a movement to hold these corporations accountable, make them clean up their messes, and create a better environment and economy for all. Working collaboratively with UNFK, we offered \$50,000 in awards to artists to create parody products and advertisements to call out these harmful practices. Selected artwork was then installed in public spaces across the United States throughout 2023 and beyond.

Together, we can prank corporations, challenging them to do the right thing.

AMPLIFIER PROGRAMS LATINA INSTITUTE FOR REPRODUCTIVE JUSTICE

We breathe love here – aquí se respira amor. That’s what the artwork we just made in collaboration with visual artist Rommy Torrico and poet Sonia Guiñansaca for the National Latina Institute for Reproductive Justice says, and that’s the environment we wish could have surrounded Rosie Jimenez, a Texan mother who liked classic rock music and was studying to be a special ed. teacher.

In 1977, when a subsequent pregnancy threatened to plunge her family into economic peril, she sought to protect what she loved by seeking reproductive health services. However, due to the Hyde Amendment, she couldn’t access safe care, and eventually developed sepsis. As a result, she became the first American to lose their life due to that law.



The National Latina Institute for Reproductive Justice fights for equal access to reproductive health for Latina/x communities because all of us should have the power to make informed decisions about our bodies, families, and futures.

In the heavily Latinx border town of McAllen, the Latina Institute's poderosas (powerful women, community organizers) gathered in honor of Rosie with art, health resources, and music to uplift our power and loudly state that our bodies, our families, and our future belong to us. Together, we directed our strength, joy, and love to boldly sing *Nuestro Texas, Nuestro Poder – Our Texas, Our Power*.



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We love working with Amplifier to uplift our culture and narrative change strategy. The thought partnership, ideation, and creativity from the Amplifier team helped our team think more deeply about creative strategies to get our message out there. They are not a cookie cutter shop but focus on our uniqueness and help strategize the best ways to use our current structure of work as well as providing assistance in how to venture into doing something outside of the box. It's been an exciting partnership.

DIANA SALAS

**Director of National Latina
Institute for Reproductive Justice**

<https://www.latinainstitute.org/>





DEMOCRACY FELLOWSHIP

THE INAUGURAL AMPLIFIER FELLOWSHIP AND RAPID RESPONSE FUND FUNDING FOR PHOTOGRAPHERS DOCUMENTING THREATS TO DEMOCRATIC INSTITUTIONS IN THE UNITED STATES

Amplifier is excited to launch an innovative fellowship and grant program for photographers and photo-based artists. Arriving at a critical time for democracy and voter rights ahead of the 2024 U.S. Presidential election, our program aims to confront and shed light on deep-rooted issues of racism, inequity, and systemic injustices, with a particular focus on voter disenfranchisement, intimidation, and manipulation. Our fellows and grantees, through diverse photographic projects, will challenge and expose these systemic injustices, contributing to a larger narrative of social change and democratic engagement. These projects will offer insightful visual narratives that highlight complex societal issues and motivate civic involvement, intending to effect systemic transformation. Leveraging our unique distribution channels and building partnerships, we're committed to bridging community divides and nurturing a society that is both informed and actively engaged. Our work includes collaborating with grassroots organizations and activists across states, emphasizing ongoing civic participation and raising awareness about the challenges faced by communities in the current political climate.

[HTTPS://WWW.AMPLIFIERFELLOWS.ORG/](https://www.amplifierfellows.org/)



NFT LAUNCH - MENTAL HEALTH IS WEALTH

Mental Health and Wellbeing - a movement that we believe is the most important of our time. With stress and anxiety on the rise, it's crucial that we take care of ourselves and each other, especially our children who will be navigating this world long after we're gone.

To support this movement, we partnered with the artist Killer Acid to launch a new NFT series of both digital and physical "banknotes" to fund our work. Collectors of this work donated nearly \$40,000 in around 90 seconds for this sold out collection. The double sided currency was designed to be AR activated and comes to life when viewed through a phone camera. Thanks to this project we were able to provide K-12 classrooms with AR activated art and teaching tools, including a range of resources helping students learn everything from calming techniques to dealing with difficult topics like self-harm. This is the beginning of a series that, will include additional artists and currencies in 2024!



**EDUCATION
AMPLIFIER**



73%

of surveyed educators reported **more conversations about identity, culture and similar issues** that impact students in their classrooms.

AMPLIFYING YOUTH WELLBEING

The Education Amplifier program provides free digital and analog artwork, lesson plans and teaching tools that help facilitate non-partisan conversations around social justice in the K-12 classrooms. We reach students in public, private, and independent schools, in both urban and rural settings in every state in the union.

In total, our network of 20,000 educators reaches 1 million+ students in every state across the US, and is highly engaged!

We want young people to recognize that the world can be reshaped and that they have the power to redefine it. At Amplifier, we reinterpret old debates through fresh lenses and harness the power of creativity to drive change—because WE are the Amplifiers!

EDUCATION AMPLIFIER WELL + BEING IN CLASSROOMS

Young people in the U.S. have the highest rates of anxiety and depression on record, and the pandemic has only exacerbated that. Amplifier now considers mental health to be THE challenge of the 21st century. To address it, we created the 14-piece “Well + Being” series, which 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-activated series addresses topics such as racial stress, communication techniques, and best practices for handling conflict. It emerged from 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.





EDUCATION AMPLIFIER UNITED FOR KINDNESS YOUTH OPEN CALL

Are you a kid who likes to say NO? Well, that's awesome, because here, we're saying NO to toxins in our food! Welcome to the youth contest component of our United For Kindness open call for art, where we're taking action and showing big corporations who's really in charge – us! Big food companies like General Mills, Post, and Kraft grow grains at a huge volume, so they use chemicals like Roundup to keep weeds at bay.

But the bad news is, trace elements of those substances then end up in some of our favorite foods, like Cheerios. If these companies switched to regenerative agriculture, that would phase out pesticides and actually cool the planet. End result = we get healthier snacks and healthier soil, soil that can feed our communities for generations to come!

EDUCATION AMPLIFIER TEACHERS CONFERENCE

With the generous support of The Snap Foundation, in 2023 Amplifier hosted our inaugural one-day conference where teachers in LA County had the opportunity to meet like-minded peers, attend talks and workshops led by local thinkers and artists, and learn how to use Amplifier lesson plans and teaching tools in classrooms.





“

When students view and discuss the issues on the artwork, they confront each other's biases and challenge them. They also feel more open to share their experiences, seeing them validated in these works.”

“

We have a very small school with a strong focus on the school community. I think Amplifier lessons support the work that's happening here already, and helps for students to see that reflected in a larger community. We're in a tiny rural district, so exposure to new ideas, new people, and new opportunities is valued and vital.”

“

Your imagery and content have both inspired me as an instructor, giving me ideas for teaching topics and tools, and personally educated me and opened my eyes to new issues around social justice.”

THANK YOU TO OUR SUPPORTERS



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Ad Council

Jobs For The Future

National Latina Institute for Reproductive Justice

Newhouse School of Communications at Syracuse University

United For Kindness, Inc.

Rob Corradetti

Unity for Humanity

Unfinished Network

Revolutionary Love Project

Obey Giant

The JED Foundation

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