



AMPLIFIER

It's not too late. Be a Planetary Guardian and create a better world for everyone.

WHICH LEGACY WILL YOU LEAVE?

The planet's air has warmed 1.1°C and is giving us 7-10°C hot.

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WHICH LEGACY WILL YOU LEAVE?

Over 1000 species have been lost. The Amazon is the lungs of the world.

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WHICH LEGACY WILL YOU LEAVE?

60% of the world's freshwater resources have been overused. World's population has doubled by 2020.

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WHICH LEGACY WILL YOU LEAVE?

Six out of the nine Planetary Boundaries have been breached. We are giving the Planet a deadly overdose of fertilizer, causing 400 billion tons of CO2 emissions and making us sick.

2024 IMPACT REPORT

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LETTER FROM LEADERSHIP



LETTER FROM OUR EXECUTIVE DIRECTOR

As Amplifier approaches its ten-year anniversary, I am struck by the journey we've shared—a decade of triumph and challenge, grief and hope. This past year, my first as Executive Director, has been one of profound transformation. Now more than ever, it's clear that all we truly have is each other. Grounded in the belief that what we see—or don't see—in public space shapes our world, we spent 2024 doing what we do best: amplifying bold, visionary art and uplifting powerful storytelling that points toward solutions for a more compassionate culture rooted in harmony with the earth.

But Amplifier is not just the name of an organization—it's you. You are the Amplifier. Through our networks, acts of solidarity, and shared stories, this work comes alive. In 2024, we expanded beyond public art to immersive installations and, in collaboration with some of the nation's most powerful movements, contributed to over 150 community events. These gatherings created spaces for us to learn from one another, nurture mutual aid, and weave connections that will carry us forward.

This year, Amplifier took the lessons of the past decade to scale our impact, fostering the relationships that make our work transformative. Against a backdrop of polarization, political instability, and compounding crises, our communities faced profound challenges during a pivotal election year. While many of the outcomes we hoped for didn't materialize, we stood firmly by our values, using public art, storytelling, and collective action to advocate for what we knew was right.

Artists have always been at the heart of Amplifier's work. They offer us windows into possibility and create spaces for reflection, connection, and imagination. As Toni Morrison reminds us:



**"THIS IS PRECISELY THE TIME WHEN ARTISTS
GO TO WORK... NO ROOM FOR FEAR.
WE SPEAK, WE WRITE, WE DO LANGUAGE.
THAT IS HOW CIVILIZATIONS HEAL."**

— Toni Morrison



Guided by this truth, we embraced art as a catalyst for healing and bold action. Yet, the challenges we face remain profound. The climate crisis, rising authoritarianism, and systemic inequities demand a collective response—not only to advocate for justice but to reimagine how we live, consume, and care for one another and the planet.

Our campaigns in 2024 tackled some of the most urgent issues of our time:

- **CIVIC ENGAGEMENT:** Mobilizing communities to protect democracy, including launching the Democracy Fellowship, amplifying Indigenous leadership with IllumiNative, and collaborating with Equis to blend cultural traditions with voter mobilization.
- **ENVIRONMENTAL JUSTICE:** Championing urgent action with the Planetary Guardians through the first-ever Planetary Health Check.
- **REPRODUCTIVE JUSTICE:** Partnering with the National Latina Institute for Reproductive Justice to celebrate 30 years of the reproductive justice movement while advocating for the need for reproductive health care for all people.
- **PEACE BUILDING:** Creating spaces for solidarity and healing with Valarie Kaur and the Revolutionary Love Project through a 40-state tour.

LETTER FROM OUR EXECUTIVE DIRECTOR cont.

Looking ahead, the lessons of the past decade inspire us to continue building a movement where art sparks action and drives systemic change, rooted in compassion and justice. While celebrating this milestone, we also draw from the deeper currents of human history, where creativity and connection have always shaped progress. We are profoundly grateful to the educators, students, artists, and partners who make this work possible. Your dedication reminds us that change is not only achievable—it is the bonds we forge and the care we extend to one another that make it inevitable.

With gratitude and determination,
Cleo Barnett
Executive Director



IMPACT AT A GLANCE

With your support in 2024, we...



REACHED OVER

45M

PEOPLE

across our campaigns, reaching approximately 13.5% of the US population.

DISTRIBUTED
OVER

78K

PHYSICAL
ARTWORKS,

to diverse communities across 40 states in North America.

SUPPORTED

150

COMMUNITY
EVENTS,

from town halls to art workshops, fostering connection and dialogue around key social justice issues.

COMMISSIONED

17

**NEW
ARTWORKS,**

from a diverse group
of talented artists.

PRODUCED

136

**PUBLIC ART
INSTALLATIONS,**

reaching an estimated
audience of 23 million people —
approximately 6.5%
of the U.S. population.

INSPIRED

5,000

STUDENTS

to create and submit artwork
through 2 free teaching tools
sent to classrooms nationwide.

PROGRAMS & INITIATIVES



REVOLUTIONARY LOVE BUS TOUR

The Revolutionary Love Bus Tour traveled across the U.S. during the divisive 2024 election season, launching on September 10 in New York City and going on to host **60+ events across 40 states**. Led by civil rights leader Valarie Kaur, it brought healing and inspired courageous action rooted in love. **With over 20 million people reached** through public art and the debut of our immersive storytelling booth—where we collected **over 450 stories of love** across two months—the tour created interactive experiences and fostered collective hope during a pivotal time in our shared humanity.



"ART HAS THE POWER TO PIERCE AWAKE THE HUMAN HEART AND IGNITE COURAGEOUS ACTION. I'VE SEEN ART TRANSFORM ENTIRE MOVEMENTS, SHIFTING THE NARRATIVE FROM FEAR TO LOVE, FROM SEPARATION TO SOLIDARITY. IN THIS CRITICAL MOMENT, WE NEED TO HARNESS THE FULL POWER OF ART TO PROTECT OUR COMMUNITIES, OUR DEMOCRACY, AND OUR PLANET. ART IS MORE THAN RESISTANCE. THROUGH ART, WE CREATE COMPELLING VISIONS OF THE WORLD WE DREAM — AND FIND THE COURAGE TO LIVE INTO IT.

THE REVOLUTIONARY LOVE PROJECT AND AMPLIFIER SHARE A DEEP BELIEF IN THE TRANSFORMATIVE POWER OF ART TO SHIFT CULTURE AND CONSCIOUSNESS. TOGETHER, WE CENTER ART NOT AS AN ACCESSORY TO CHANGE BUT AS THE LIFEBLOOD OF OUR MOVEMENTS. OUR COLLABORATION IS A TESTAMENT TO THE POWER UNLOCKED WHEN OUR ACTIVISM IS FUELED BY LOVE: A CULTURAL AWAKENING THAT MAKES LIBERATION IRRESISTIBLE."

– Valarie Kaur, Founder of Revolutionary Love Project

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REVOLUTIONARY LOVE TOUR



PLANETARY GUARDIANS

In partnership with Planetary Guardians and led by Johan Rockström, we launched the Planetary Boundary Health Check campaign on September 23 in New York City during **Climate Week**. With amplification from global icons like **Jane Goodall and Richard Branson**, this campaign engaged **over 10 million people**, influencing policymakers, businesses, and public support for sustainable practices.



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PLANETARY GUARDIANS



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WHICH LEGACY WILL YOU LEAVE?

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WHICH LEGACY WILL YOU LEAVE?

Planetary Guardians

TRY
MUBI

GOOD TROUBLE: WE THE FUTURE

We joined Good Trouble Collaborative to **mobilize college students to vote** during the critical 2024 election year. With the goal of reaching **millions of 18–29-year-olds**, the campaign used social media, outdoor advertising, and a concert at a community college for Vote Early Day. This **nonpartisan campaign reached over 5 million people**, with pro bono wildposting helping amplify the effort in key swing states.



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GOOD TROUBLE: WE THE PEOPLE



EQUIS: Día de los Muertos x Get Out the Vote

In partnership with Equis, we celebrated Día de los Muertos while **mobilizing Latine voters**. Original artwork, immersive installations, and public art activations reached **over 8 million people** across two states. We distributed a custom lesson plan to educators nationwide, leading to **engaging over 5,000 students** to create altars in their schools, fostering a space where art becomes memory, memory becomes action and action deepens connection.



"THE POWER OF ART LIES IN ITS ABILITY TO TRANSCEND WORDS, REACHING STRAIGHT INTO THE HEART OF OUR SHARED HUMANITY. ART DOESN'T JUST REFLECT WHO WE ARE—IT CHALLENGES US TO IMAGINE WHO WE COULD BECOME. IT TRANSFORMS GRIEF INTO RESILIENCE, ANGER INTO ACTION, AND ISOLATION INTO CONNECTION."

– Jelmarie Maldonado Rodriguez and Eric Borja, *Directors at Equis*

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DIA DE LOS MUERTOS



Honoring Our Past

pasado
nuestro futuro



ILLUMINATIVE: Mobilizing the Native Vote

In the lead-up to the pivotal 2024 U.S. elections, Amplifier partnered with Illuminative to **empower Native voters** through the Natives Vote campaign. This collaboration supported four Native-led grassroots organizations—NACDI (Minnesota), Protect the Sacred (Arizona), Arizona Natives Vote, and Miigwech (Michigan)—with essential tools to amplify their work and **boost voter turnout** on reservations across three key swing states: Arizona, Michigan, and Wisconsin.

Together, we **uplifted dozens of local artists, distributed over 10,000 physical artworks** in public spaces, and **supported 25+ community events**. The campaign's digital outreach and striking physical installations generated an estimated **2.6 million impressions**, creating a powerful movement to elevate Native voices and leadership during this critical election cycle.



"AMPLIFIER'S TEAM WAS ABLE TO PROVIDE CAPACITY AND SKILL TO COMPLETE PROJECTS WE THOUGHT WERE OFF THE TABLE, LIKE CREATING DOORHANGERS, DESIGNING AND ANIMATING ALREADY EXISTING ARTWORK, AND HELPING NAVIGATE PARTNERSHIPS WITH OUTSIDE VENDORS. COMMUNITY MEMBERS WERE REALLY EXCITED ABOUT THE WORK AMPLIFIER CREATED."

— Alexandra Buffalohead, Director at NACDI

MOBILIZING THE NATIVE VOTE

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LATINA INSTITUTE FOR REPRODUCTIVE JUSTICE

In 2024, Amplifier partnered with the National Latina Institute for Reproductive Justice to celebrate **30 years of the transformative Reproductive Justice movement**. During a divisive presidential election cycle, the campaign uplifted the dignity and healthcare access of women and birthing people across the United States, bridging the movement's rich history with contemporary advocacy tools.

Working with artist Rommy Torrico, we created **bilingual artworks** that highlighted key moments in the movement's history. These visuals reached **over 3.5 million people** through public art installations, newsletters, social media, billboards, wild postings, and free artwork giveaways. Amplifier also supported the Institute by capturing photographs and video interviews, building a library of assets to amplify their message for years to come.





RECORDANDO EL PASADO • HONRANDO EL PRESENTE • CREANDO EL FUTURO

1984 2021

MADRI'S DE LA JUSTICIA REPRODUCTIVA
TONI M. BOND, PhD
BEVERLYN ALMA CRAWFORD
EVELYN S. FELIX
TERRI JAMES
ISABEL MARRASAN, PhD
CASSANDRA MCCONNELL
CYNTHIA NEWBLE, PhD
CONCETTA L. ROSE
ELIZABETH TERREY
ABLE WABLE THOMAS
WINNETTE T. WALKER
KIM YOUNGBLOOD

NO TIENE NUESTRO PASADO, NO TIENE NUESTRO FUTURO

LA LUCHA POR LA JUSTICIA REPRODUCTIVA ES TAN LARGA COMO LA HISTORIA DE LA NACION

UNFK: Holding Corporations Accountable

In our second year partnering with UNITED FOR KINDNESS (UNFK), we launched a back-to-school campaign featuring renowned artist **Tristan Eaton**. The campaign introduced an in-store treasure hunt, inviting participants to **collect limited-edition cereal boxes** designed by Eaton to spotlight harmful corporate practices and advocate for a shift to regenerative agriculture. By blending art, gaming, and activism, this initiative **engaged a broad audience with an urgent environmental message** and inspired action for a healthier future.



DEMOCRACY IN FOCUS

In 2024, we launched the **Amplifier Democracy Fellowship** to support artists addressing threats to democracy, awarding **\$75,000 in grants**. This initiative fills a critical funding gap left by shrinking newsroom budgets, directly supporting photojournalists to illuminate issues of voter disenfranchisement, systemic inequities, and manipulation. Through compelling visual narratives, our fellows empowered the public with knowledge, fostering understanding and **civic action to safeguard our democracy**.



DONORS & PARTNERS



DONOR AND PARTNER ACKNOWLEDGEMENT



LOOKING AHEAD



LOOKING AHEAD: VISIONS FOR THE FUTURE

In 2025, Amplifier celebrates ten years as an organization—a decade of using art to inspire action and shape culture. This milestone offers a moment to reflect on the lessons we’ve learned and to look ahead with renewed purpose.

Standing firmly in the words of Valarie Kaur, “We carry each other through the impossible,” Amplifier remains steadfast in our commitment to nourishing and fortifying communities of care. Grounded in the belief that collective action and mutual support can create a world rooted in justice, compassion, and belonging, we will continue to hold space for connection and mutual aid.

As we bear witness to mounting climate catastrophes, technological advances reshaping society, and the rise of authoritarianism alongside the consolidation of wealth, we turn to art as a compass—guiding us toward the values that sustain us and the future we aspire to build.

We are in a battle of imagination, and we must hold the line. In this culture war, the stories we tell, the images we share, and the art we uplift shape our collective future. Through art and storytelling, we amplify the most critical movements of our time, illuminating the visions and actions that will carry us toward a brighter, more just world.



HOW TO GET INVOLVED



SHARE OUR ARTWORK TO AMPLIFY ITS REACH.

ENGAGE WITH US ON SOCIAL MEDIA TO CONNECT AND INSPIRE OTHERS.

JOIN OUR NATIONAL COMMUNITY OF VOLUNTEERS!

SIGN UP TO OUR ARTIST NETWORK!

AND IF YOU CAN, MAKE A DONATION TO ENSURE THIS VITAL WORK CONTINUES.

Together, we will amplify the creativity and stories that illuminate a brighter, more just future.



CONTACT

To learn more about Amplifier's work or get involved:

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WEBSITE | www.amplifier.org

SOCIAL MEDIA | [@AmplifierArt](https://www.instagram.com/AmplifierArt)

