

AMPLIFY

A close-up photograph of bamboo stalks. The stalks are green and covered in small water droplets. A young bamboo shoot is visible on the left side, emerging from the stalks. The background is a soft, out-of-focus green.

2023 ANNUAL REPORT

Message from our Founder

Deb Shapiro



“The pause - that impressive silence, that eloquent silence, that geometrically progressive silence which often achieves a desired effect where no combination of words, howsoever felicitous, could accomplish it.” - Mark Twain.

As a professional speaking coach of 16 years, I can personally attest to the legitimacy of Mr. Twain’s quote. A well-placed pause during a speech or conversation can radically alter the impact on its intended audience.

But speaking is not the only fitting place to consider inserting an intentional pause. When life is coming at you fast, sometimes taking a pause can help you gain clarity and find your bearings. At Amplify, in late 2023, we honored this concept of pausing so we could reflect and recalibrate after three exciting years of being whisked away by a flurry of fortuitous opportunities; opportunities we successfully capitalized on as you will see outlined in this forthcoming report.

This pause allowed us to fashion our future, a future based upon the successes and strengths of our journey to date and the ongoing needs presented to us. It was in this pause we discovered who we really are - an advocacy incubator, here to give voices to those ready to evoke positive change within their causes and communities.

With this revised mission, we also discovered we needed a mechanism to train others to take on the leadership of our programming so we could replicate our efforts and create an even greater impact. Thanks to the generosity of our partners from the Learning Resources Team at Nationwide Insurance, we are now building that very structure so our graduates and relevant professionals can learn how to deliver our programming and give voices to others, exponentially expanding our reach.

In 2024, we will not only continue to cultivate and grow the voices we’ve already planted (sex trafficking/sexual assault, the formerly incarcerated and women touched by breast cancer), but we will also launch our newest voice, the voice of Mental Wellness, leveraging the expertise and perspectives of numerous nonprofits and mental health professionals in the field. It is our hope to give a powerful voice to this cause in order to pierce through the stigma that silences so many.

Thanks to our pause (and a lot of effort on the parts of so many these past three years), 2024 promises to be a year of foundational building and seed planting that will surely blossom into a lush landscape of advocates making a difference for their respective causes and communities around the world!

Lastly, I’d like to take a pause to thank YOU! Without your advocacy of our work, we wouldn’t be here! Because you took a pause to support Amplify, we are poised and ready for our greatest year yet!

LEADERSHIP TEAM

DEB SHAPIRO

Founder, Creative Director

AMANDA SCHNEIDER

Executive Director

BOARD OF DIRECTORS

Joe Visintainer, President

Deb Shapiro, Vice President

Amanda Schneider, Secretary/Treasurer

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Ana Pincus

Founder

Akhilanda Women's Foundation

Andrew Myers

Principal

Sage Sherpa

Catherine Amiot

Retired Executive Director

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Elaine Kessler

Director of Workforce and

Community Partnerships

Gilbert Chamber of Commerce

Mara Mann

Founder

Fiscal Navigator

Peter Liefer

President and Founder

Values Quest

2023 in Review - *The Journey*

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The Journey, a film by Ana Pincus for the Akhilanda Women's Foundation and Docland Films, tells the story of three trafficked and sexual assault survivors who were part of the first group of women to go through Amplify's 90-Day Speaker Training Experience. This powerful documentary follows these courageous women as they take steps to heal, find sisterhood and learn to give voice to their trauma during Amplify's program.

The Journey is a compelling and powerful presentation of the impact of Amplify's programming. *The Journey* premiered at the Majestic Theater in Tempe, Arizona in February to a sold out theater and was subsequently screened again in October at the same theater to another "sold out" audience. (This was a free community event.) The audience feedback was overwhelmingly positive and highly engaged in the Speaker Panel discussion following each screening.

"It was very powerful seeing these women who have suffered unthinkable circumstances find their voice and lose their fear. Very inspiring!"

Andrew Myers

"This movie opened up my mind to how much I feel and see the suppression within women and now I want to start to make a difference and speak up!"

Jessie Sykes

Many thanks to *Ana Pincus* and the **AKHILANDA** WOMEN'S FOUNDATION for making the production of this film and its screenings possible.

2023 in Review - *Beyond Breast Cancer*

On February 4th, Amplify's 3rd 90-Day Speaker Training Program kicked off with 15 women who have been touched by breast cancer. *Beyond Breast Cancer* aims to inspire women to see their breast cancer journey as transformative and empowering.

Its Co-Founder, Dana Bledsoe, was passionate about helping women turn their pain into power as they built a sisterhood of support and advocacy to help other women heal and find courage

to share their own stories. Another intended impact in launching this Voice is to advocate for a more compassionate approach to care and support while eliminating the stigma around breast cancer.

Eight Amplify graduates shared their talks at the Scottsdale Center for the Arts on May 11th to an in-person audience of around 200 and a live-streamed audience of over 250. Six Amplify graduates shared their talks virtually on June 10th to over 85 audience members.

This event was made possible thanks to our Title Sponsor, Akhilanda Women's Foundation and significant fundraising efforts by Dana Bledsoe.

Beyond Breast Cancer

- 2 SHOWS
- 15 GRADUATES
- 525+ IN AUDIENCES



Audience Impact

[CLICK HERE](#)

"In 18 months when I am a doctor, I will forever remember the brave strong speakers tonight and provide patient centered care to all of my patients. So much more than the disease they have, these women tonight helped change my perspective as a medical student of how important the power of change and community is to patients and families."

"I am in control of my body."

"I do advocacy work and it makes me want to open a new form of storytelling than what we have done in the past."

2023 in Review - *Attunement*

Amplify Voices came from a “Spark” of an idea and has grown organically since its inception in late 2020. Through word-of-mouth, we followed the flow of ideas to launch our first three Voices:

TRIUMPH OVER TRAFFICKING AND SEXUAL ASSAULT

Voices planted in 2021

RESTORING HUMANITY

a/k/a Formerly Incarcerated
Voices planted in 2022

BEYOND BREAST CANCER

Voices planted in 2023

What was clear in all of this was our programming does make an impact on our participants and audiences alike and there is a great need and desire in our world to Amplify more Voices impacted by stigmas, silencing and oppression.

In 2023, it became clear it was time for Amplify to grow into its next phase and to do that, we needed to pause and attune to what we have created. After working with a committed and passionate Advisory Committee through a Strategic Planning process, we laid the foundation for Amplify’s next phase and clarified our mission, vision and program outcomes.

2023 in Review - Attunement (cont'd)



MISSION

Amplify Voices is an advocacy incubator. We discover, develop and amplify the voices of those historically silenced, misunderstood or oppressed to foster positive change within our communities and causes around the world.

VISION

As Amplify expands its reach, empowered graduates from marginalized communities affect positive change through purposefully using their voice to impact causes. Impact could look like: raising awareness, raising funds for causes, perpetuating the healing of others, supporting or forming nonprofits, becoming a community organizer or working to change policy.



PROGRAM OUTCOMES

1. **A safe space** that allows participants to share their authentic voice and find additional layers of healing.
2. **A community** where individuals ongoingly feel seen, heard and empowered.
3. **A powerful voice** that allows participants to confidently forge a meaningful future.
4. **A pathway** to support the amplification of messages in a way that makes a positive impact in communities and causes around the world.

IMPACT

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100%

of program graduates agreed:

- Amplify had a positive impact on their life
- Plan to deliver their talks again in the future
- Would recommend Amplify's programs to others

85%

Feel confident in using their voice and sharing their experiences with others

97%

Completion rate

January 2021 - June 2023

163 Participants

14 Programs

10 Speaking events reaching thousands of viewers



Prior to her participation in Amplify, Misty Olsen was silenced by fear and never shared her experience of being sex trafficked. Since graduating, she has become a strong advocate for trafficking prevention, including working for a nonprofit directly serving survivors and working to create changes in policy in her home state.



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Amplify helped me pull together this core message that now feels like my purpose moving forward. You have amplified my voice! I may have had a voice before but it has been amplified and I'm ready to go out and fulfill that purpose.

- Dr. Christina Hibbert, *Beyond Breast Cancer Graduate*

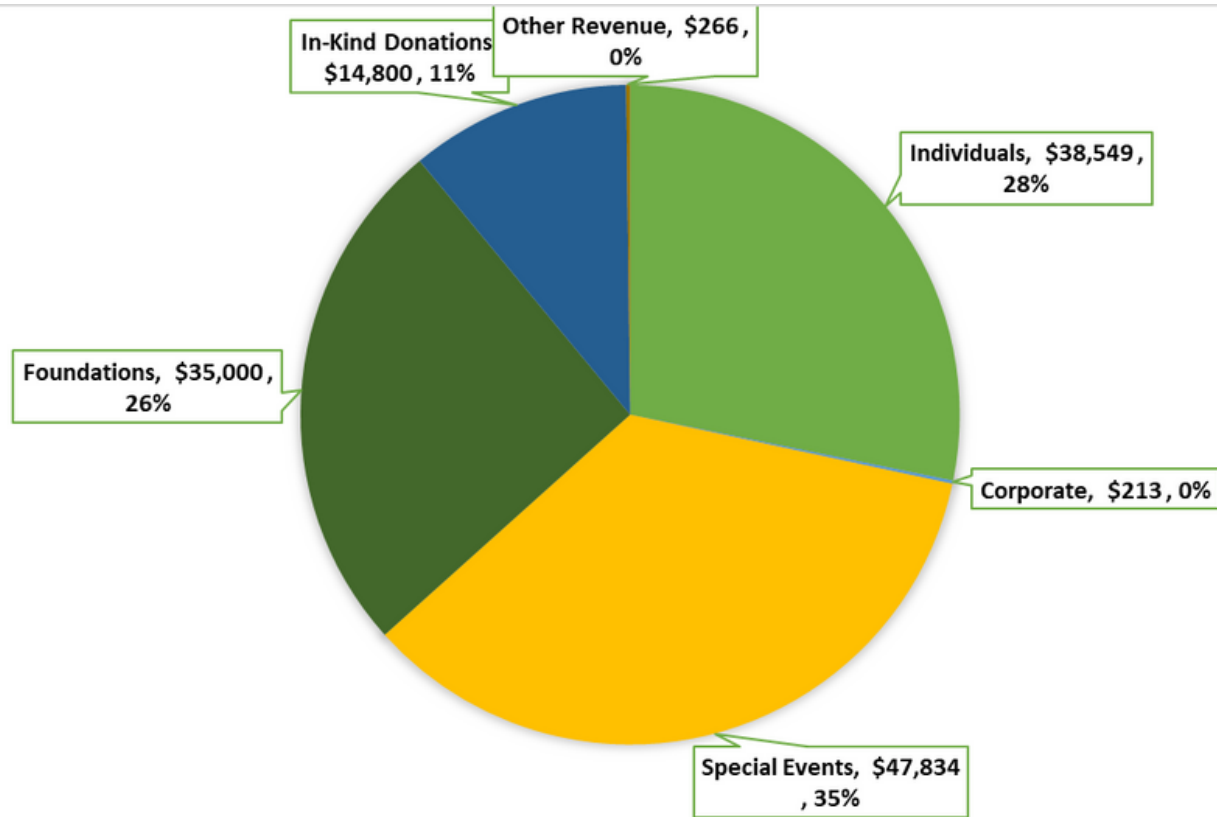
IN THE COMMUNITY

Amplify's work was highlighted in various media outlets in 2023 including television, radio, magazines, newspapers and podcasts.

(Each logo is linked to the news piece or interview.)



2023 SUPPORT REVENUE



\$136,662

Total Revenue

\$15,000

Matching Grant Accessed

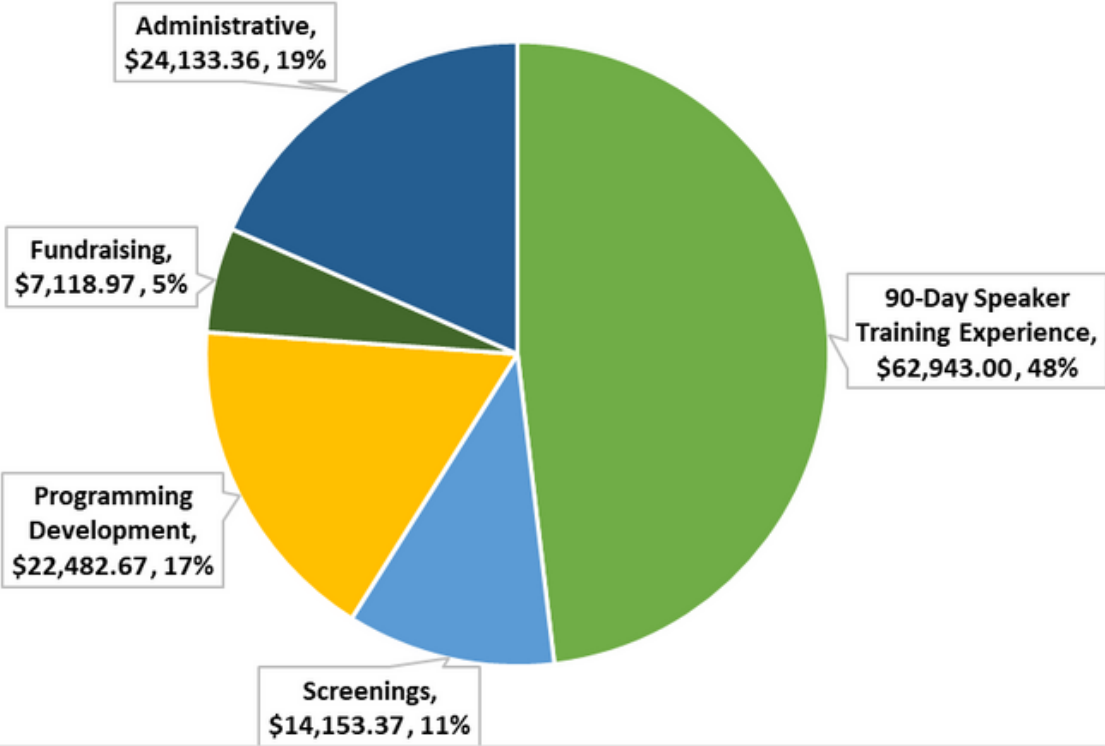
\$20,000

Donation from One Individual

94%

Increase in Revenue from 2022

2023 EXPENSES



\$130,831
Total Expenses

76%

Programmatic Expenses

24%

Fundraising & Admin Expenses

Development

Amplify is undergoing a unique time of development as it matures into a more established organization

IN GRATITUDE

\$35000+

Ana Pincus/Akhilanda Women's Foundation

\$20000+

Anonymous Donor

\$15000+

The Finkel Family

\$2500+

Friend of Amplify

Michelle Pesce

Toni Allen and Dr. Eddie Harsini

\$1000+

Anupama Poole

Arizona Cardinals

Nicholas Perricone

Pamela McKee

\$500+

Dawn Levy Vance

Call Jackie

Peter Liefer, Sr. and Catherine Amiot

Dr. Jack D. Bledsoe, DDS (Retired)

Weinreb Segal Pilecki Family Foundation

Root + River

Friend of Amplify

Shaunie Loretz

Shubha Dhage, MD

Mr. & Ms. Dave and Theresa Juday

\$250+

Be Divine Body Mind

Look 2 Brooke

Empowering You Therapy

GR8FR8 Logistics

Ron Kline and Heather Hurst-Kline

Jeanne Wehling

Julie Weiss and Nicole Neal

Karmie Christian

Kelly Wang

Laura and Chad Cherington

Midfirst Bank

Dr. Sharon Stills

Shel's My Coach

TruWest

VantageWest Credit Union

IN GRATITUDE

In Kind Donors

Abundant Health
Anaono
Barbara Holland
Elaine Kessler Photography
Elppin
Executive Edge Travel
Josie Maran
Kelly Foster
Lori Goldstein
Mara Mann
Michael Saperton
Perfumehead
Rebecca Minkoff
Satya Jewelry
Village Video
Vitegrity Living
Zero Negative

Volunteers

Aliza Amar
Audra Boyd
Barbara Holland
Beth Ann Kaib
Dyan Cherry
Gwendelyn Kay Turensky
Hannah Berger
Heather Minior
Heidi Ligouri
Jessie Sykes
JJ Hania
Johanna Sears
Josh Boyd
Karmie Christian
Kay Daller-Spear
Keelin Washington
Kelly Wilson
Lisa Ephraim
L'Tomay Douglas Varlack-Butler
Loretta Owen
Marcella Gomez
Maria Navarro
Mary Serke
Misty Olsen
Nadine Taylor
Nikki Valencia
Rabbi Cookie Olshein
Samantha Myres
Shari Scott
Sharon Lewis
Sparky Fletcher
T Flores
Tatiana Coleman
Zack Hania



AMPLIFY

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Supporting the work of Amplify Voices is a reciprocal blessing. By providing tools to those who have been unheard and giving them the opportunity to complete their trauma and take flight is one of the greatest gifts one can offer one another. Thank you Amplify Voices for creating a space where everyone experiences being heard and understood. - *Catherine Amiot, Donor*



The future is bright.

Thank you for creating that future with us.

Here is to creating meaningful change in our communities and causes to move humanity forward.

GET IN TOUCH

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