



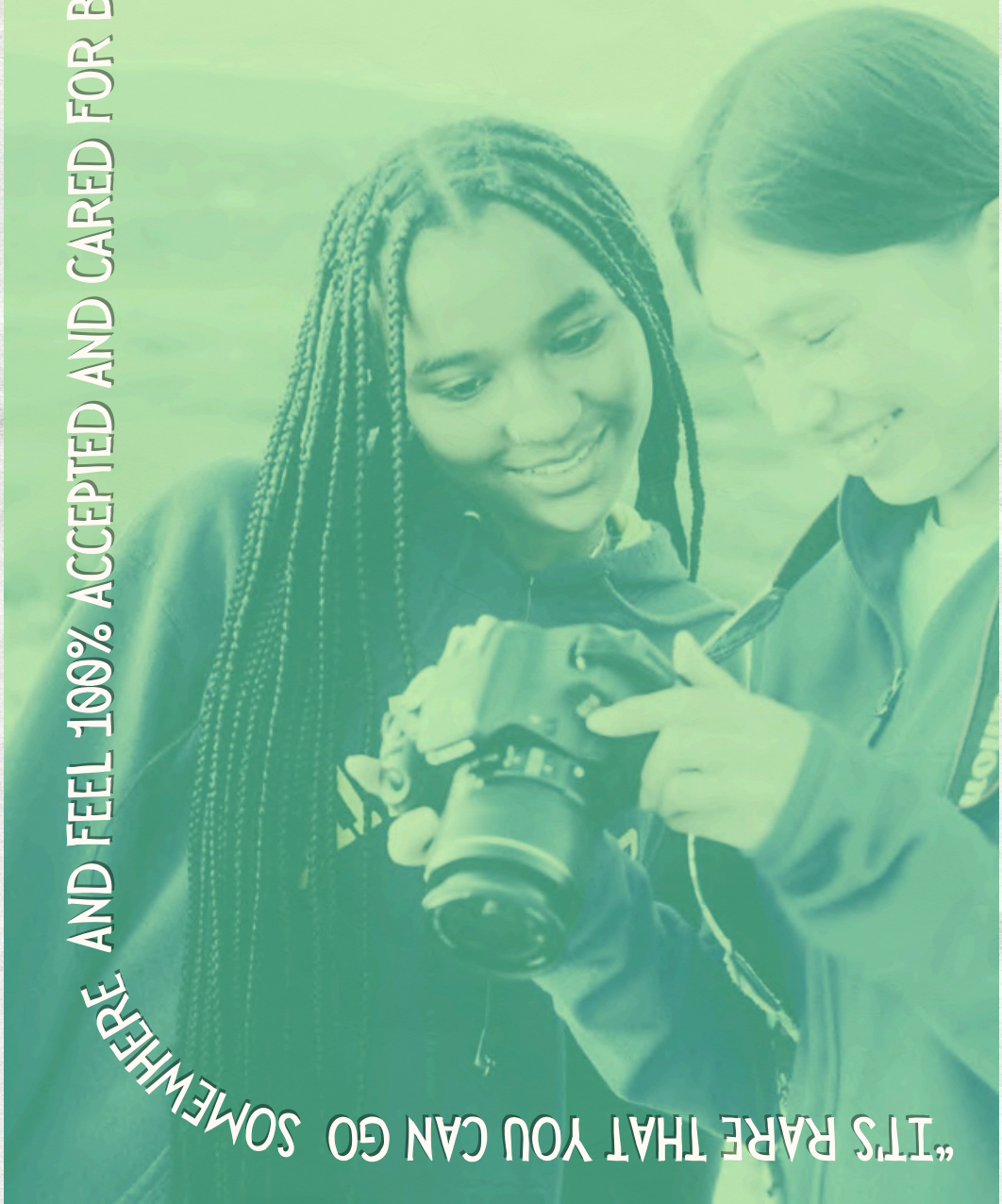
ANNUAL REPORT

2024



AND FEEL 100% ACCEPTED AND CARED FOR BY OTHERS, AMPLIFY IS THAT PLACE."

"IT'S RARE THAT YOU CAN GO SOMEWHERE



MISSION

Our mission is to empower girls through music education, the creative arts, community, and positive mentorship.

VISION

Our vision is to provide a brave, diverse, and inclusive space to youth. We envision an equitable world that celebrates creativity, embraces authenticity, and values all voices.

FROM THE DIRECTOR:

At Amplify, 2024 was a year of holding two truths at once: the ever-growing list of things that needed to get done, and the quiet, persistent vision of who we're becoming.

There were times this year when we found ourselves deep in the logistics: adjusting to new staffing models, navigating shifting grant landscapes, and doing more with less. And yet, what never slipped from our line of sight was the why—why we do this work, why it matters.

This year, we celebrated over 15,000 youth served through summer and year-round programming. We ran our largest camp sessions yet. We expanded scholarships. We deepened our partnerships. But beyond the numbers were the stories—campers who found their voices, staff who discovered their purpose, and families who wrote to us, “My child came home different... and better.”

But forever scaling isn't our aim. We've said from the start: Amplify is about going deep, not wide. It's about building a camp experience that's not just fun, but formative. That gives girls not just a place to play music or paint or perform, but a place to become.

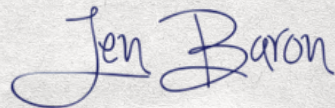
So as we reflect on this banner year, we also ask: How do we protect the soul of this work while continuing to grow in all the right ways? How do we ensure that our staff feel as seen and supported as our campers? How do we stay rooted in mentorship, creativity, and community while building a sustainable future?

This report offers a small window into the heartbeats and milestones of 2024. And already, 2025 is asking us to rise again—to meet the need, to fill the gaps, and to fiercely protect the magic we've created together.

Thank you for being a part of this. Truly. We couldn't do it without you.

With gratitude and grit,

Jen Baron

A handwritten signature in blue ink that reads "Jen Baron". The script is fluid and cursive, with the first letters of "Jen" and "Baron" being capitalized and prominent.

Amplify's Founder &
Executive Director

A NOTE FROM OUR BOARD OF DIRECTORS:

2024 was a remarkable year for Amplify—one that reminded us not only of the importance of creative expression for young people, but also the lasting power of mentorship, belonging, and brave community.

As a board, we are continually in awe of the depth and intention behind Amplify's programs. This past year, over 700 youth participated in Amplify experiences—from immersive summer camp sessions to weekend retreats and year-round arts programming. More than just numbers, these represent real lives being shaped, real confidence being built, and real change being sparked.

Amplify doesn't just teach music, arts, or leadership—it teaches girls and teens how to take up space, how to lift one another up, and how to trust their own voice. These lessons ripple far beyond camp. They show up in classrooms, friend groups, college applications, and careers.

With support from generous donors, partner organizations, and grantmakers, Amplify awarded over \$300,000 in scholarships this year alone—ensuring that finances are never a barrier to participation. We continue to believe that access to creative spaces is a right, not a privilege.

As we look ahead, we're focused on sustainability - On protecting what makes Amplify special: the high staff-to-camper ratios, the individualized mentorship, the deep connections, and the culture of radical kindness. We're also excited about expanding partnerships, strengthening our endowment, and growing the visibility of this extraordinary program.

To all who've been a part of this journey—thank you. Whether you're a camper, parent, staff member, donor, or community partner, you've helped us build something truly rare.

With deep gratitude,

Whitney Ater, Board Chair
Alyssa Sibley, Secretary
John Lucchetti, Treasurer
Molly Neuman
Michelle Le
Peter Melnick
Sara Landeau
Sam Paige
Kimberly Cruz
Dan Rigney
Colleen George

STAFF

Jen Baron: Executive Director, Musician, Plant Whisperer, Dreamer

Marley Kaye: Director of Summer Programming, Musician, Empath, Former emo kid

Gracie Fuentes: Social Media Manager, Designer, Marketing Assistant, Bassist, Concert enthusiast, Wishing she was at the beach

Zadie Butkiewicz: Administrative Assistant & Assistant Director of summer programming, Learner, Listener, Always drinking coffee

Diana O'Connell: CFO, Coastal cruiser, Planner, Social athlete

Devin Davis: Director of winter programs

Brain Haggerty: Grant writer

Andrea Ferrero: Grant writer

CO-CREATORS

Arna Behar: Artist in Residence

Rowan Dowdall: Graphic designer

Eric Stein: Google ads specialist

Brackett Media: Web and SEO masters

PARTNERS

Besant Hill School

Blue Sky Center

New Cuyama School District

Jr High LA

Pacific Pride

Red Light Management

Camp Ramah

Happy Trails

Ventura County Behavioral Health

Youthwell

Mental Wellness Center

Central Coast Libraries





"THIS YEAR ESPECIALLY, I FEEL LIKE THE COUNSELORS AT THE CAMP TRULY CARE ABOUT ME AND MY FEELINGS, WHEN I FEEL UNWELL OR AM IN A BAD SPACE I FEEL LIKE I CAN GO TALK TO COUNSELORS AND FEEL LIKE I TRUST THEM WITH THE INFORMATION I SHARE."

- AMPLIFY CAMPER





WHAT IS THE PURPOSE OF AMPLIFY?

At its core, Amplify exists to help girls grow into confident, creative, and self-assured young people—ready to lead, express themselves, and lift others up along the way.

Since its creation, by founding director Jen Baron in 2012, Amplify has been a place where youth not only explore music and the arts but also discover who they are and who they can become. While campers come to Amplify to write songs, play drums, record demos, direct films, or learn to skateboard, they leave with something far deeper: a belief in themselves.

We know that the pre-teen and teen years are some of the most formative—and challenging—moments in a young person's life. The messages they receive from school, social media, and the world at large are often loud, limiting, and pressure-filled. Amplify exists to interrupt that narrative.

We're here to remind girls that they are powerful.
That their voice matters.

That they can lead, create, and take up space—not someday, but right now.

We do this by building immersive experiences that are deeply hands-on, emotionally safe, and led by mentors who are not just teachers, but role models. Through our unique combination of creative exploration, mentorship, community building, and social-emotional learning, we create a space where confidence takes root—and grows.

And it works. Year after year, our alumni go on to thrive in college and beyond, pursue creative and professional paths they never thought possible, and credit Amplify as the place where they first truly felt seen.

Our purpose is not just to teach skills. It's to change lives.
And we're just getting started.

"THE FRIENDS AND COMMUNITY IS LIFE CHANGING. I NEVER FEEL JUDGED AT AMPLIFY OR ASHAMED TO DO SOMETHING THAT MIGHT BE CRINGE WHEN I AM AT SCHOOL.

I HAVE MET SOME PEOPLE WHO LIVE IN PLACES FAR FROM ME AND WOULD NEVER HAVE THE CHANCE TO MEET OTHERWISE AND I AM REALLY HAPPY TO HAVE THEM IN MY LIFE. I ALSO LOVE FLEXING MY CREATIVE FREEDOMS AND HAVING A SAFE SPACE.

I LOVE THE COUNSELORS AND HOW THEY TRY AND CONNECT AND UNDERSTAND THE CAMPER." — AMPLIFY CAMPER



Amplify Summer Camp 2024 was our biggest and most impactful season yet — bringing together over 260 youth from across the U.S. and internationally for a summer of creativity, connection, and confidence-building in the Ojai Mountains.

Campers dove into immersive tracks like rock band, photography, music production, musical theater, fine arts, skateboarding, and live sound tech—while afternoons were filled with epic electives like DJing, screen printing, swimming, beach days, karaoke, and sunset dance parties.



AMPLIFY SUMMER 2024 HIGHLIGHTS

96% of youth said: I learned I can do things I didn't think I could do before.



99% of youth said: I have gained technical skills in music, media,



96% of youth said: I have developed skills that can help me in a future career.



95% of youth said: I am able to better understand situations from other people's point of view.



94% of youth said: I am more comfortable handling challenging problems.

By the Numbers: Summer 2024 Creative Highlights:

★
56 original songs were written, performed, and recorded—many for the very first time.

★
Over 2,300 photographs were captured and edited across our photography immersive and electives.

★
12 camper-directed performances hit the stage, blending musical theater, original monologues, and choreography.

★
Nearly 600 visual art pieces were created in fine arts, from mixed media collages to sculpture and zines.

★
95 youth-led performances brought the house down at open mics, final showcases, and DJ nights.

★
9 beach days, 6 pool parties, and hundreds of friendship bracelets reminded us that joy is also creative fuel.

SUMMER CAMP HIGHLIGHTS

With over \$171,000 in scholarships awarded, Amplify made it possible for dozens of families to access the magic of camp — ensuring cost was never a barrier to creativity, connection, and growth. This summer also marked our second year on the Besant Hill School campus—offering campers a secure, scenic, and inspiring place to grow.

Above all, Amplify 2024 was a summer of unforgettable transformation, where girls felt seen, supported, and celebrated for exactly who they are.

WINTER WELLNESS RETREAT 2024: REST, REFLECTION & RENEWAL

"I LEARNED THAT I SHOULDN'T JUST ALLOW MYSELF TO DO THINGS THAT DON'T REALLY FEEL LIKE ME JUST TO GET TO BE FRIENDS W/ SOMEONE OR HAVE PEOPLE SEE ME A CERTAIN WAY. THAT INSTEAD I CAN EXPRESS MYSELF FREELY THROUGH MY ACTIONS, CLOTHES, AND ATTITUDE. AND MAYBE BEST OF ALL – THAT I CAN LIVE WITHOUT MY PHONE OR PLAYING VIDEO GAMES OR CONSTANTLY SCROLLING AND KILLING MY BRAIN CELLS, SHRINKING MY ATTENTION SPAN, AND GETTING OVERSTIMULATED. MAYBE THAT'S WHY I SAID I FELT AT PEACE AND CENTERED HERE!"

– AMPLIFY CAMPER

Our 2024 Winter Wellness Retreat brought together 86 youth from across California for a weekend of wellness, creativity, and connection in the quiet beauty of the off-season. Designed as a softer, slower complement to the high-energy summer camp experience, this three-day retreat focused on mental health, self-expression, and community care.

In a world that often asks too much of girls, this retreat offered a rare and much-needed pause—a chance to reset, reflect, and reconnect.

Together, we:

- ★ Held 25+ guided workshops on mindfulness, journaling, emotional regulation, and creative expression
- ★ Practiced yoga, somatic movement, and group meditation in daily wellness sessions
- ★ Hosted real talk circles on identity, friendship, anxiety, and healthy boundaries
- ★ Created over 150 pieces of expressive art, including visual journaling, zines, poetry, and collaborative murals
- ★ Shared affirmations, wrote future-self letters, and crafted intentions for the year ahead
- ★ Ate nourishing meals, danced under the stars, and unplugged from digital noise
- ★ Closed the weekend with a powerful community intention-setting ceremony

Led by Amplify mentors and licensed facilitators, the retreat was intentionally low-pressure and deeply restorative. Every activity was opt-in, allowing youth to move at their own pace and engage in ways that felt most supportive.

For many, this retreat wasn't just a break from school or screens—it was a reset button for the soul!

SYRYN RECORDS INTERNSHIP 2024:



FINDING OUR VOICE,
ON AND OFF THE
RECORD

Over the course of 15 transformative weeks, 72 young artists stepped into the music industry through our Syryn Records Internship—Amplify's immersive, hands-on music and media program for high school and college aged youth ready to turn their creativity into career pathways.

In a world that often sidelines young women and gender-diverse youth in the studio, we handed them the aux cord. The result? A powerful compilation album of original songs—written, produced, and mixed, entirely by our interns.

But this wasn't just about making music. It was about building futures.

Together, we:

- ★ Learned the full cycle of music production—from songwriting and beat-making to tracking vocals and mixing
- ★ Gained real-world experience in PR, social media strategy, and marketing for artists
- ★ Explored the world of A&R and developed an ear for talent and artistic development
- ★ Designed cover art, merch, and promotional campaigns with an eye for visual storytelling
- ★ Engaged in 12 intimate mentor sessions with women shaping the future of the music industry—from producers and engineers to label execs and creative directors
- ★ Culminated in a live showcase at Junior High LA, where interns shared their work with friends, family, and industry guests

Led by Amplify staff and guest professionals, the internship was a high-accountability, high-encouragement space where creativity met career readiness. Interns walked away with polished portfolios, industry connections, and most importantly, confidence in their voice.

For many, this wasn't just an internship. It was the start of something bigger—a first step into owning their power, telling their stories, and reshaping what leadership in music looks like.

ARTISTS TEACH RESIDENCY 2024: SPOTLIGHTING STORYTELLING IN NEW CUYAMA



In the quiet, wide-open stretches of North Santa Barbara County lies **New Cuyama**—a rural town where access to arts education is limited, but the creativity is boundless. For three powerful weeks this spring, Amplify returned for our 3rd annual Artist Teaching Residency, planting roots deeper in a community that deserves to be **seen, heard, and celebrated.**

This year, we served **250** participants across Cuyama Unified School District, with acclaimed photographer **Arna Behar** as our artist-in-residence. Hosted by our longtime partner **Blue Sky Center**, Arna was given a studio space to dream and create—right alongside the students.

Together, we:

- ★ Explored the fundamentals of visual storytelling, portraiture, and photo composition
- ★ Centered the lived experiences of youth in a region often overlooked by traditional arts programming
- ★ Held artist talks and classroom discussions that sparked connection and inspired creative confidence
- ★ Brought professional artists into schools—not just as visitors, but as part of the community
- ★ Created a culminating photo exhibit to honor student voices and share their vision with peers, families, and the greater community

For many of these young people, it was their first time holding a professional camera. For some, it was their first time seeing their story reflected back at them as art. And for all of us, it was a reminder of what's possible when you invest in rural youth—not just with resources, but with **respect, relationships, and a belief in their brilliance.**

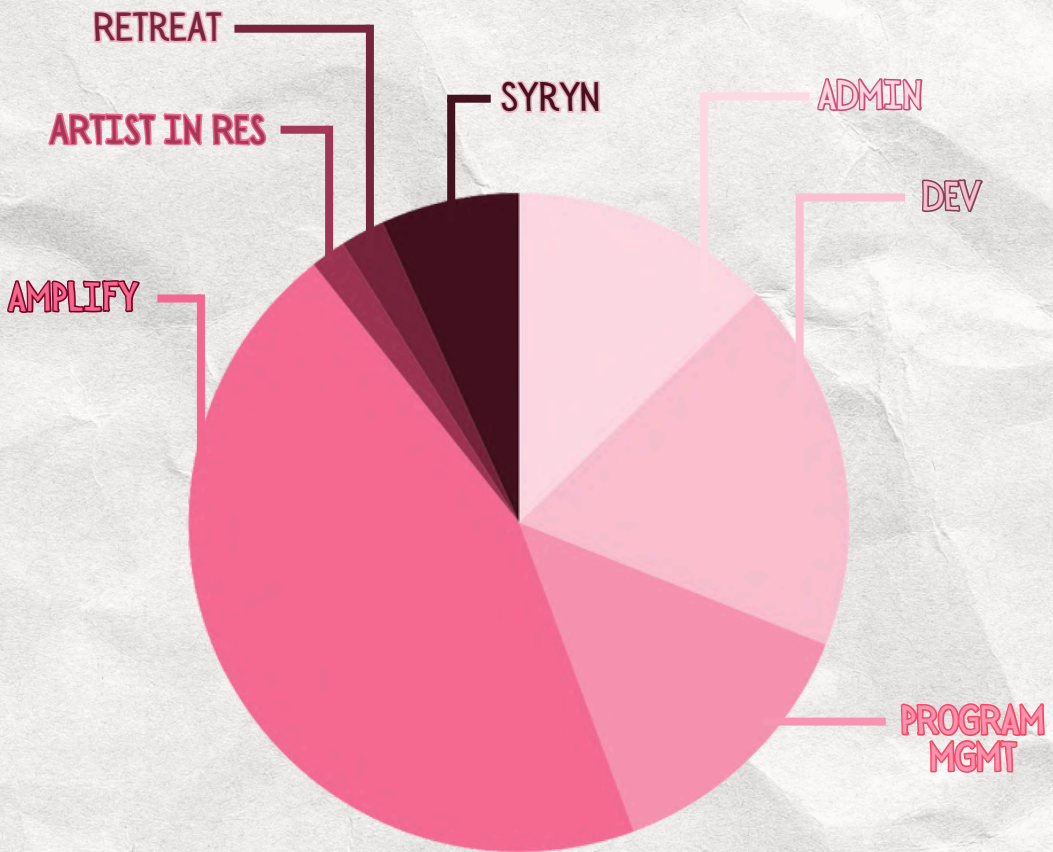
The Artist Teaching Residency is more than a project. It's a long-term commitment to ensuring the arts belong to every zip code—not just the ones with museums and galleries.





2024 FINANCIALS

TIME SPENT, BY CATEGORY



TIME SPENT, BY PERCENTAGE

45% Amplify Sleep Away Camp

(planning, recruiting, marketing, training, on-site....)

18.2% Development

13.3% Program Management

(strategy, realigning, program partner relationships...)

12.8% Admin

6.8% Syryn Records

2.2% Wellness Retreat

(planning, recruiting, marketing, training, on-site....)

1.7% Artist in Residency

(planning, recruiting, marketing, training, on-site....)



REVENUE AND EXPENSES

REVENUE

Donations	\$85,008
Grants	\$145,954
In-Kind Donations	\$7,500
Program Revenue	\$1,066,105
Scholarships	\$200,689
Total Revenue	\$1,103,878

EXPENSES

Payroll	\$466,650
Contractors, Professionals	\$90,162
Artist stipends	\$8,850
Program expenses	\$481,520
Advertising, Marketing	\$77,362
Fees, Taxes	\$26,563
Office and storage rent	\$17,078
Subscriptions	\$16,139
Other operating expenses	\$15,369
Depreciation	\$12,882
Insurance	\$8,313
Travel	\$5,466
Utilities, Phone	\$5,101
Staff training	\$3,226
Interest expense	\$2,271
Total Expenses	\$1,236,951

Net Income (loss)	\$133,074
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BALANCE SHEET

ASSETS

Cash	\$180,327
Accounts Receivable	\$120,250
Grants Receivable	\$84,954
Prepaid Expenses	\$15,424
Fixed Assets	\$40,445
Accumulated Depreciation	\$19,757
Total Assets	\$421,643

LIABILITIES AND NET ASSETS

Accounts Payable	\$10,794
Deferred Revenue	\$218,734
Payroll Liabilities	\$8,992
SBA Loan	\$81,422
Net Assets	\$101,701
Total Liabilities and Net Assets	\$421,643

DONORS

GOVERNMENT GRANTS:

SANTA BARBARA COUNTY OFFICE OF
ARTS AND CULTURE (SBAC)
VENTURA COUNTY BEHAVIORAL HEALTH

CORPORATE DONATIONS:

HOTEL CALIFORNIA
CD BABY
DISTROKID

FOUNDATION CONTRIBUTIONS:

COUNTRY MUSIC ASSOCIATION FOUNDATION
HAZEN FAMILY FOUNDATION
SANTA BARBARA FOUNDATION
TEGAN AND SARA FOUNDATION
WILLIAMS CORBETT FOUNDATION
SANTA BARBARA BOWL FOUNDATION
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TIDES FOUNDATION
FIND YOUR LIGHT FOUNDATION
LOVELEE FOUNDATION
THE CHARITABLE FOUNDATION SANTA
BARBARA CHAPTER
VENTURA COUNTY COMMUNITY FOUNDATION

IN-KIND CONTRIBUTIONS:

BLUE SKY CENTER
HOT TOPIC FOUNDATION
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BLICK
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SCAN TO:
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MISSION
♥

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YOU ROCK. EVERY YEAR.



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