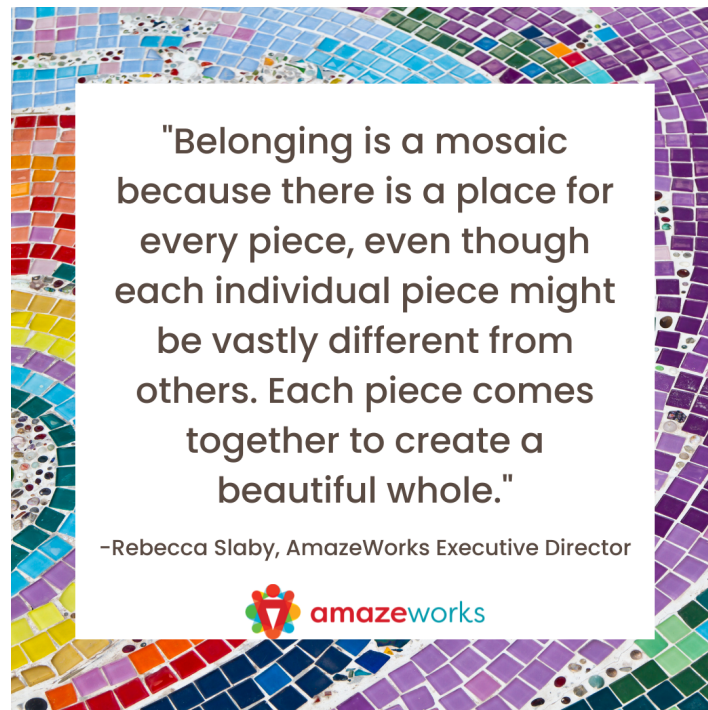




bring  
belonging  
to **life**

## 2022 Annual Report



*"Belonging is a mosaic because there is a place for every piece, even though each individual piece might be vastly different from others. Each piece comes together to create a beautiful whole." – Rebecca Slaby, AmazeWorks Executive Director*

### The Mission of AmazeWorks

The mission of AmazeWorks is to champion equity and belonging for all. We strive to create a mosaic of belonging in which every child and adult can see their full, authentic selves affirmed, valued, and represented in our schools, organizations, and communities.

We bring belonging to life through our Education programs, which empower children and educators to interrupt bias and stand up for themselves and others by. Teacher by teacher and school by school, our anti-bias education programs and services



bring  
belonging  
to **life**



from early childhood through secondary create a nationwide mosaic of school communities and classroom cultures that center equity and belonging, enabling students of all identities and lived experiences to thrive, engage, and meet their potential.

At AmazeWorks, we also know that what's good for children is good for adults. Through our Enterprise work, we support leaders and staff of other nonprofits, for-profit businesses, government agencies, and municipalities in examining and reimagining decisions, policies, procedures, and practices through an anti-bias, equity-centered lens.

With both schools and other organizations, our work focuses on supporting individual and organizational growth. Using Anti-Bias Education as a model and our Conditions for Belonging framework, we engage adults in the process of initiating important conversations with each other, children, and their families about identity, differences, bias, and what we can do to take action against bias-based mistreatment. Our developmental approach allows us to meet people where they are at and invites them to engage deeply in self-reflection, community discussion, and practical application of their anti-bias education learnings as they apply to their personal and professional lives.

### **The State of AmazeWorks**

2022 was a year of investment in organizational capacity and sustainability so we can continue to grow and expand our reach and impact. We invested resources into staff professional development and capacity building, as well as data and project management systems. We hired an organizational consultant to support our work, who helped us develop an Education market sales strategy for our curriculum and training services, a strategic management analysis of our business model, job analyses of key positions, and supported the implementation of our new CRM/project management software. We engaged in a brand refresh, with a new logo, tagline, and



bring  
belonging  
to **life**



marketing collateral, and launched a new website. We also hired a full-time Development and Communications Coordinator in August.

In terms of our Education work, we hired an additional Education Director in June. Our curriculum work focused on finding alternate books for our Elementary curriculum and making edits to the Elementary curriculum guide. We finished four additional Middle School modules for grades 6–8 on sexual orientation, gender identity, gender roles/stereotypes, and ability/neurodiversity.

We continue to work with individual public, independent, and charter schools across the Twin Cities and nationwide. In total, we provided 135 hours of professional development to educators during 2022. Our Education programs reached 54 schools in 17 states and one Canadian province. We sold 156 Elementary Curriculum book boxes and 277 Persona Dolls.

Our DEIB (diversity, equity, inclusion, and belonging) Enterprise work with other nonprofits, for-profit businesses, government agencies, and municipalities continues to provide a stable, steady stream of earned revenue that helps support our Education work. We provided training and consulting services to 52 clients in 2022.

We are so grateful for every individual, school, and organization that has chosen to invest in belonging with AmazeWorks. With each new school using our curriculum, book box entering a classroom or home, and brave conversation between colleagues, the AmazeWorks mosaic grows bigger, and belonging for all becomes that much more possible.



bring  
belonging  
to **life**



### **Pieces of the AmazeWorks Mosaic**

As we reflect on the past year, we remember all the people and experiences that helped create the mosaic of today's AmazeWorks. Our AMAZE-ing community helped us grow as individual champions of belonging and as an anti-bias organization. We remember mistakes we made and lessons we learned. We recognize moments of vulnerability and courage. Here are some notable moments from 2022 that impacted our year in major ways.

- An expanding team

Tina Alvir-Romero (Education Director) and Sophie Herrington (Development and Communications Coordinator) joined the AmazeWorks team full-time, growing our staff to eight people. We also welcomed three new members to the AmazeWorks board: Thuba Nguyen, Juana Alvarado, and Ryan Boosinger, and received organizational support from consultant Ann Johnson. All of these additions to our community contributed to the AmazeWorks mosaic and helped us expand our capacity to champion equity and belonging.

- In-person gatherings

In October of 2022, we hosted a delayed recognition of our 25th anniversary and celebrated 25(+1) years of AmazeWorks! It was so meaningful to gather in person with our incredible community, people who helped start the AmazeWorks mosaic in 1996, people who joined us last year, and everyone in between. We could not be more grateful for every single person who has impacted our organization.

In addition to our 25(+10) event, we gathered for a birdwatching trip, a joint book event with World Savvy featuring *The Invisible You* with author Kamie Page, a book launch event for *My Daddy Tells Me*, written by our board member, Thuba Nguyen,



bring  
belonging  
to **life**



and more community building events with founding AmazeWorks trailblazers and staff. Each of these occasions renewed our energy for this important work.



- National resistance to Anti-Bias Education, Critical Race Theory, and more 2022 marked increasing resistance to education that represents all identities and lived experiences, especially school-based lessons and discussions that share BIPOC and LGBTQ+ histories and stories. [Many states enacted legislation restricting schools from teaching critical race theory and increasing book censorship.](#)



bring  
belonging  
to **life**



Research shows that identity-based discussions in schools support healthy identity development and reduce bias levels in children. AmazeWorks provides these much-needed Anti-Bias Education (ABE) and Social-Emotional Learning (SEL) resources and support to educators and schools. Our Education programs provide mirrors for students to see themselves reflected and affirmed in their learning as well as windows into identities and lived experiences different from their own. Fortunately, Minnesota has committed to expanding Anti-Bias Education efforts in schools. At the same time, some schools that we work with are facing pushback from community members who don't want our ABE lessons on race, gender, and sexual orientation taught in schools. AmazeWorks will continue to support educators as they navigate this charged sociopolitical context.

- Brave conversations

Bringing belonging to life involves brave conversations about identity, difference, and bias. In 2022, we engaged in meaningful dialogue as a staff in strategic planning meetings, book discussions on *Design for Belonging: How to Build Inclusion and Collaboration in your Communities* by Susie Wise, interpersonal conversations about the impact of our own identities, differences, and bias on this work, and more. We shared stories, challenged organizational practices, and called each other into learning and growth. We were also inspired and challenged by our consultants, clients, and workshop participants to reflect, rethink, and revise how and what we do in an ongoing process of continual improvement. In many of these conversations, we made mistakes, but we know that being champions of belonging involves acknowledging imperfection, embracing the discomfort of being wrong or making mistakes, and attending to impact in ways that foster healing and deeper relationships with ourselves, each other, our community, and the work.





bring  
belonging  
to **life**



- Brand refresh

Lastly, we embraced a brand new look! Our brand refresh, designed by [Neka Creative](#), gives equal focus to both branches of AmazeWorks – Education and Enterprise – and helps us put belonging into action with our new tagline, “Bring belonging to life.” We also received support from Neka Creative and Steve Palmquist from [Winding Oak](#) for our website launch. [Check out our new website here!](#)



### Looking to 2023

2022 brought joy and tragedy, community and isolation, celebration and loss. **As we begin another year of growth, mistakes, learning, and change, AmazeWorks is honing in on the word “possibility.”**

Transitioning into a new year, we often strive for personal growth. We think about all the possibilities for learning and change to make the new year better than the last.

**What do we need to focus on in 2023 so that our wildest dreams seem possible?**



bring  
belonging  
to **life**



What if, this year, we see less injustice than ever before? What if the AmazeWorks mission – to champion equity and belonging for all – could be alive in the mosaics of every school, workplace, community, and home? Thinking about what is possible helps us stay grounded and trust that our work is valuable. Possibility is not about completing a checklist. It's about cultivating a drive for transformative change.

We wonder what new, varied, unique, and beautiful people, opportunities, and milestones will add to the AmazeWorks mosaic in the coming years. We don't know what the picture will look like, but we know that it will be made up of people and work that are committed to championing equity and belonging. **Thank you for being such a meaningful part of the AmazeWorks mosaic in 2022 and beyond. We are so excited for you to join us in dreaming about what's possible in 2023.**







bring  
belonging  
to **life**



### **AmazeWorks by the Numbers**

We are extremely proud of our impact in 2022. Despite nationwide resistance to Anti-Bias Education, AmazeWorks programs and services continued to champion belonging in Minnesota and across the US.

**54** schools used  
AmazeWorks  
curriculum

**17** states & 1 Canadian  
province purchased  
AmazeWorks curriculum

**52** organizations received  
AmazeWorks Enterprise  
training

**3,120** educators received  
AmazeWorks  
foundations training



### **Conference Presentations**

- AMLE22 | Association for Middle Level Education
- Commitment to Racial Justice: Day of Learning | Rochester Nonprofit Consortium
- CPSEL National SEL Conference | Center for the Promotion of Social Emotional Learning
- Forum Annual Conference | Forum on Workplace Inclusion
- MCN Annual Conference | Minnesota Council of Nonprofits



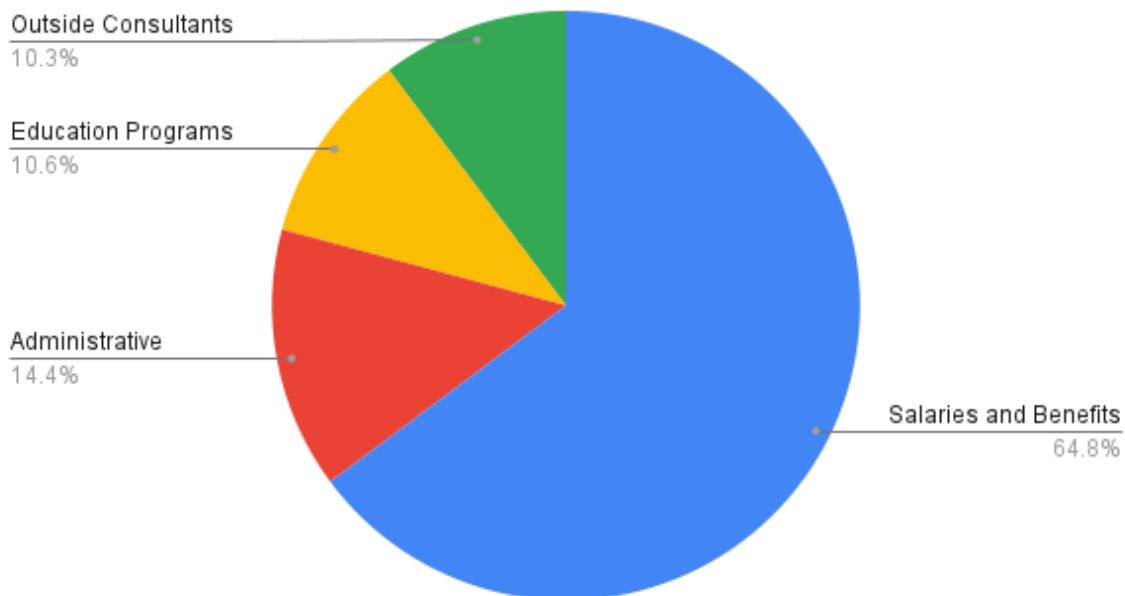
bring  
belonging  
to **life**



- MnAEYC Annual State Conference | Minnesota Association for the Education of Young Children
- NAEYC Annual Conference | National Association for the Education of Young Children
- National CASA/GAL Association 2022 Annual Conference | Court Appointed Special Advocates/Guardians ad Litem for Children

## Financial Highlights

### Key Expenditures 2022

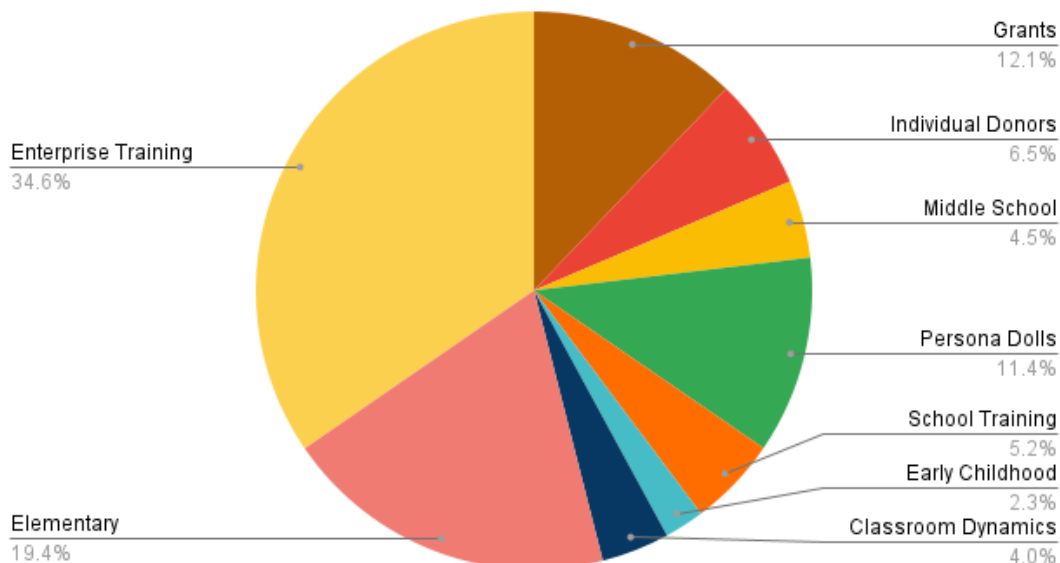




bring  
belonging  
to **life**



## Revenue Sources 2022



## 2022 AmazeWorks Board Members

- Alissa Abelson (Board Chair)
- Juana Alvarado (Jamie Barton)
- Ryan Boosinger
- Jenny Jendro
- Thuba Nguyen
- Shilad Sen

## 2022 Donors

### Individuals

- |                                 |                              |                            |
|---------------------------------|------------------------------|----------------------------|
| • Alissa and Dan Abelson        | • Daren and Melissa Andersen | • Lara Bergman             |
| • Juana Alvarado (Jamie Barton) | • Faye Anderson              | • Harry Bingham            |
| • Tina Alvir-Romero             | • Mary Asbach                | • Ryan Boosinger           |
|                                 | • Amanda Bartschenfeld       | • Liam Brannen             |
|                                 |                              | • Jenni and Todd Bratulich |



bring  
belonging  
to **life**



- Monica Bryand
- Philip Carlson
- Carrie Carroll
- Rose Chu
- Deb Clemmenssen
- Lexi Cournoyer
- Janet Dahlem
- Lynn Daniels
- Jane Delage
- Charles Fitze
- Geoff Gayle
- Julie and Matt Guidry
- Kaitlin Hallett-Pugh and Andy Pugh
- Laureen Harbert
- Johanna Huang
- Jill Hardy Heath
- Marcee and Brandon Harris
- Lori Hendrickx
- Ronald Herrington
- Sophie Herrington
- Dan Jaker
- Jennifer Jendro
- Jessica Johnson
- Carly Keller
- Ryan Kroening
- Joel Krogstad
- Leah Kuypers
- Deanna Lackaff
- Karen Larsen
- Deborah Lavoie
- Ellen Lepinski
- Beverly Long
- Kathleen Mathews
- Sarah McCarty
- Lisa McLean
- Tammy Monistere
- Alison Moore
- Beth Morrisette
- Elizabeth Morrisette
- Henry Moyers
- Priya and Vikas Narula
- Peng Nelson
- Thuba Nguyen
- Joan Owens
- Khamara Pettus
- Terese Pritschet
- Paige Rae
- Mark Reardon
- Phyllis and Dan Richter
- Andrea Roethke
- Stephen and Kris Rose
- Jennifer and Mike Sanderson
- Nancy Sen
- Shilad Sen
- Alison Sharpe-Havill and Josh Havill
- Joan Slaby
- Rebecca and Colin Slaby
- Elaine and Robert Steinbach
- Susan Strauss
- Gloria Suminski
- Beth and Tom Theobald
- Alan Thielke
- Meg Thomas and Wendy Crowell
- Jenny Thompson
- Susan Tomczak and Charlie Kusch
- Artika Tyner
- Bobbi Walsh
- Todd Walsh
- Andrea Wenker
- Barbra Wiener
- Mahli Wray
- Anonymous (11)

#### *Grants, Foundations, and Matching Organizations*

- AmazonSmile Foundation
- Bigelow Foundation





bring  
belonging  
to **life**



- Bob & Diane Coderre Family Fund
- Charities Aid Foundation of America
- Courageous Possibilities Fund of Headwaters Foundation for Justice
- Frey Foundation
- Gates Foundation
- Greater Horizons of the McKnight Foundation
- John Larsen Foundation
- Microsoft
- Otto Bremer Trust
- Pangaea International Education
- PayPal Giving Fund
- RaiseMN
- Schwab Charitable Fund
- St. Paul and Minnesota Foundation
- Thomson Reuters
- Thrivent Choice Dollars

**We'd also like to thank the team of passionate experts, consultants, and volunteers leading and partnering with us to make us better and keep us learning:**

- Juana Alvarado (Jamie Barton)
- DeMonte' Baker
- Janet Dahlem
- Nicole Devereaux
- Irvin Goggleye
- Eugene Goggleye
- Marcee Harris
- Lillie Hokanson
- Pa Lor
- Jess Lyons
- Sidra Michael
- Stephen Michael
- The team at Neka Creative
- James Orione
- Steve Palmquist of Winding Oak
- Vicki Palmquist of Winding Oak
- Khamara Pettus
- Bobak Razavi
- Emma Slaby
- Heidi Solberg
- Elaine Steinbach
- Chas Thomsen
- Irene Thompson
- Jarvis Thompson
- Jenny Thompson
- Roger Thompson Jr.
- Candace Whittaker
- Genesia Williams of Genesia Doing Things
- Susan Woodbury

**Thank you for bringing belonging to life in 2022!**

\*Please forgive any omissions or errors and contact us at [jenni@amazeworks.org](mailto:jenni@amazeworks.org) if we have made a mistake.