



**AMPLIFIED**  
IMPACT PARTNERS

# AMPLIFYING OUR IMPACT

## 2025

**Connecting Leaders.  
Strengthening Nonprofits.  
Amplifying Impact.**

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# WELCOME

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**To our friends, partners, community leaders, and all who strive to make our region stronger:**

As we draw 2025 to a close, we do so with a sense of both gratitude and resolve. This has been the most impactful year in Amplified’s history — one defined not only by the number of nonprofits we supported, but by the courage, creativity, and resilience demonstrated across our community.

It has also been a year of profound challenge. For many organizations, 2025 brought heightened uncertainty, shifting landscapes, and pressures that demanded rapid adaptation. Yet time and again, San Diego’s nonprofit leaders rose to meet the moment. They showed what is possible when mission and ingenuity work in tandem.

We take deep satisfaction in knowing Amplified was able to walk alongside so many of these organizations as they navigated that terrain — helping leaders steady their footing, clarify their direction, and strengthen the systems that allow them to serve our region with confidence and purpose. And we are equally inspired by the dedication of our Partner consultants, who brought their time, skill, and talent to the table with humility and conviction.

Our success is their success — and ultimately, it is the community’s success.

The stories in this report are theirs. They reflect the power of partnership, the promise of shared leadership, and the belief that San Diego’s future is stronger when nonprofits have the support they need to thrive.

Thank you for being part of this journey — and for standing with us as we work to amplify impact across our region!



**Erica Halpern**  
Chief Executive Officer



**Marcia Bennett**  
Board Chair

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# ABOUT US

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## **STRONGER NONPROFITS, STRONGER COMMUNITIES.**

Amplified Impact Partners is a 501(c)(3) that provides high-impact pro bono consulting to San Diego nonprofits with teams of our Partner consultants.

Amplified recruits, trains and supports these talented professionals who volunteer their time to come alongside nonprofit leaders to build stronger organizations so they can be more effective at addressing the community's most pressing issues.



### **OUR MISSION:**

**MOBILIZE TALENTED INDIVIDUALS TO PARTNER WITH NONPROFITS,  
STRENGTHENING ORGANIZATIONS AND AMPLIFYING COMMUNITY IMPACT.**

### **OUR VISION:**

**AN EFFECTIVE NONPROFIT SECTOR THAT BUILDS A THRIVING COMMUNITY.**



# BUILDING CAPACITY, AMPLIFYING IMPACT

## THE PROBLEM

- San Diegans rely heavily on nonprofits to fill gaps in needed services and create stronger communities, but many of them struggle with operational challenges and capacity gaps.
- Nonprofits frequently lack the resources to access the expert guidance they need to grow and thrive.

## THE SOLUTION

- We mobilize talent by enlisting, training, and deploying highly skilled professionals as pro bono consultants. We help nonprofits in every issue area, not just a single cause.
- Our teams strengthen nonprofits in every aspect of running a successful organization including strategy, operations, leadership, finance and more.
- Nonprofits emerge with a clearer path to long term sustainability, and expanded capacity to serve more people in their community. We are the only organization providing this level of pro bono consulting services in San Diego.

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# A RECORD YEAR OF IMPACT

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## BUILDING A MOVEMENT THAT LASTS

What began as a network of changemakers has evolved into a movement of measurable impact. This year, Amplified Impact Partners united more professionals, served more nonprofits, and delivered more transformative outcomes than ever before—demonstrating the extraordinary power of partnership in action.

## STRENGTHENING NONPROFITS ACROSS SAN DIEGO

This year alone, we've launched 42 pro bono consulting projects and counting, uniting cross-sector professionals in service of nonprofit leaders driving change in every corner of our community. These engagements capture both the breadth of our Partner expertise and the depth of our shared commitment to strengthening organizations that serve San Diego every day.



87

Partner Consultants currently trained and mobilized in support of nonprofits



63

Nonprofit support teams active during 2025



121

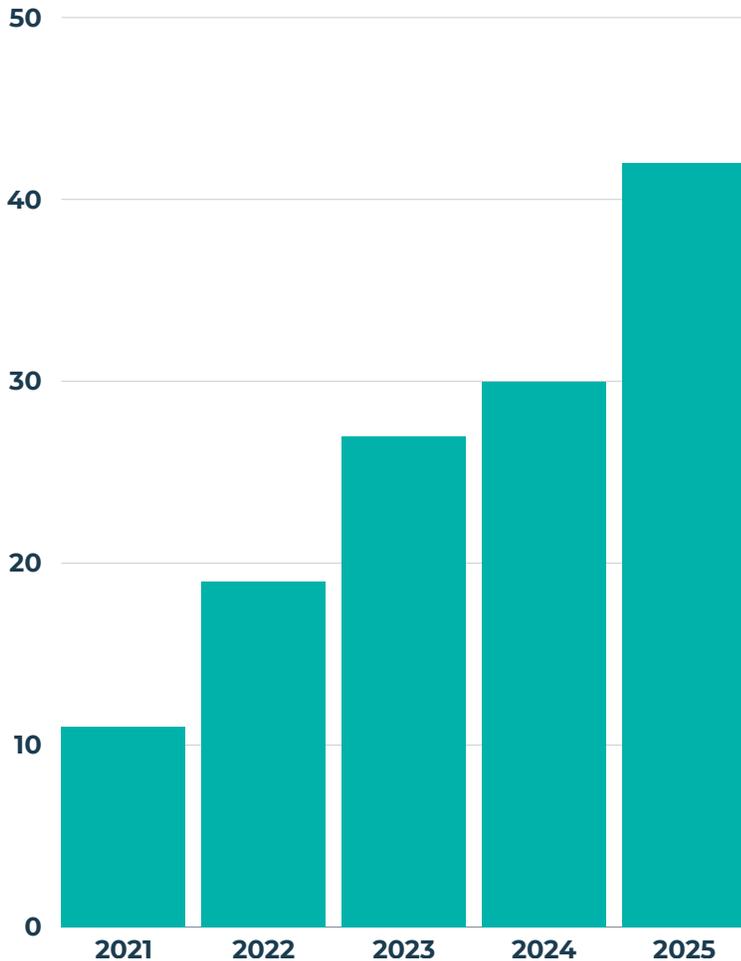
San Diego nonprofits strengthened since 2020



# OUR GROWTH

## NONPROFIT ENGAGEMENTS BY YEAR

Over the past five years, Amplified’s growth trajectory has accelerated significantly — we’re now serving nearly four times as many nonprofits each year as in 2020. With estimates showing demand for more than 200 nonprofit engagements annually in the San Diego region alone, we’re continuing to expand our capacity to meet this growing need.



**42**

Nonprofit Engagements  
Initiated in 2025

**152**

Total Nonprofit  
Engagements Since 2020

**282%**

Increase in Annual  
Engagements Since 2020



# NONPROFITS SUPPORTED IN 2025



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# THE AMPLIFIED APPROACH

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## CONNECTING NONPROFITS TO EXPERTISE THAT ACCELERATES IMPACT

### Understanding Each Organization

Every nonprofit is unique, but many face similar moments of growth, change, or the need to scale impact. Our work begins with a discovery process to understand mission, goals, and challenges.

### Designing a Tailored Project

Engagement Managers — nonprofit experts with business and MBA backgrounds — shape a project that meets each organization where it is, identifying opportunities for alignment, growth, and long-term sustainability.

### Building the Right Team

We assemble a customized team of Amplified Partners — highly experienced professionals from across industries who bring the right expertise to the table. Together, they address cross-cutting challenges such as financial sustainability, operational efficiency, strategic growth, leadership development and more.

### Driving Toward Impact

Through deep partnership and careful stewardship, our consulting projects strengthen internal capacity, deliver measurable outcomes, and help leaders move from challenge to momentum.



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# SUPPORT AREAS

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## THE BUILDING BLOCKS OF IMPACT

Amplified's consulting support focuses on eight key areas proven to build nonprofit capacity and resilience. Each engagement targets the most pressing organizational need, empowering nonprofits to stabilize, strengthen, and scale. Many clients begin by shoring up the most critical area, then apply for a follow-on engagement with us to build on that success and advance to the next stage of growth.

### STRATEGY & PROGRAMS

Strategic Plan, Program Design and Delivery, Evaluation and Impact

### BOARD GOVERNANCE

Board Leadership, Strategic & Fiduciary Oversight, Compliance, Risk Management

### FINANCE & BUDGET

Reporting, Cost and Revenue Structure, Budgeting, Reserves

### LEADERSHIP DEVELOPMENT

Individual Leadership Coaching, Staff Development

### COMMUNICATION & MESSAGING

Case for Support, Outreach, Marketing

### REVENUE DEVELOPMENT

Individual Donors, Corporate Giving, Grants & Foundations, Earned Income

### PEOPLE & CULTURE

Organizational Design, Human Resources

### OPERATIONS

Technology, Systems, Facilities & Real Estate



# ISSUE AREAS

In the past year, we've empowered nonprofits in every corner of the county and uplifted causes serving everyone — from youth and families to animals, artists, and our environment. Together, these organizations reflect the diversity, creativity, and compassion that make San Diego thrive.



**HOMELESSNESS & HOUSING**



**YOUTH & FAMILY SERVICES**



**ARTS & CULTURE**



**FOOD INSECURITY**



**VETERANS & MILITARY**



**HEALTH & RESEARCH**



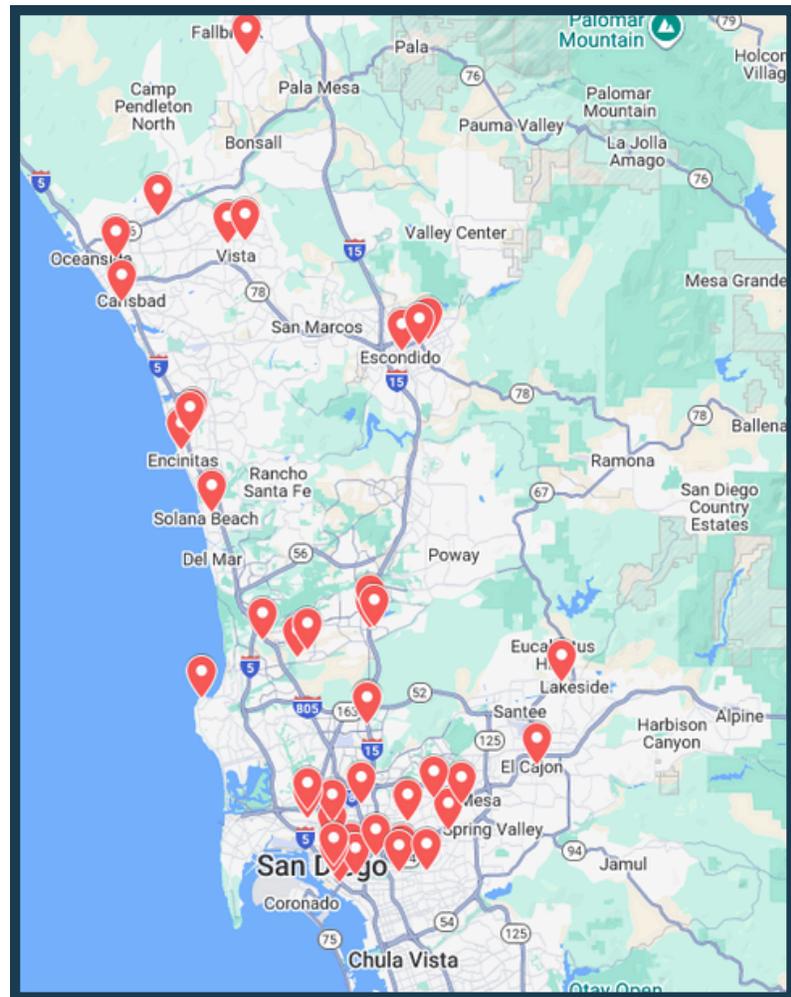
**ENVIRONMENT & CONSERVATION**



**REFUGEES & IMMIGRATION**



**ANIMAL WELFARE**



# PARTNER CONSULTANTS

Amplified Partners are experienced leaders from across industries — former CEOs and nonprofit executives, Big Four consultants, strategists, entrepreneurs, executive coaches, marketing leaders, tech experts, and seasoned board members.

They bring decades of real-world experience, a deep commitment to community, and a shared belief that nonprofits deserve the same level of strategic support as any high-performing organization.

Our Partners apply their skills with humility, curiosity, and purpose — working hand in hand with nonprofit leaders to strengthen financial clarity, operational systems, strategic alignment, leadership capacity, and long-term sustainability.

Together, they form a community of practice committed to advancing social impact across San Diego.





# OUR PARTNERS' IMPACT

Amplified Partners make our mission possible. They invest personally in our work, and then they invest their time — partnering directly with San Diego nonprofits to solve challenges, strengthen capacity, and build lasting relationships. Many continue their service beyond the engagement, joining committees and boards to help organizations thrive long into the future.



# RISING TO THE MOMENT: INTRODUCING FLEX TEAMS

## OUR NEW PROGRAM DESIGNED FOR NONPROFITS' MOST URGENT NEEDS

Launched in June 2025 with catalytic support from the Prebys Foundation, Amplified Impact Partners introduced a new way to serve San Diego's nonprofits — one that delivers high-touch, high-impact consulting when organizations need it most.

In its first months, Amplified's Flex Teams became a lifeline for San Diego nonprofits facing extraordinary uncertainty. This new model transformed how Amplified delivers pro bono consulting: reducing barriers, accelerating timelines, and helping organizations regain clarity and confidence when it mattered most.

In the first round of Flex Teams, Amplified partnered with five organizations navigating immediate and complex challenges across our community.



# SAN DIEGO FOCUS, WORLD-CLASS IMPACT

The nonprofits we worked with rated their engagement with Amplified as exceptional, citing strong impact, a high-quality experience, and outstanding likelihood to recommend.

4.4



**IMPACT SCORE: 4.4 / 5**

To what extent the outcomes of the project increased our clients' organizational capacity to achieve their goals.

4.6



**EXPERIENCE SCORE: 4.6 / 5**

How our nonprofit clients rated the quality of their experience over the course of the project.

81

**NET PROMOTER SCORE: 81**

How likely are you to recommend Amplified to a friend or colleague?



A Net Promoter Score above 70 is considered **“World-class”** and in the highest tier, according to Global Response Customer Experience Management.

# WHAT IMPACT LOOKS LIKE



## KEEPING THE KITCHEN RUNNING: SURVIVING FEDERAL FUNDING CUTS

When 40% of their government funding became uncertain, Mama's Kitchen turned to Amplified for rapid financial clarity and scenario planning during a destabilizing moment.

### Key Support Provided:

- Conducted detailed cash reserve and long-term financial analyses to inform strategic decisions.
- Assessed profitability across all revenue-generating programs, including complex Medi-Cal funded offerings.
- Delivered recommendations to streamline workflows, strengthen cohesion, and maximize program and staffing efficiency.
- Enabled leadership to identify clear revenue-building actions and operational priorities.



*"[The Amplified Partners] created a safe space to surface some of the most difficult challenges facing our organization, and from their unique lenses, offered tangible, actionable insights that centered our priorities. This project has set a solid foundation on which we will base a longer-term engagement with attainable yet ambitious goals."*

— EVA MATTHEWS, CHIEF EXECUTIVE OFFICER  
MAMA'S KITCHEN



# WHAT IMPACT LOOKS LIKE



Mosaic Theatricals

## A NEW IDENTITY, RENEWED STABILITY, AND A PATH FORWARD

Facing only three weeks of cash on hand, CCAE partnered with Amplified to stabilize operations, rebuild confidence, and reposition the organization for the future.

### Key Support Provided:

- Diagnosed the root issue — a fragmented identity and unclear messaging — and clarified immediate next steps.
- Analyzed financials and guided urgent cost-cutting and workforce restructuring.
- Led a community-informed rebranding process to attract awareness, funding, and alignment.
- Positioned CCAE for renewed stability, new board recruitment, and strategic momentum — all in just 2.5 months.



*“Working with Amplified Impact Partners was one of the most productive and responsive consulting experiences we have had. Each member brought depth, expertise, and empathy to our process at a pivotal time for our organization. Their collective counsel profoundly influenced my own professional growth. Their objectivity, honesty, and compassion created a safe space for feedback and helped surface blind spots as we navigated difficult decisions during a time of industry-wide economic change.”*

— JULIANNA CRESPO, EXECUTIVE DIRECTOR  
MOSAIC THEATRICALS



# WHAT **IMPACT** LOOKS LIKE



## STABILIZING FUNDING AND UNLOCKING NEW REVENUE OPPORTUNITIES

After losing nearly \$500,000 of funding from federal and local government cuts, ARTS turned to Amplified for support identifying viable paths to sustainability.

### Key Support Provided:

- Helped leadership prioritize revenue opportunities and reduce vulnerability to future funding volatility.
- Guided analysis of earned-income possibilities, including utilizing space for revenue generation.
- Clarified the organization’s funding priorities and the steps required to diversify support.
- Positioned ARTS to continue delivering creative access to underserved communities.



*“Working with our Flex Team brought incredible value, helping to amplify our voice and align our vision with the organization’s future direction. Collaborating with seasoned social impact professionals elevated our work and strengthened our mission to new heights.”*

— LUCY EAGLESON, EXECUTIVE DIRECTOR  
A REASON TO SURVIVE (ARTS)



# WHAT IMPACT LOOKS LIKE



## PLANNING THROUGH UNCERTAINTY TO PROTECT ESSENTIAL PROGRAMS

With two major USDA contracts at risk — a potential \$400K loss — San Diego Food System Alliance needed financial modeling and scenario planning to guide critical decisions.

### Key Support Provided:

- Modeled budget and runway scenarios to determine how long the organization could sustain operations.
- Identified individual giving as a critical revenue strategy for long-term stability.
- Provided financial analysis tools to guide future decision-making and clarify spending priorities.
- Continuing to support message development and revenue-generation strategy.



*“[Amplified Partners] were a delight to work with. Their flexible approach, helpful pivots, and words of affirmation made the project truly useful for our needs. Our finance team gained valuable knowledge and mentorship from Tom, helping us feel more confident in our financial processes during this chaotic time with Federal funding cuts.”*

— ELLY BROWN, CO-EXECUTIVE DIRECTOR  
SAN DIEGO FOOD SYSTEM ALLIANCE



# SPONSORED ENGAGEMENTS: TRANSFORM YOUR GIVING INTO GROWTH

## A UNIQUE OPPORTUNITY TO CREATE LONG-TERM IMPACT FOR NONPROFITS

If you've been seeking a way for your philanthropic dollars to go farther, you can now directly sponsor strategic consulting that helps nonprofits strengthen business practices for long-term sustainability.

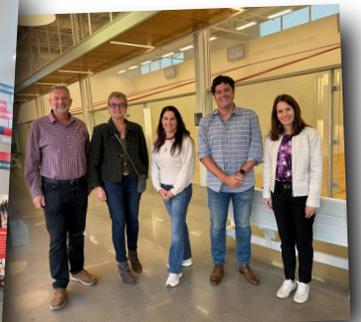
Each Sponsored Engagement powers a team of expert consultants from Amplified Impact Partners who work side-by-side with nonprofit leaders to unlock new levels of efficiency and impact. See one recent example below:

### ACCESS YOUTH ACADEMY

**INVESTOR: Venture Philanthropy**

Access Youth Academy is now on track to serve 1,000 youth annually after collaborating with Amplified Impact Partners on a detailed strategic plan to support its ambitious growth goals.

Through a second engagement with Amplified, Access Youth Academy was able to build a solid fund development strategy including earned income opportunities and donor stewardship.



*“Our investment in Amplified on behalf of Access Youth Academy was so valuable and **likely to pay dividends for years to come**. Not only did their work inspire further investments in Access Youth Academy by Venture Philanthropy, but it also confirmed how **an investment in Amplified magnifies the value of the donation to the nonprofit.**”*

**- WALTER GREEN, VENTURE PHILANTHROPY**

# A GIFT THAT ENDURES, IMPACT THAT GROWS.

## INTRODUCING THE AMPLIFIED ALWAYS SOCIETY

For those who believe in building a stronger community for the future, we created the Amplified Always Society this year to enable planned giving that invests not only in nonprofits, but in their long-term capacity.

A planned gift to Amplified Impact Partners strengthens nonprofits across San Diego for years to come. Your support powers expert, pro bono consulting that equips organizations to grow, expand their reach, and serve more people.



## GIVE ONCE. AMPLIFY FOREVER.

- Make Amplified Impact Partners a beneficiary of your will or trust.
- Name Amplified Impact Partners on a retirement account or life insurance policy.
- Gift highly appreciated property, such as real estate or stocks.
- Include Amplified Impact Partners in charitable annuities or remainder trusts.

## YOUR LEGACY. OUR COMMUNITY. STRONGER TOGETHER.

For more information or to make a bequest, please express interest or fill out our Letter of Intent at: [amplified.org/always](https://www.amplified.org/always)



# JOIN OUR MISSION

Impact grows when people step forward. For those who believe in strengthening nonprofits for the long term, Amplified offers meaningful ways to engage — through partnership, service, and investment. We invite you to connect with us and help shape the future of our community.

## INVEST IN OUR IMPACT

You make it possible for us to increase the capacity of dozens of other nonprofits every year. Make a tax-deductible investment in Amplified and strengthen the entire nonprofit sector. [Learn More](#)

## BECOME A PARTNER

Amplified provides a unique opportunity for highly-skilled professionals. As an Amplified Partner, you'll provide pro bono consulting to deserving nonprofits that contribute to a thriving San Diego. [Learn More](#)



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Amplified Impact Partners is a 501(c)(3) organization. Tax ID: 26-4671099