

 **AMPLIO**
2022 ANNUAL REPORT



2022

TABLE OF CONTENTS

Mission	02
2022 Year In Review	03
Where We Worked	06
What We Do	07
Programs & Sectors	09
Technology R&D	16
Our Community	17
Financials	19
Looking Ahead	20



Cover: Anjelina Amelia, Moyo District, Uganda. Thanks to Amplio's project with FAO to raise awareness on women's land rights, her family has given her land to cultivate.



OUR MISSION

AMPLIO'S MISSION IS
TO EMPOWER THE WORLD'S
MOST VULNERABLE
COMMUNITIES THROUGH
KNOWLEDGE SHARING



Design and collaboration for **SOCIAL & BEHAVIOR CHANGE**

In 2022, we created positive social change through innovative partnerships and digital solutions. Our programs grew, and so did our impact.

We collaborated with the UN Food and Agriculture Organization (FAO) to strengthen women's land rights in Uganda. In Senegal, we partnered with Tostan to share parenting tips and explore using Talking Books to provide access to their entire curriculum for rural communities across West Africa. Our partnership with CARE Bangladesh demonstrated that a single Amplio Talking Book could be used to provide health and nutrition information to over 2,000 people.

In December, Amplio presented at the Social and Behavior Change Communications Summit in Morocco—and previewed a new open source digital platform for Social and Behavior Change (SBC) programs.

Your generosity continues to empower rural communities through knowledge sharing, inclusive technology, and strong partnerships.

With gratitude,

Cliff Schmidt
Founder and Executive Director



<< Phoebe Balagumyetime (Ghana Health Service) with Toffic Dapilaah and Fidelis Da-uri (Amplio) at the SBCC Summit.

OUR IMPACT

OUR TALKING BOOK PROGRAM
HAS NOW REACHED **2 MILLION**
PEOPLE ACROSS **14 COUNTRIES**.

In 2022, we continued to use the power of Amplio Talking Books to reach rural communities around the globe, share essential knowledge, and deliver Social and Behavior Change solutions. Together with our partners, we educate and empower people to address their greatest needs.





2022 AT A GLANCE

WE GO THE EXTRA MILE TO ENSURE INCLUSIVE & EQUITABLE LEARNING OPPORTUNITIES



611,923

people reached through Amplio technology and rural development programs

29

local languages spoken in Talking Book content

13,324

user feedback messages recorded on Talking Books by program participants

75%

of Amplio Talking Book users were women and girls

90%

of partners agree that Amplio's technology helped them reach people they were previously unable to reach

95%

of partners agree that Talking Books helped bridge the gender digital divide



From top: Navigating a washed out road in Ghana; Amplio staff in Morocco; FAO and Amplio's presentation for the UN Committee on the Status of Women in NYC.



2022 GLOBAL FOOTPRINT

In 2022, we partnered on **21 Talking Book projects** to share life-enhancing knowledge with **611,923 people** in **11 countries**.



HAITI
1 PROJECT
5,562 PEOPLE



BANGLADESH
1 PROJECT
152,415 PEOPLE

SENEGAL
1 PROJECT
1,197 PEOPLE

LIBERIA
2 PROJECTS
48,685 PEOPLE

GHANA
7 PROJECTS
278,768 PEOPLE

NIGERIA
1 PROJECT
600 PEOPLE

ZAMBIA
1 PROJECTS
15,518 PEOPLE

UGANDA
1 PROJECT
11,020 PEOPLE

ETHIOPIA
3 PROJECTS
88,423 PEOPLE

KENYA
2 PROJECTS
9,000 PEOPLE

MALAWI
1 PROJECT
3,335 PEOPLE



BOARD OF DIRECTORS

Tawiah Agyarko-Kwarteng	Dena Morris
Tim Akinbo	Sylvia Omulo
Livia Benavides	Kevin Reed
Christine Chew	Margo Schneider
Tony Cavaliere	Cliff Schmidt
Paul Cotton	Revi Sterling
Ann Ford	David Vogel
Steven Larky	

OFFICERS

Christine Chew, Chair
Dena Morris, Vice Chair
Cliff Schmidt, President
Tim Akimbo, Secretary
Line Kewe, Treasurer

WHAT WE DO

Amplio Network is a nonprofit organization sharing knowledge through audio technology to empower rural communities around the world. Our signature Amplio Talking Book program is recognized as an inclusive digital solution for people with low literacy.

Based in Seattle, with a country office in Ghana, we partner with international and local organizations, including government agencies, to design and deliver sustainable development programs across sectors.

In Ghana, we work on every aspect of a project, from formative research and audio content creation to program planning and evaluation. In other countries, we do tech training, support, and data analysis, and offer services to amplify reach and impact.



The Amplio Talking Book device uses icons and audio prompts to guide the user—and also collects usage data and user feedback.

Delivering Talking Books



"Talking Books taught us about good governance and loan procedures. We used to have a lot of problems, now members understand there are rules to taking out a loan as outlined in the group's constitution."

PARTICIPANT, ICOWASH 2.0 PROJECT, NORTHERN GHANA





FOOD SECURITY, NUTRITION & SUSTAINABLE AGRICULTURE

Ethiopia Digital Agriculture Pilot – Sasakawa Africa Association

SAA piloted Talking Books to strengthen agricultural extension, collect feedback, and improve programming in the Oromia and SNNP regions. Farmers say their knowledge of agricultural innovation has been transformed through training sessions on the device.

Market Oriented Agricultural Program – GIZ

Amplio Ghana wrote and produce 34 radio programs on agri-business topics to support GIZ's work in northwestern Ghana, with a focus on value chains for cashews, groundnuts rice, mangos, sorghum, soybeans, and vegetables.

Nandom Agriculture Project – Nandom Agriculture Development Unit

Amplio Ghana provided Talking Book devices, training, and audio content to support Nandom Municipal's agriculture extension efforts. NADU extension workers used Talking Books to share local language messages on agriculture topics.

Joint Action for Nutrition Outcomes Project – CARE Bangladesh

In Bangladesh, 208 women volunteers used Talking Books to facilitate learning for 152,415 mothers, adolescent girls, farmers, and others, to improve nutrition, health, and food security. The project has seen a 48% increase in dietary diversity for children, with 87% of women and girls participating in nutrition services.

Obulesi Bulahi Project – CBCC Africa

Obulesi Bulahi is a USAID-funded Advancing Nutrition project in Kenya. Grandmothers were identified as key influencers for maternal and infant nutrition, which was reflected in the messaging deployed on Talking Books.

ADAPT II Project – Mercy Corps Nigeria

To reduce infant and children malnutrition, Mercy Corps is using Talking Books to share good nutrition practices with mothers and fathers in peer support groups. The project is part of a USAID-funded initiative to address humanitarian needs in northeast Nigeria.

<< From top: Farmers in Ethiopia benefit from digital extension services; a volunteer in Bangladesh shares nutrition messages; a mothers group in Nigeria.



HEALTH EDUCATION

CHPS Health Education Expansion – UNICEF Ghana and Ghana Health Service

Amplio partnered with UNICEF and Ghana Health Service to strengthen health education quality and outreach in the Upper West Region. Amplio Talking Books were distributed to 27 community health compounds and 20 mobile units, enabling nurses and volunteers to share consistent and accurate health messages with over 100,000 people. To build capacity for GHS, Amplio is training health officers on how to produce audio messages for health initiatives.

Integrated Risk & Emergency Response – UNICEF and Ghana Health Service

In response to disease outbreaks, Amplio deployed Talking Books in 10 districts in the Upper West Region. Topics included yellow fever, COVID-19, and polio risks, treatment, and prevention, reaching 156,516 people.

Health Education Pilot – UNICEF Ethiopia

Amplio partnered with UNICEF Ethiopia to support health education and outreach in the Somali Region. Talking Book devices were distributed to community health officers and mentor mothers in under-resourced districts. The project reached over 100,000 people with messages on maternal, newborn, and child health, nutrition, cholera, and hygiene.

Community Level Malaria SBCC Project – Ghana Health Service

Amplio Ghana partnered with GHS to support the National Malaria Control Program with a social and behavior change communication campaign in Sissala West District, Upper West Region. Our team conducted SBCC activities in schools, mosques, churches, and community durbars, and supported data collection on pregnant women. Ghana's Ministry of Health recognized the project as a national model for financial transparency, value, and reporting.

<< From top: A nurse in Ghana; a mentor mother in Ethiopia; and community health workers in the Upper West Region, Ghana.



"The Talking Book is a tool that came along at the right time. I used it to train my community health volunteers to engage parents in listenership."

COMMUNITY HEALTH NURSE, UPPER WEST REGION, GHANA

Photo: An Amplio Talking Book training session to support health officers in resource-strapped rural districts. Upper West Region, Ghana



LITERACY, EARLY LEARNING & YOUTH EMPOWERMENT

Adolescent TALK III Project – VSO Zambia

Peer educators used Talking Books to engage, inform, and empower young people (ages 10-24) to make decisions about their sexual and reproductive health and rights. Talking Books have helped to improve message quality and reach, data collection, and engagement.

Biotisho Project – UNICEF Kenya

Led by CBCC Africa, Biotisho aims to improve the nutrition status of adolescent boys and girls in Samburu County. Amplio Talking Books are integrated with radio and SBC materials.

Ready2Read Malawi – ILC Africa

Amplio partnered with ILC Africa and the Association of Early Childhood Development in Malawi to educate, engage, and empower parents, caregivers, and children to improve kids' literacy and early learning. The project was supported by All Children Reading: A Grand Challenge for Development.

Responsive Parental Practices - Tostan

In Senegal, Amplio partnered with Tostan to improve good parenting practices, children's rights, and children's literacy. Funded by Bezos Family Foundation, with Vroom Tips on Talking Books, the project emphasized ways to include children's learning time throughout the day. Communities have seen a boost in school enrollment and parent engagement.

Better communication between parents and children, and spouses, helped reduce violence in the home, leading to happier families.



<< From top: Nandom extension workers; kids in Malawi; and a Talking Book training seminar in Senegal.



COMMUNITY RESILIENCE

ASARANGA Project - CARE Haiti

In Grand'Anse, one of the country's poorest regions, CARE Haiti used Talking Books to help improve knowledge and awareness about nutrition, agriculture, financial literacy, good governance, maternal and child health, and more. Farmers partnered with agricultural extension agents to share Talking Books with agricultural collectives, mothers groups, and Village Savings and Loan Associations.

ICOWASH 2.0 - Catholic Relief Services

In Ghana, Amplio partnered with CRS to help 100 Savings and Internal Lending Communities adopt new knowledge and behaviors for good governance, financial literacy, hygiene and sanitation. An unexpected outcome is men's increased support of menstrual hygiene.

Sahel Spillover Crisis Response Program - UNICEF Ghana

The humanitarian crisis in the central Sahel (Burkina Faso, Mali, and Niger) is spreading to previously unaffected countries, including Ghana. Armed conflict is threatening lives and livelihoods, and disrupting access to health, water, nutrition, education, and other social services. In response, UNICEF Ghana led a multi-stakeholder initiative to build resilience in at-risk communities. Our Ghana team worked UNICEF and government agencies to support community outreach, knowledge sharing, and social and behavior change communications for 200 communities and related institutions, across 20 districts in three regions.

Issues covered: humanitarian and disaster response, children's rights, health, hygiene and sanitation, adolescent sexual and reproductive health, security resilience, and more.

<< From top: a mothers group in Haiti; ICOWASH 2.0 participants; a message design workshop for the Sahel Spillover project led by Amplio Ghana.



WOMEN'S EMPOWERMENT

BERHAN Project - CARE Ethiopia

The BERHAN project empowered women and girls in the Amhara region to safely exercise their sexual and reproductive health and rights. The project addressed social norms and practices such as female genital cutting and early marriage, reaching 12,600 people.

Liberia Women's Land Rights & USAID LEVERAGE Projects - Landesa

Amplio partnered with Landesa to raise awareness about women's land rights and gender equality in Liberia. Landesa first deployed Talking Books in 2020 to continue their programming during the COVID-19 pandemic and quickly expanded use of the devices to reach thousands of people across rural Liberia. With funding from USAID's Land Evidence for Economic Rights, Gender, and Equality (LEVERAGE) initiative, Landesa ran a related campaign in Bong County. Topics explain the Land Rights Act, including women's rights, how to map land, alternative dispute resolution, inheritance laws, and more.

Women for Change - CARE Ghana

Amplio partnered with CARE to pilot Talking Books in the Brong Ahafo region. The devices were distributed to Village Savings and Loan Associations to raise awareness and adoption of recommended practices for financial literacy, health, gender roles, and child protection.

Uganda Women's Land Rights Pilot - UN Food and Agriculture Organization

Amplio partnered with FAO to pilot Talking Books as a way to strengthen women's land rights. The devices were shared by Farmer Field Schools, Watershed Management groups, and households in two districts in the West Nile region. The pilot showed the Talking Book's potential to reach rural communities with vital land rights information and influence social and gender norms. Evaluation data showed a 30% increase in land rights knowledge across all target audiences—with a 64% increase for women. Data also showed a shift in attitudes, with more awareness and support of women's land ownership and gender equality.

<< From top: Community animators in Liberia; a woman farmer in Liberia; and a farmer field school group in Uganda.



"I told my husband, there is some interesting information on this Talking Book. What do you think about it? He started listening and he was amazed. Today what has changed in our family is that we plan together. He listens to my ideas."

IRENE DROPIA, NYARINI FARMER FIELD SCHOOL, UGANDA

Photo: Solomon Omodi, a district director for our FAO Uganda pilot project, leads a Talking Book training session for a farmer field school group.



R&D

DESIGN WITH THE USER, BUILD FOR SUSTAINABILITY

Amplio follows best practices for digital development. In 2022, we released a new version of our Amplio Talking Book device. The "ATB2" has a rechargeable battery and an Arm Cortex M4 processor for greater sustainability and data security.

We also began research and development for **SBC Impact Designer**, an open-source digital platform to help NGOs design and collaborate on social and behavior change initiatives. We presented at an international conference and invited participants to join us and co-design the software as SBC advisors.

<< Amplio Ghana country director Gumah Tiah (seated) visits with colleagues at the SBCC Summit in Morocco

OUR COMMUNITY OF SUPPORTERS

Ainslie Schmidt
Alyson Chapin
Andrew Liu
Anthony Cavaliere & Ellen Look
Arm
Arje Cahn
Arthur Tao
Barbara Barry
Bea Covington
Brendan MacLean & Collette
MacLean
Bruce Snyder
Bryan White
Cassandra Dakan
Cathy Cotton & Paul Cotton
Christine Chew & Chee Chew
Christopher McAllister
Chuck Nordhoff
Cliff Woolley
Clifford Schmidt
Clifford Schmidt Sr.
Cyndy Ross
David Blevins
David Thompson

Deborah Reed
Delia Frees
Dena Morris
Eddie O'Neil
Emilie East
Eric Newcomer
Erika Warner-Court
Erin Chapple & Jamie
Chapple
Gabrielle Rocap & Paul
Borghesani
Garrett Rooney
George Snelling
Good Today
Hanna Hwang
Henri Yandell & Carolyn
Yandell
Hilary Karls
Jay Bruns
Jeff Lubetkin
Judith Yanowitz & Harry
Hochheiser
Karen Gielen
Karl Yen

Kevin Phaup
Laurin Jones
Leah Choi
Livia Benavides
Margo Schneider
Mark Dawson
Mark Griffith
Mark Rafn
Mary Greenlaw
Michael Busch & Carolina
Janssen
Michael Roberts
Mike Foster & Becky Foster
Mingsun Liu
Monica Alcabin
Nagesh Susarla
Nancy Chan
Nancy Kevorkian
Nancy Simon
Paul Fremantle
Peter Stewart
Pierre Palatin
Rachel Smith
Rao Remala

Ray Myers
Rich Feit
Robin Schachter
Rowe Family Innovation
Trust
Sarah Ewart
Sarah Revi Sterling
Sarah Surwit
Serge Knystautas
Simone Maritza Missirian
Stephanie Hillman
Steven Larky
Sylvia Omulo
Tamara Reed & Kevin Reed
Tawiah Agyarko-Kwarteng
Terri Johnston
Tim Akinbo
Timothy Cheng
Vanessa Casavant
Vijay Vaidyanathan &
Sheena Vaidyanathan
VoLo Foundation
Walter Impert
Zach Walters

“ Amplio empowers people who might not otherwise have a way to access information. For us, that’s always been compelling. ”

BRIAN BEHLENDORF & KATE MILLER



DRIVING IMPACT & INNOVATION

ARM

An Amplio donor for more than a decade, Arm is the leading technology provider of processor IP. Arm fosters **social impact and innovation** through digital technology and partnerships. In 2022, Arm supported R&D for an open source digital platform to help development experts plan and collaborate on SBC initiatives.

ROWE FAMILY INNOVATION TRUST

Senior software engineer and philanthropist William Rowe and his family trust created a matching gift to inspire the Apache Software Foundation's **open source community** to support Amplio's software development.

VOLO FOUNDATION

VoLo Foundation focuses on **climate solutions, education, and global health**. VoLo's deep investment in Amplio and our Talking Book program over many years has provided a foundation for our success. We share their vision of a world where all people have access to a sustainable environment, education, and health services.

PAUL & CATHY COTTON

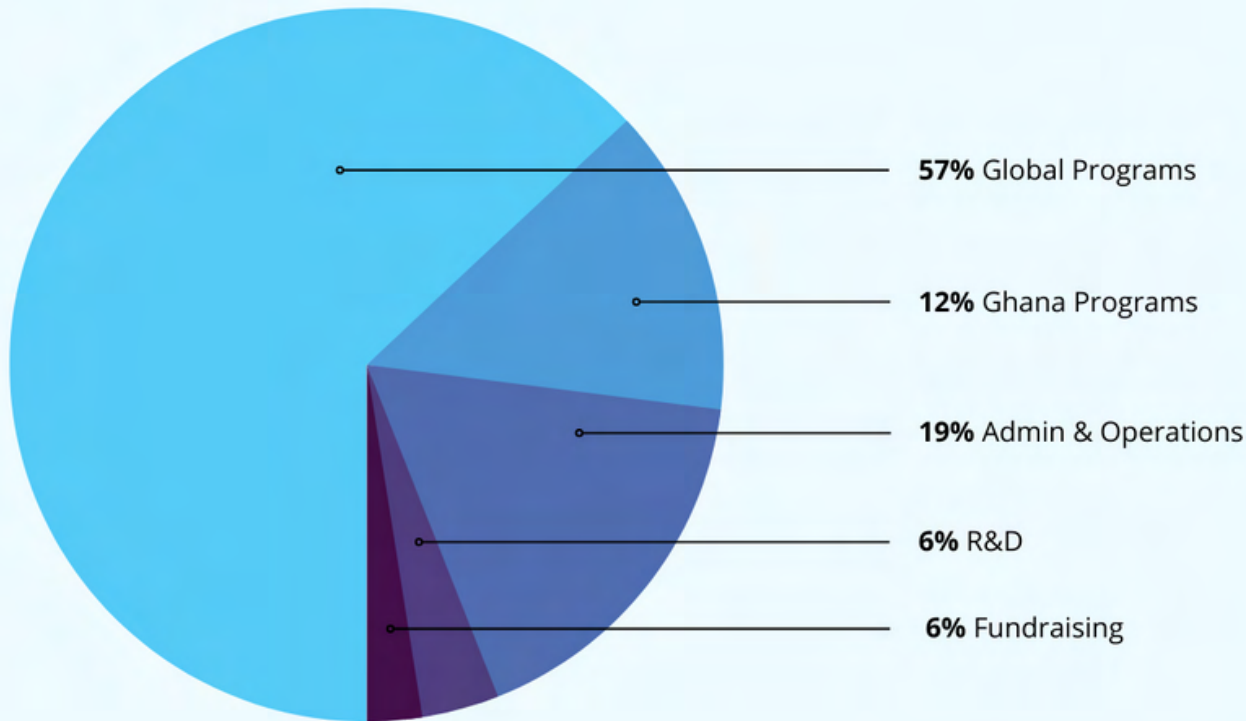
The Paul & Cathy Cotton family made a generous gift to **advance women's land rights in Uganda** in partnership with the UN Food and Agriculture Organization. They also made a matching gift to increase support for our SBC software initiative.

<< From top: filming a project video in Ghana; presenting at the SBCC Summit; and engaging men in women's land rights in Uganda.

FINANCIALS

In 2022, we invested **\$1,083,126** to share knowledge and transform lives through innovative technology, programs, and services.

ALLOCATION OF EXPENSES



*Total investment of \$1,083,126



We're proud to receive the highest possible ratings from Charity Navigator and Candid (Guidestar). Transparency and responsibility are Amplio core values. It's important to us as an organization to ensure that our donors and global partners know we are accountable.

[View our Candid/Guidestar profile >](#)

[See our Charity Navigator profile >](#)



Going the extra mile for **RURAL EMPOWERMENT**

Congratulations to our community of supporters, partners, our team, and founder Cliff Schmidt as we achieve another milestone: Amplio has now served over two million people through our innovative technology and programs.

From the start, Amplio has worked to address global poverty and illiteracy. With a Ghana country office, we partner across Sub-Saharan Africa (and beyond) to engage, inform, and empower the poorest rural communities with the lowest literacy rates. There's also a gender gap: Of the 773 million adults worldwide who can not read, nearly two-thirds are female. That's why women comprise at least 75% of Amplio Talking Book program participants.

In 2023, we will continue to advance digital inclusion, while sharing knowledge people can use to improve their lives in so many ways. We look forward to exciting new projects, including Social and Behavior Change (SBC) initiatives that will deepen our work and offer more collaboration and locally-led solutions with the communities we serve.

The future is bright. Let's amplify opportunities for rural women and communities to learn and thrive.

Christine Chew
Board Chair



« Amplio's technology help bridge a gender digital divide, enabling rural women to make informed decisions about their lives.

WITH GRATITUDE

From the beginning, it's been our mission to help people challenged by poverty, remoteness, and low literacy acquire knowledge to address their greatest needs. Today, thanks to our incredible network of supporters, partners, and the entire Amplio team, we continue to make a difference for the world's most vulnerable and hard to reach rural communities.

In 2023 and beyond, we will remain steadfast in our goals to broaden our reach, [amplify knowledge](#), and empower more people to transform their lives.

Thank you for helping us go the extra mile.



 **AMPLIO**

Amplio Network is a 501(c)(3) nonprofit, EIN 26-1335205

[DONATE NOW](#)