



# amaze

## Impact Report

*Updated January 2025*

**Dear Supporter,**

***Here at AMAZE, we believe in the power of honest sex education and its ability to help young people navigate adolescence and grow into healthy young adults.***

Unfortunately, in the United States and around the world, sex education is too often censored, modified, or taught from an adult perspective. AMAZE is designed to harness the power of digital media to provide young adolescents around the globe with medically accurate, age-appropriate, affirming, and honest sex education they can access directly online for free—regardless of where they live or what school they attend.

AMAZE also continues to assist adults—parents, guardians, educators, and health care providers—to communicate effectively and honestly about puberty, sexuality, and relationships to the young people in their lives.

In 2024, AMAZE continued to expand its reach around the globe, partnering with community-based organizations, international NGOs, nine governments (Jamaica, Ecuador, South Africa, Zimbabwe, Cambodia, Vietnam, Bangladesh, Lebanon, and Georgia), and seven different UN agencies. Out of our 278 videos originally made for the U.S., we have created nearly 2,000 different adaptations in more than 70 languages and dialects. Views of AMAZE videos have reached into the hundreds of millions since our launch in 2016. Staff implement innovative strategies to put AMAZE videos in front of hard-to-reach young people, by:

- Geo-targeting AMAZE video ads to youth in regions of the U.S. where schools have restricted what can be taught in sex education
- Co-creating and disseminating 50 comic books in Ecuador to complement respective adapted videos and provide an offline resource for use in areas with limited internet access
- Collaborating to get AMAZE videos shown on public television in Mexico, South Africa, Ukraine, and Togo
- Partnering with health care providers to bring AMAZE into their waiting rooms and electronic record systems
- Incorporating AMAZE into seven mobile phone apps and multiple curricula used in schools and by community-based organizations around the world

Advocates for Youth is proud to spearhead the AMAZE project, helping to bring young people and their adult allies—regardless of where they live—free educational resources that are honest, often humorous, and always youth-centered.



***We thank you for your support and hope that you will partner with us again.***

**With warm regards,  
Deb Hauser  
President, Advocates for Youth**

## Vision

AMAZE envisions a world that recognizes child and adolescent sexual development as natural and healthy, a world in which young people everywhere are supported and affirmed, and the adults in their lives communicate openly and honestly with them about puberty, reproduction, relationships, sex, and sexuality.

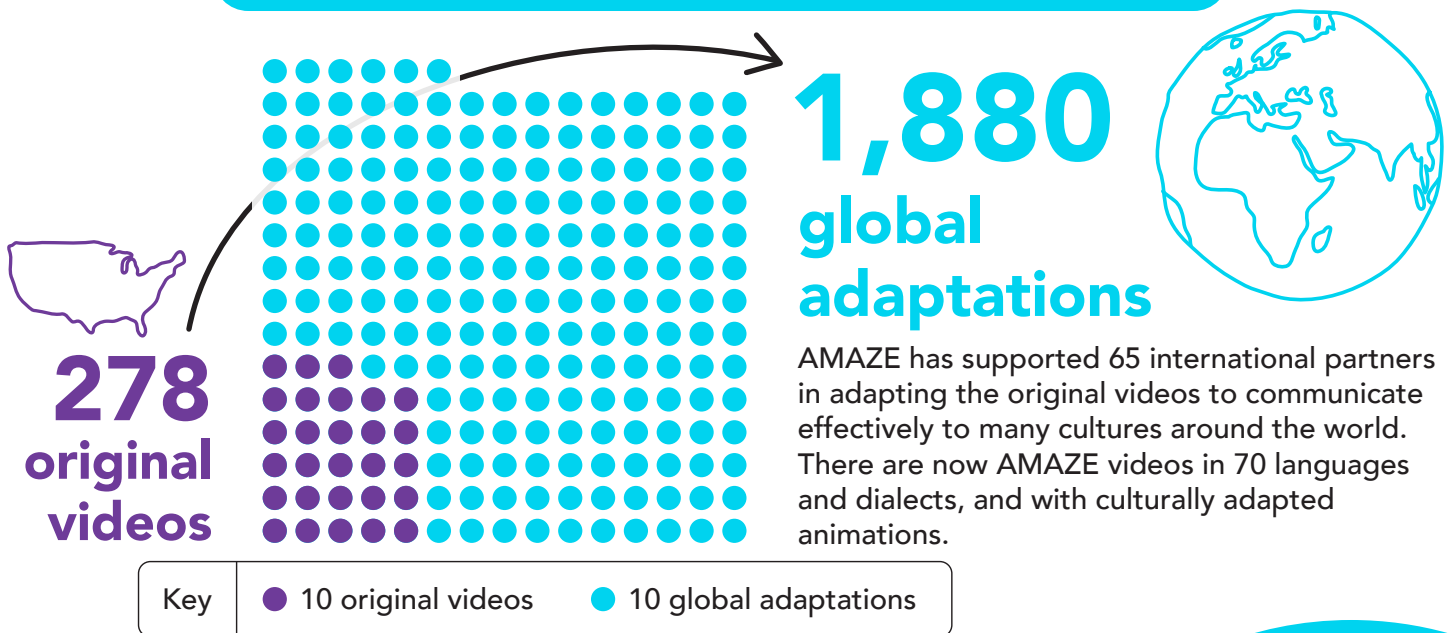
In such a world, young people across the globe would have free access to the information and support they need to develop into sexually healthy adults.

## Mission

AMAZE harnesses the power of digital media to provide young adolescents around the globe with medically accurate, age-appropriate, affirming, and honest sex education they can access directly online for free—regardless of where they live or what school they attend.

AMAZE also strives to assist adults—parents, guardians, educators and health care providers around the globe—to communicate effectively and honestly about sex and sexuality with the children and adolescents in their lives.

## The Global Growth of AMAZE



## The Results

Our partnerships around the world now include:

**7** different  
**United Nations**  
agencies

more than  
**50**  
**NGOs**

**9** countries'  
**Ministries**  
of Health,  
Education,  
or Youth

**200+**  
**million views**  
around the world

# AMAZE uses three strategies to reach young people in the U.S.

## Youth Ambassador Input

Staff consult with AMAZE Youth Ambassadors (ages 10-16) to learn what topics they and their friends are discussing and then create content about these topics, including high-quality animated videos that are engaging, honest, and inclusive (and if we can make them funny, even better!)



How to Properly Put on a Condom



Decoding Dudes: Debunking Masculinity



Tampons and Pads and Cups, Oh My!

450K views!



Building Confidence

Davey Awards 2024 Gold Winner!

We often animate these videos in a way that can be easily adapted abroad (using a diversity of characters, universally recognized imagery, and avoiding U.S.-specific references).

## Geotargeting

AMAZE geotargets videos to young people in states with restrictions on sex education.

As U.S. schools continue to be a primary target of the culture wars, comprehensive sex education has often come under attack with states such as Florida banning certain topics young people need.

AMAZE responded by geo-targeting ads featuring popular AMAZE videos to affected zip codes, ensuring youth in those states are still getting some of the education and information they need to grow into sexually healthy adults.

In 2024, the ads reached 434,000 young people in targeted states.



## Resources for Adults

**AMAZE nurtures relationships with parents, educators and health care providers by helping them use the videos to have open, honest conversations with young people.**

Our online SexEdCon gathers nearly 1,000 sex educators across the U.S. for in-depth sessions on how to use AMAZE in the classroom. We also create lesson plans for teachers to pair with videos, and released a toolkit specifically on how to use AMAZE resources while homeschooling.

We partner with Johns Hopkins University to evaluate how providers use AMAZE videos in their clinics; El Rio Health Centers in Arizona to play AMAZE videos in their waiting rooms and lobbies; and have trained over 600 healthcare providers on how to use AMAZE to improve youth-friendly services.

We partner with schools, departments of health, and universities in Oregon, Washington, and Minnesota to deliver unique AMAZE videos tailored to their exact needs.



## Stats from the U.S.

**100+**  
**million views**

on YouTube, social media channels, and in thousands of classrooms, doctors' offices & waiting rooms nationwide



Released

**20** new videos in 2024

covering topics including condoms, menstruation, deciding when/if to have sex, over-the-counter birth control pills, recognizing abuse in relationships, and several videos on body image and self-esteem.

AMAZE now has **278** videos on the U.S. YouTube channel

supports more than **30** Youth Ambassadors

per year, to provide valuable insights on video topics, animation, design, marketing, and social media. Youth Ambassadors engage their friends to review AMAZE videos, and they have represented AMAZE with the media, at conferences, on live social media streams, and on parenting and teen podcasts.

**334,000** followers and subscribers

across our U.S.-focused YouTube, newsletter, TikTok, Instagram, X, and Facebook pages.



# Stats from Around the Globe

**65**  
international  
partners

using AMAZE videos

**25** of these partnerships  
were established in 2024!

**1,880**  
adaptations

of AMAZE videos made  
around the globe to date, in

**70** languages  
and dialects!



Staff presented  
about AMAZE at

**11**  
in-person  
conferences  
around the world



**9** countries where  
Ministries of Education, Youth, or Health  
are engaging in AMAZE content production or adaptation:





**300**

original videos around the globe including both U.S. videos and original videos by international partners with AMAZE staff assistance!



**51**

**COMICS**  
produced  
from  
AMAZE  
videos



**TOGO**



**UKRAINE**

AMAZE videos are now shown on

# TELEVISION

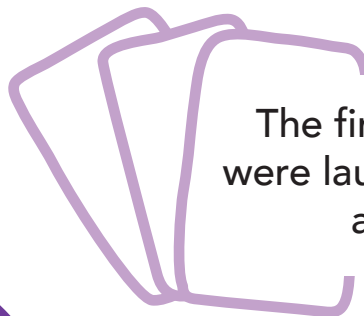


**MEXICO**

in four countries!



**SOUTH AFRICA**



The first-ever **AMAZE CARD GAMES** were launched: *Somos AMAZE* in **Mexico** and *Bold Spaces* in **Nigeria**



**HUNDREDS OF MILLIONS**

of views worldwide!

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## Around the World

Highlights of our global partnerships,  
achievements, and impact in regions  
around the world







# Highlights from Latin America & the Caribbean

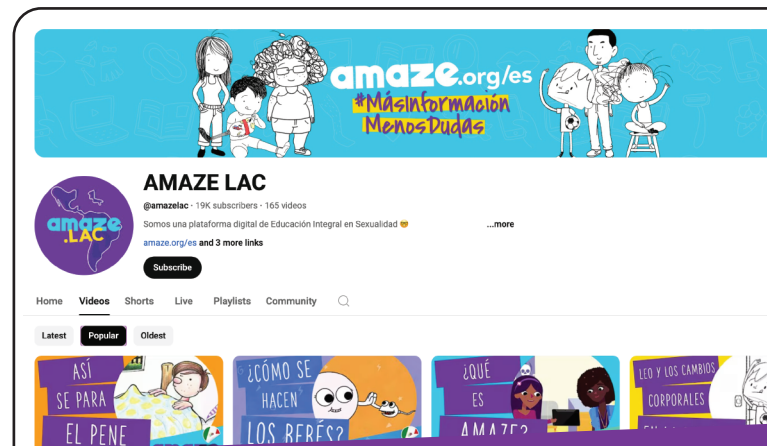
In 2024, AMAZE collaborated with partners in Chile, Peru, Bolivia, Ecuador, Mexico, Guyana, and Jamaica on the adaptation of 23 AMAZE videos, the creation of 20 new AMAZE videos, and the expansion of complementary resources for the region.

AMAZE has worked with Ministries of Education in Jamaica and Ecuador to facilitate the adaptation, creation, and dissemination of AMAZE resources to support Comprehensive Sexuality Education in schools.



In partnership with MSI Mexico, AMAZE pilot tested and disseminated “Somos AMAZE,” a new card game designed to help very young adolescents learn about sexual and reproductive anatomy.

AMAZE has specific Spanish-language YouTube and social media channels for Latin America and the Caribbean managed by regional partner, Fòs Feminista. The content has received 850,000 views on YouTube and reached 1.3 million people on Instagram.



# Highlights from Africa

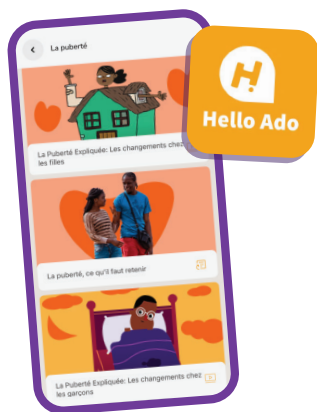


**AMAZE collaborates with partners in Togo, Ghana, Democratic Republic of the Congo, Zimbabwe and Equatorial Guinea. New partnerships have been cultivated in Botswana, Kenya, Cameroon, Equatorial Guinea, Namibia, and South Africa.**



Across the African continent, more than 4.6 million people have seen or used AMAZE resources. Specific YouTube, TikTok, and Facebook channels for the Africa region have reached 2.6 million people.

In Togo, 1,000 educators were trained on integrating AMAZE videos within sex education lectures in schools, 1,500 healthcare providers were trained on using AMAZE resources, and 800 peer educators were trained across the country.



AMAZE has been integrated in UNESCO West and Central Africa's *Hello Ado* app (pictured on the left), the Togolese Association for Family Welfare (ATBEF)'s local app *InfoAdoJeunes*, and UNESCO Malawi's Chatbot on WhatsApp.

In Eastern and Southern Africa, AMAZE collaborated with Jhpiego and the Ministry of Health and Childcare in Zimbabwe to develop a new video on HIV testing services for young people.



AMAZE collaborated with UNESCO Malawi on the integration of 60 AMAZE videos on the *CSEbytes* microlearning platform for young people.



# Highlights from East Asia and Southeast Asia

AMAZE has expanded existing partnerships in Cambodia, Japan, Lao PDR, Thailand, and Vietnam. New collaborations are being cultivated in Fiji, Malaysia, and Taiwan.

MSI Vietnam uploaded 50 dubbed and subtitled videos on to their sexual and reproductive health portal, "Like it is - Nó là thế đó!" The portal is available to all health professionals in Vietnam and includes links to podcasts, factsheets, and professional courses.



AMAZE launched the first adapted videos for the Oceania Region in partnership with the U.N. Family Planning Agency of Fiji, Australian Aid, and the Australian Broadcasting Corporation. The videos have been carefully adapted, ensuring the clothing, food and background images are representative and culturally relevant.

AMAZE's long-time partner in Japan, the Program for Ideal Life through Communication & Networking (PILCON), has recently adapted ten additional AMAZE videos into Japanese and is releasing them on TikTok and YouTube, receiving over 25,000 views in three months.



Highlights from

# South Asia

AMAZE is working with multiple partners across India and fostering partnerships in Bangladesh, Maldives, Nepal, and Sri Lanka.



Through the work of numerous partners, AMAZE now has videos dubbed into **Bengali, Hindi, Kannada, Ladakhi, Marathi, Nepali and Tamil**. Combined, these languages are spoken by 850 million people in India.



In collaboration with the U.N. Family Planning Agency (UNFPA), AMAZE launched its first videos in Bangladesh and Sri Lanka in 2024.

AMAZE videos were included in USAID's 4-year MOMENTUM project to improve the reproductive health of young people in rural areas throughout India.

# Highlights from The Middle East & North Africa



**AMAZE continues to expand its Arabic-language catalog in Egyptian and Levantine Arabic, the two most popular Arabic dialects.**

AMAZE works with SALAMA (Lebanese Association for Family Health) to continue the expansion of Arabic-language videos for use in the MENA region, including six adaptations of the shorter video series, #AskAMAZE:

**What Is Self Care?**

**Breaking Up Over Text**

**What Is Circumcision?**

**I Use Deodorant: Why Do I Still Stink?** (pictured above)

**Why Does It Burn When I Pee?**

**What Causes a Red Bump Down There?**



AMAZE videos were screened in U.N. refugee camps, supporting Syrian and Palestinian refugee populations.

With our partner Love Matters Egypt, AMAZE has launched 18 Egyptian dialect dubbed videos which include sign language.



# Highlights from Europe



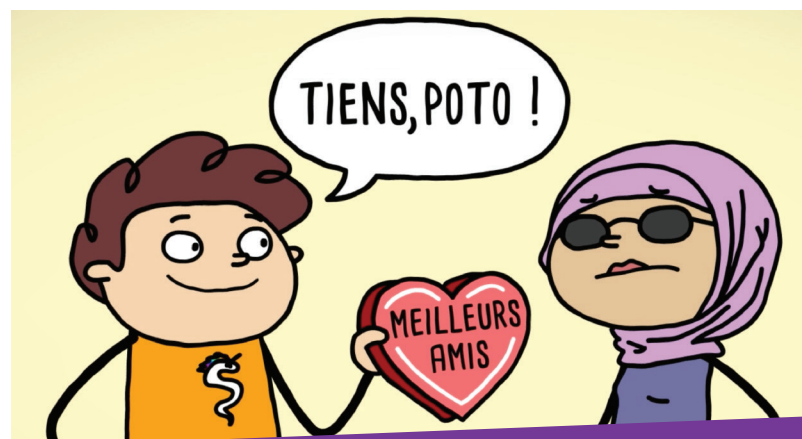
**AMAZE collaborates with partners in France, Georgia, Greece, North Macedonia, and Cyprus, and has forged new partnerships in Armenia, Lithuania, and Ukraine.**

AMAZE has expanded its reach in Greece and Cyprus, in collaboration with Os AIDO, Cyprus Family Planning Association, AXEPT, and the Network for Children's Rights (NCR), adapting 17 videos and creating 17 new lesson plans to support educators in their delivery of sex education.



In Ukraine, AMAZE has partnered with StopSexting to run a successful promotion campaign. They nurtured a solid social media presence, ran promo ads featuring AMAZE videos on the Kyiv Metro (pictured here), and aired the Ukrainian dubbed AMAZE videos on Megogo, the largest entertainment service in Eastern Europe, with over 55 million users.

AMAZE collaborates with Creative Handicap in France, adapting AMAZE videos by and for people living with disabilities.



# Looking Ahead

We've achieved so much. But we are not done!

## Next, we plan to:

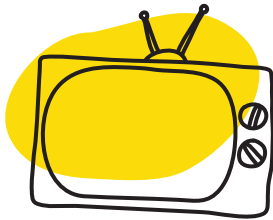


Revamp our social media accounts to reach more of Gen Alpha and explore new platforms rising in popularity around the globe



Please reach out if you have ways to connect!

Establish even more partnerships to include AMAZE videos in already-existing programs run by churches, youth clubs, school systems, and NGOs.



Advocate for more use of AMAZE videos on public television and streaming services around the globe



Create additional supplementary material to complement AMAZE videos, such as card games, curricula, and toolkits for parents



Release new videos focused on areas young people are struggling with post-pandemic, including anxiety, healthy communication, making friends, and social awareness skills.



Launch fact-based public education campaigns to respond to rampant misinformation in the sexual health space, especially on birth control, HIV, masculinity, and gender stereotypes.

# amaze.org

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phone's camera to  
find us online



**CHARITY NAVIGATOR**

Four Star Charity