

# 2024 Nonprofit Power Players

PoliticsNY and amNY Metro are proud to present the 2024 Nonprofit Power Players list. The leaders highlighted on this year's list are the driving forces behind a variety of programs and initiatives improving the lives of New Yorkers from all walks of life. Focusing on important issues such as education access, race and gender equity, affordable housing, food insecurity and more the 2024 Nonprofit Power Players are vital leaders in the fight for a better New York for all.



## **Na'ilah Amaru**

**Vice President of Advocacy, Policy, and Government Relations,  
Women Creating Change**

Na'ilah Amaru is a nationally recognized advocacy and policy strategist with over 20 years of impact across government and nonprofits. She has led transformative campaigns and held executive roles that empower underserved communities, amplifying their voices in policy and budget conversations. A champion for racial equity and gender justice, Na'ilah works tirelessly from local neighborhoods to Capitol Hill to turn ideas into action, build cross-sector and community-led coalitions, and drive systemic change.

### **What is your favorite thing about working in the nonprofit sector?**

Working in the nonprofit sector gives me the chance to make real change happen from the ground up. I started as a front-line direct service worker and have since taken on roles as a nonprofit executive, consultant, and legislative advocate for both local and national organizations. This range of experience has only strengthened my commitment to elevating community voices, building coalitions that support underserved communities, and advocating for policies that truly reflect their needs.

### **How can policymakers support your organization?**

Taking an intersectional approach to policy-making means recognizing and addressing the overlapping challenges of race, gender, and economic status that underserved women face. By crafting policies that reflect these realities, we create a community where all women – especially those who are often marginalized – are represented and empowered. This vision aligns with Women Creating Change's mission to build an inclusive, equitable society where women have a strong voice in shaping their communities.

### **What was your organization's biggest accomplishment in 2024?**

Women Creating Change expanded its reach into grassroots and political spaces by partnering with local organizations across New York City, creating pathways for women to actively participate in civic decision-making. WCC also released several data-driven reports that offered valuable insights to elected officials and advocates, helping them address the needs of underserved communities. These efforts reflect WCC's commitment to equipping women with the tools for meaningful political engagement and driving policy change through informed advocacy.