

Company: Amy Murphy West Palm Beach, FL

Nomination Submitted by: Clematis Creative

Company Description: Amy Murphy is an empowerment speaker, storytelling writer, and mindset coach who ignites your passion to achieve extraordinary results. She helps you unlock your potential, overcome limiting beliefs, and create a life filled with purpose and joy.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Social Change Maker of the Year - LGBTIQ

Nomination Title: Amy Murphy Pioneering Acceptance: Normalizing the Transgender Family



1. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 150 words used.

Amy Murphy's journey as an empowerment speaker, storytelling writer, and mindset coach is rooted in a singular mission: to normalize the transgender family and foster profound social change. For years, she has been a vital voice in the LGBTQIA+ movement, leveraging her unique perspective as a cisgender partner to an empowered transgender spouse to bridge understanding and acceptance. Her work has consistently focused on translating complex issues into relatable human stories, creating a powerful framework for empathy. Past performance is marked by a steadfast commitment to creating inclusive environments where transgender families are not just accepted, but truly integrated and celebrated. Through her public speaking and writing, she has directly influenced countless individuals, providing tools to overcome societal barriers and cultivate lives filled with purpose. Amy's history reveals a sustained, impactful effort to champion the normalcy and dignity of transgender families, making her a vital and enduring voice for change.

2. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 245 words used.

Amy's impactful achievements center on her tireless dedication to normalizing the transgender family. Her work has demonstrated a clear shift from sharing her personal narrative to actively empowering others and driving community-level change.

A significant milestone is her powerful personal narrative, shared with her spouse Ali, which has been featured in major publications like the *Los Angeles Tribune* and the *NYC/Seattle Independent*. These articles illuminate their transformative love story and unwavering commitment to authenticity, serving as a beacon of resilience for countless individuals.

Amy's advocacy also extends to tangible resources. She established the **Normalizing the Transgender Family Initiative**, a new public program that provides a support hub for families navigating a loved one's transition. In a powerful move to create a safe space, Amy launched a private Substack, "**Beyond the Reveal**," exclusively for spouses of transgender people. The inaugural post garnered over 6,000 views, a powerful metric that highlights a significant, unmet need for this type of peer-to-peer support.

Furthermore, Amy's bestselling book, *The Wild Life*, became an Amazon bestseller within 24-hours of its release. The book has become a vital tool for change, with hundreds of readers submitting testimonials on how it helped them better understand and support their own transitioning family members. Amy also continues to broaden societal perspectives through thought leadership, as seen in the *London Digest* and in the *Miami Chronicle*. These achievements collectively demonstrate Amy's consistent impact in raising awareness, promoting acceptance, and creating a more inclusive world.

3. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 60 words used.

Gay Parent Magazine - <https://gayparentmag.com/wp-content/uploads/2025/04/GPM-May-June-2025-160.pdf>

London Digest - <https://londondigest.co.uk/2024/04/16/meatball-magic-mixing-up-kindness-and-acceptance-one-date-at-a-time/>

Miami Chronicle - <https://miamichroniclenews.com/2025/04/11/beyond-the-rainbow-a-familys-search-for-the-right-kindergarten/>

The Wild Life Book - <https://amzn.to/3SLXOwO>

Los Angeles Tribune - <https://thelosangelestribune.com/2023/12/31/loving-beyond-the-superficial-the-remarkable-story-of-amy-and-ali/>

NYC Independent - <https://nycindependent.com/2024/01/20/love-beyond-labels-navigating-the-uncharted-waters-of-transitions-marriage-and-unconditional-support/>

Seattle Independent - <https://seattleindependentnews.com/2024/01/25/love-beyond-labels-navigating-the-uncharted-waters-of-transitions-marriage-and-unconditional-support/>

London Digest - <https://londondigest.co.uk/2024/02/21/shattering-glass-slippers-beyond-binary-fairytales/>

https://ilikeyourface.substack.com/?utm_campaign=profile_chips

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 194 words used.

The achievements highlighted are significant because they represent a critical evolution in Amy's work: from a powerful personal story to a scalable, measurable force for social change. While many advocates in the LGBTQIA+ space focus on broad political or cultural issues, Amy's unique niche lies in her authentic, family-focused approach. Her work provides a powerful counterpoint to narratives that can often feel abstract, instead offering a tangible roadmap for how love and family can thrive through transition.

The launch of the private Substack, "**Beyond the Reveal**," is a particularly unique achievement. In a field dominated by public platforms, Amy recognized the need for a protected space where people could speak candidly without fear of judgment or harassment. The fact that the first post received over 6,000 views proves the profound demand for this resource, setting her apart from others who may not have recognized this specific need. This, combined with her new **Normalizing the Transgender Family Initiative**, provides a systematic vehicle for her mission, directly addressing the judges' feedback for a more sustained, organized approach. This dual strategy of public advocacy and private support makes her a uniquely effective Social Change Maker.

Attachments/Videos/Links:

[Amy Murphy Pioneering Acceptance: Normalizing the Transgender Family](#)



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