



Supporting Award USA





A note from the board

Rick A. Gulliver

Board President Award USA

The Duke of Edinburgh's International Award is the world's leading achievement award for young people aged 14 to 24. It is a voluntary, non-competitive, self-adapted and multi structured program with emphasis on the participant's management of the outcome.

The Award's proven and significant impact has been in the areas of educational attainment, improved employability, well-being and health, increased participation in civic life, and decreased crime.

The program is offered in over 130 countries with 1.3 M current participants and has inspired millions of young people to transform their lives over the last 60 years, and yet, many of you have never heard of the Duke of Edinburgh's International Award. In the USA today, we have

over 43 million young people in this age group, with many, if not all, facing a challenging future.

In just over 1 year we have accomplished a lot with 18 Award Units Licensed, organizations such as British International Schools, Boy Scouts of America councils, Military Schools, United Nations International School, Viewpoint School in CA, local Rotary clubs, local Boys and Girls Clubs, and local 4H clubs in a total of 13 states with 29 new applicants on our doorstep. We have over 75 volunteers, 600+ active award participants, and raised over \$1.4 M in our first fiscal year.

We are proud of our accomplishments but we recognize the need to expand our reach, increase our exposure, and therefore our ability to attract participants. And it is in this spirit that I seek your support. This is a ground floor opportunity to partner with us as we expand the US program to our goal of 500,000 participants in the next ten years.

With your help we can work to insure every young American is equipped for life. Join us today.

Ways to Support Award USA

Now more than ever, we need a framework to equip American young people for life. Individuals and families who make donations help Award USA to raise awareness and access to the Award nationwide. Your donation indicates you too believe that what young people learn and do outside the classroom should receive adequate recognition.






"Just do it. There's nothing to worry about."

David, Bronze Award, Maryland

Your Donation Can Go a Long Way

<div>\$500</div> <div>enables registration fees for five young people</div>	<div>\$1000</div> <div>helps one young person do their Bronze from Registration through their Adventurous Journey</div>	<div>\$5000</div> <div>starts up a new Award Unit in a new location including adult leader training, Awards USA mentoring & youth registration</div>
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Recognition levels are as follows:

<div><div></div><div></div><div></div><div>OTHER LEVELS:</div></div>					
LEVEL	Bronze Level	Silver Level	Gold Level	Award Champions	Charter Member's Circle
	Individuals, couples, families or family foundations			Bronze, Silver or Gold levels will be recognized as Award Champions	The Charter Member's Circle recognizes individuals and families
DONATIONS	\$1,000 to \$9,999	\$10,000 to \$24,999	\$25,000 to \$99,999	3-year annual pledge at Bronze, Silver and Gold	Contributions to Award USA meets or exceeds \$150,000 by the year 2019
RECOGNITION	<div>Featured on Award USA website "Support" section as a Bronze supporter</div> <div>Advance invitations to Award USA special events</div>	<div>Invitation to local Award ceremonies</div> <div>Featured on Award USA website "Support" section as a Silver supporter</div> <div>Advance invitations to Award USA special events</div>	<div>Invitation to regional Award ceremonies</div> <div>Invitation and special recognition at exclusive national gala</div> <div>Featured on Award USA website "Support" section as a Gold supporter</div> <div>Advance invitations to Award USA special events</div>	<div>Special recognition on Award USA website and newsletters</div> <div>Priority table, invitation and recognition at exclusive national gala</div> <div>Invitation to VIP reception during national gala</div>	<div>All Champion benefits plus</div> <div>Distinguished recognition at exclusive gala and invitation to VIP reception</div> <div>Invitation to International Award events</div> <div>Recognition and invitation to national Gold Award ceremonies</div>



**"I enjoyed the sense of being a family.
In Hawaii we call it ohana."**

Elvin, Gold Award, Hawaii

The Award in Business

The contributions of corporate citizens enable The Duke of Edinburgh's International Award USA to make a tremendous difference every day for young people in our community, particularly those that are marginalized or at-risk. Learn more about below, and be sure to read our latest Award in Business updates. www.usaward.org/support/corporate-partners/

Annual Partnership Opportunities

Your donation powers the Duke of Edinburgh's International Award USA to deliver the Award to all young Americans that want to participate - from those down the street, to youth across the state and throughout the country. By making an investment in the Award USA, your organization will be there for young people who are striving to become more confident and resilient, and develop their communication, problem-solving and leadership skills.

AWARD IN BUSINESS GIVING

We welcome the opportunity to discuss a corporate gift or employee giving drive. These can be customized for your organization and build on your yearly corporate social responsibility programs, global citizenship efforts, or foundation grantmaking.

AWARD IN BUSINESS VOLUNTEERING

We welcome the opportunity to bring a turn key voluntarism program to your company. Corporate volunteers serve as role models and leaders to a small group of young people through our innovative virtual award program connecting with youth through virtual platforms. Comprehensive training and support is provided. Perfect for professionals on the go, who telecommute or who can find time to be in touch but not at a set time.

Visit www.usaward.org/volunteer/ to learn more.



“These days students’ problem solve using their thumbs on a screen. Out here, a lost tent can’t be solved by Google. I enjoy seeing them overcome their mental and physical challenges.”

Jim Sumpter, Award Leader Volunteer, Florida

AWARD JOURNEY PARTNERS



AWARD DELIVERY PARTNERS



AWARD IN BUSINESS



In-Kind Opportunities



Pictured here Award USA Board of Directors L to R: Richard Gulliver, Elizabeth Higgins-Beard CEO; Major David Clarke CVO IAF Americas Regional Director, Nichelle Carr, Gregory Belton CVO, Gary Davis.

Friends of the Award

The Friends of the Award is a group of individuals and organizations who have donated gifts in-kind or have given their time and/or professional services to advance the work of The Duke of Edinburgh’s International Award USA.

There are three levels of recognition for the Friends of the Award:



Bronze
\$1,000 - \$9,999



Silver
\$10,000 - \$24,999



Gold
\$25,000 and above

Friends of the Award FY17

BRONZE FRIEND OF THE AWARD



SILVER FRIEND OF THE AWARD



GOLD FRIENDS OF THE AWARD



Income FY2017

April 2016-March 2017

Voluntary Income

Donations from Individuals 398K

Donations In Kind 89K

Grant Support

Royal Bank of Canada 90K

The Duke of Edinburgh's
International Award Foundation 93K

Other

IAF Start Up Funding 339K

Participant Fees 12K

Event Income 11K



Expenditure

PROGRAM

Training Volunteers

Virtual Award Program Launch

Legacy Site Support

Pilot Program Costs

Communications Including Website

MANAGEMENT

Office Set Up

Hire and Training of Staff

Office Operations

In Kind Legal and Consultative Services

FUNDRAISING

Award USA San Francisco Launch

Donor Outreach



"They gain confidence by being able to design their own adventure."

Jennifer Hancock, Award Leader Volunteer, South Plains Council pictured at BSA National Jamboree Award Ceremony 2017

Five Strategic Approaches to Growing the Number of Award Participants in the USA

5%

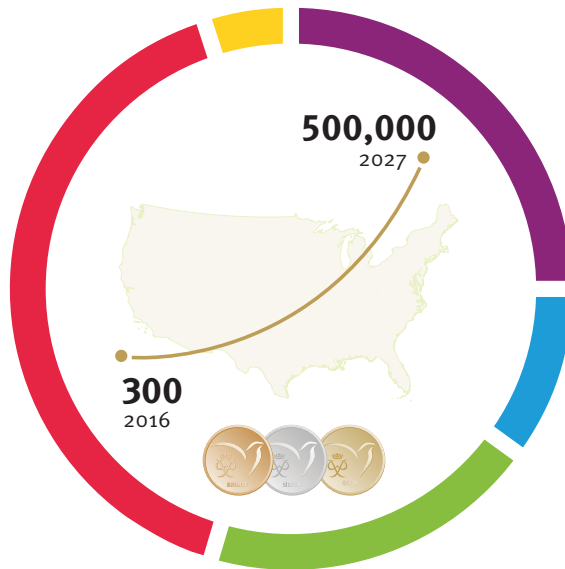
beginning 2020 - 2027

Award USA used as
Corporate Leadership
Certification for Young Staff

40%

by 2027

After School Agencies
Expanding the Award in
their National Networks



25%

by 2027

Supporting our Legacy
Programs and Growing in
their Networks

10%

beginning 2019 - 2027

Colleges and
Universities Adopting
the Award

20%

by 2027

Virtual Award Program with
Corporate Voluntarism Support

“The Award will set me up for jobs in the future. There is space to mess up and learn now so that I don’t have to mess up in the future.”

Carter, Bronze Award, Texas

“Throughout this Award, I was able to try many things and learned to finish something, despite the odds.”

Lizbeth, Gold Award, New York



ABOUT US

The Duke of Edinburgh's International Award is the world's leading youth achievement award, equipping young people for life. The Award is available for all young people aged 14 to 24, regardless of their background, culture, physical ability, skills and interests. Our ambition at Award USA is that every young person age 14-24 should have the opportunity to participate in the Award and discover what they are capable of.

CONTACT US

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