Supporting 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.

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A note from the board

Rick A. Gulliver
Board President Award USA
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

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>DONATIONS</th>
<th>RECOGNITION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bronze Level</strong></td>
<td>$1,000 to $9,999</td>
<td>- Featured on Award USA website “Support” section as a Bronze supporter</td>
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<tr>
<td></td>
<td></td>
<td>- Invitation to local Award ceremonies</td>
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<tr>
<td></td>
<td></td>
<td>- Featured on Award USA website “Support” section as a Silver supporter</td>
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<tr>
<td></td>
<td></td>
<td>- Advance invitations to Award USA special events</td>
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<tr>
<td><strong>Silver Level</strong></td>
<td>$10,000 to $24,999</td>
<td>- Invitation to regional Award ceremonies</td>
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<tr>
<td></td>
<td></td>
<td>- Invitation and special recognition at exclusive national gala</td>
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<tr>
<td></td>
<td></td>
<td>- Featured on Award USA website “Support” section as a Gold supporter</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Advance invitations to Award USA special events</td>
</tr>
<tr>
<td><strong>Gold Level</strong></td>
<td>$25,000 to $99,999</td>
<td>- Special recognition on USA Award website and newsletters</td>
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<tr>
<td></td>
<td></td>
<td>- Priority table, invitation and recognition at exclusive national gala</td>
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<tr>
<td></td>
<td></td>
<td>- Invitation to VIP reception during national gala</td>
</tr>
</tbody>
</table>

**Award Champions**
- Bronze, Silver or Gold levels will be recognized as Award Champions

**Charter Member’s Circle**
- The Charter Member’s Circle recognizes individuals and families
- Contributions to Award USA meets or exceeds $150,000 by the year 2019

**Other Levels:**
- All Champion benefits plus Distinguished recognition at exclusive gala and invitation to VIP reception
- Invitation to International Award events
- Recognition and invitation to national Gold Award ceremonies
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.

“I enjoyed the sense of being a family. In Hawaii we call it ohana.”

Elvin, Gold Award, Hawaii
“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
In-Kind Opportunities

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

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.

“With its reputation for excellence and its global reach, the Award USA helps to give students a new sense of themselves as part of a community of high-achievers and leaders, as they move forward in life.”

Nichelle Carr, Award USA Board, Focus Features California
## Income FY2017
April 2016-March 2017

### Voluntary Income

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Donations from Individuals</td>
<td>398K</td>
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<tr>
<td>Donations In Kind</td>
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### Grant Support

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<tr>
<td>Royal Bank of Canada</td>
<td>90K</td>
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<tr>
<td>The Duke of Edinburgh’s International Award Foundation</td>
<td>93K</td>
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### Other

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<tr>
<td>IAF Start Up Funding</td>
<td>339K</td>
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<tr>
<td>Participant Fees</td>
<td>12K</td>
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<tr>
<td>Event Income</td>
<td>11K</td>
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## 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
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

“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
“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

www.usaward.org
@TheAwardUSA

53 W. Jackson Blvd., Suite 1742
Chicago, IL 60604