



AWARD USA

ROADMAP TO 2019



THE IMPACT OF THE AWARD

Your support

Award participation

Young people can get involved in the Award at three levels (Bronze, Silver and Gold), with each containing four sections (Voluntary Service, Skills, Physical Recreation and Adventurous Journey) and an additional Residential Project at Gold level.

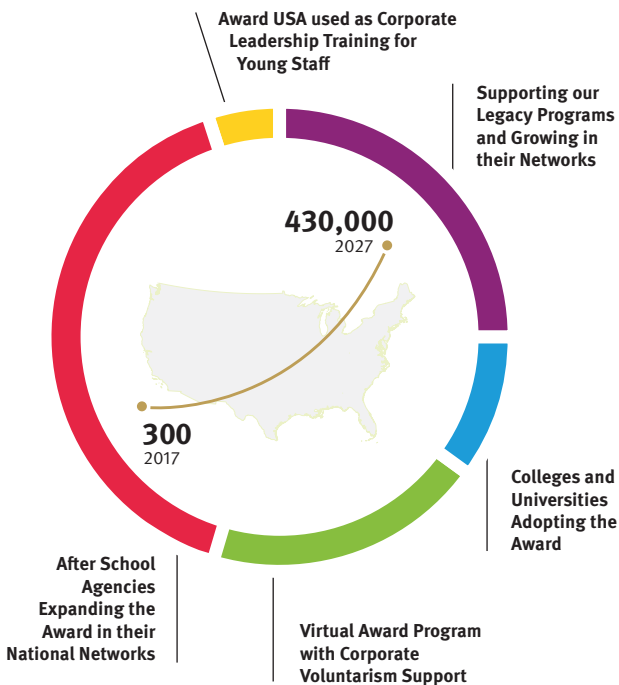
Outcomes

Through participating in the Award, young people can experience outcomes such as increased confidence, resilience and determination, creativity and adaptability and personal and social wellbeing.

Impacts

The long-term impacts of Award participation on young people and their communities can include improved employability and earning potential, improved physical health and fitness, improved mental health and well-being and increased social cohesion.

US GROWTH



Fiscal Year 18 Accomplishments:

- ✓ Held National Volunteer Conference
- ✓ Began Virtual Award Program with Corporate mentors
- ✓ Secured National Partnership and continuing national pilots with large scale providers
- ✓ Launched corporate giving, Charter for Business Champions
- ✓ Tripled # of Volunteers
- ✓ Doubled # of Award Participants

YOUNG PEOPLE
VOLUNTEERED

5147
HOURS

101
VOLUNTEERS

\$46K
FINANCIAL
ASSISTANCE

FISCALLY SOUND

REVENUE

APRIL 2017-MARCH 2018

Individual Donors	\$62K
Corporate Charter for Business Champions	\$450K
RBC Foundations USA	\$90K
The Duke of Edinburgh's International Award Foundation	\$57K
Participant Fees	\$49K
TOTAL:	\$708K

EXPENDITURE

PROGRAM

Training Volunteers

Virtual Award Program Launch

Financial Assistance
Quality Assurance

Program Materials

Pilot Program Costs

Communications Including
Website

MANAGEMENT

Office Operations

Accounting

In kind Legal and
Consultative Services

FUNDRAISING

Donor Outreach

PROGRAM
76%

MANAGEMENT
& OPERATIONS
18%

FUNDRAISING
6%

FROM THE PARTICIPANTS



ROSIE

**GOLD PARTICIPANT
OH, AGE 18**

**THE AWARD
CONNECTS ME.**

**IT HAS CONNECTED ME WITH PEOPLE
ACROSS THE WORLD.**



JUSTIN

**BRONZE PARTICIPANT
IL, AGE 17**

**THE AWARD
MAKES VIDEO
GAMES BORING.**

2018

TENNIS CHALLENGE

The Tennis Challenge 2018 aimed to raise the profile of The Duke of Edinburgh's International Award as His Royal Highness The Prince Edward, Earl of Wessex KG GCVO traveled through 9 cities in 12 days.

Holding events with Award participants, supporters, and using the game of Court Tennis, his chosen sport while earning his Gold Award, HRH The Earl of Wessex raised significant awareness and support for more young people to start their Award in the USA.

Thanks to our partners:



 Social Register Association

Thanks to our sponsors:

Hellman & Friedman ReedSmith



AWARD USA GALA

**“1956 TO NOW A JOURNEY
OF ACHIEVEMENT”**

Award USA's Inaugural gala in Chicago was attended by HRH The Earl of Wessex.

This black tie event with 300 guests garnered much needed support for the growth of Award USA.

Our challenge is to grow the Award so it is available to as many young people as possible.

Our long-term ambition is that every eligible young person will have the opportunity to participate in the Award.

Our vision is to reach more young Americans from diverse backgrounds and help them be #worldready.



www.usaward.org

BEING --- #WORLDREADY

There are more young people alive 14-24 than ever before. In the USA over 25% of our population is Generation Z or the iGen born after 2000. They have grown up in a world of uncertainty, digital revolution, and phenomenal change. Their journey is ours. And they will not be limited by boundaries.

After 60 years of experience, in over 130 countries with 1.3 million participants, we know The Duke of Edinburgh's International Award has something for all young people. It empowers them to find their passion, purpose, and place in the world.

Award USA is just getting started. Enclosed is our roadmap to 2019 and our Fiscal Year 2018 annual report. There is much to celebrate. We have been strong stewards of expanding the footprint of the Award, doubling the number of young people registered, and tripling our volunteer pool while also holding our first national volunteer conference. Young people are also participating in the Award remotely, in the Virtual Award Program hosted by our corporate mentors. This September, we celebrated over two hundred young Americans earning an Award, including 45 Gold Awardees who were invited to our inaugural Gold Award Ceremony in New York City.

Our young people have spoken about the power of the Award and its impact in their lives. It helped them "see the stars," "realize service is at the heart of being an American," and "have something meaningful to do."

Won't you support more young Americans being #worldready?

Nichelle S. Carr
Board Chair, Award USA

Elizabeth F. Higgins-Beard
CEO, Award USA

Thanks to Our Corporate Partners

Charter for Business Champions:



Award In Business:



Fortuna Capital
Advisors