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

Award USA used as Corporate Leadership Training for Young Staff

Supporting our Legacy Programs and Growing in their Networks

Colleges and Universities Adopting the Award

Virtual Award Program with Corporate Voluntarism Support

After School Agencies Expanding the Award in their National Networks

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

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YOUNG PEOPLE VOLUNTEERED

5147 HOURS

101 VOLUNTEERS

$46K FINANCIAL ASSISTANCE
Fiscally Sound

Revenue
April 2017-March 2018

<table>
<thead>
<tr>
<th>Fund Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Donors</td>
<td>$62K</td>
</tr>
<tr>
<td>Corporate Charter for Business Champions</td>
<td>$450K</td>
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<tr>
<td>RBC Foundations USA</td>
<td>$90K</td>
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<tr>
<td>The Duke of Edinburgh’s International Award Foundation</td>
<td>$57K</td>
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<tr>
<td>Participant Fees</td>
<td>$49K</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$708K</strong></td>
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</tbody>
</table>

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
- Donor Outreach

Funding

- Program & Operations: 76%
- Management: 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.
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.

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
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:

CNA
Zurich
HUB
RSM
3D Communications
Fortuna Capital Advisors
205 AWARDS

GOLD
45

SILVER
86

BRONZE
74
FY18

702 YOUNG PERSONS ENROLLED
by April 2018 in USA

90% FIND THE AWARD FUN, ENJOYABLE
AND CHALLENGING

"I am stepping out of my comfort zone.
I am starting to be a leader, taking
matters into my own hands."

Brandon, Bronze Participant 2017

THE AWARD IS ACTIVE IN
130 COUNTRIES & TERRITORIES
WITH OVER
1.3 MILLION YOUNG PEOPLE
BECOMING #WORLDREADY

AWARD UNITS
VIRTUAL AWARD PROGRAM
NATIONAL PROGRAM PARTNER
AWARD IN BUSINESS PARTNERS