

# 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.

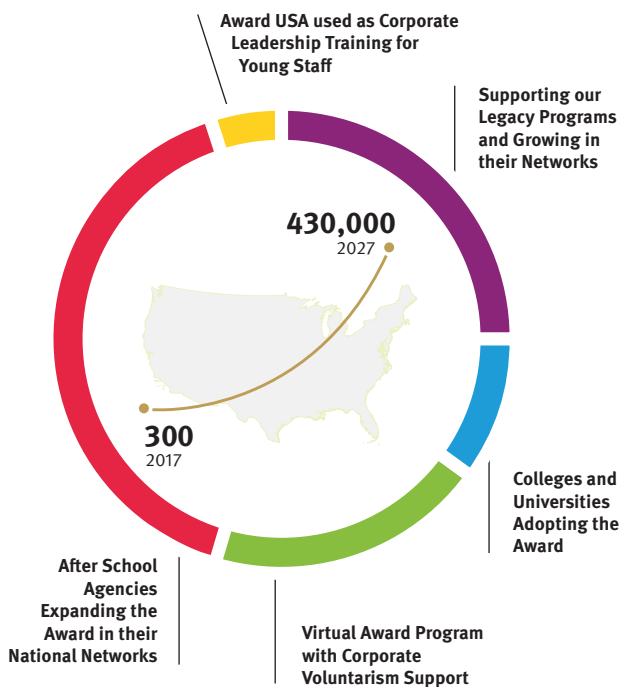
## Outcomes

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
<b>TOTAL:</b>	<b>\$708K</b>

## 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



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**ROSIE**

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**GOLD PARTICIPANT  
OH, AGE 18**

**THE AWARD  
CONNECTS ME.**

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



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**JUSTIN**

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**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:



## 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](http://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:



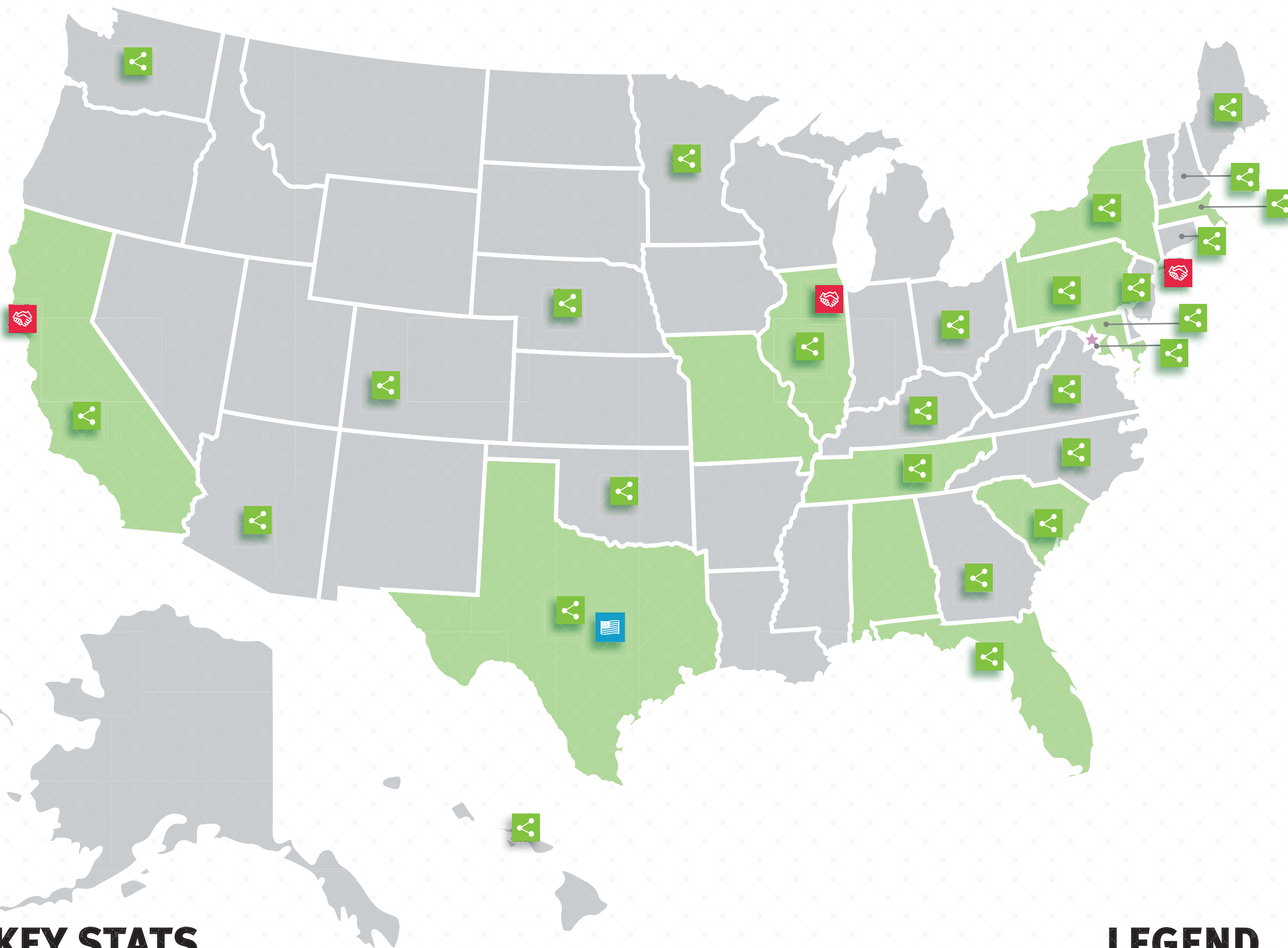
### Award In Business:



Fortuna Capital  
Advisors



# AWARD USA REACH



## KEY STATS

## LEGEND

## 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

AZ	FL	MA	NE	OK	VA
CA	GA	MD	NH	PA	WA
CO	HI	ME	NJ	SC	
CT	IL	MN	NY	TN	
DC	KY	NC	OH	TX	

**NATIONAL  
PROGRAM PARTNER**

## AWARD IN BUSINESS PARTNERS