



# WE WANT TO SAY THANKS!

Thank you for 2019. It was a big one.  
A round of applause for your time, resources  
and support given to improve the lives  
and communities of our young people.



# We help young people discover their Purpose, Passion and Place in the World

Partnering with like-minded organizations, we offer a globally recognized Youth Achievement Award



Active in over 130 countries and territories



More than 1.3 Million are undertaking the Award globally



And millions more are alumni

The Award is a flexible and proven youth development program for 14-24 year olds that complements classroom learning and pre-existing extracurricular activities.



## Voluntary Service

Participants volunteer in their communities, make a positive contribution to society and demonstrate social responsibility.



## Physical Recreation

Encourages young people to improve their fitness and performance, and enjoy healthy lifestyles for good mental and physical well-being.



## Skills

Enables participants to develop their talents broaden their abilities, increase their self-confidence and improve their employability.



## Adventurous Journey

Young people discover a spirit of adventure and gain a deeper understanding of the environment and the great outdoors.



## Residential Project

Participants broaden their experience by staying in an unfamiliar environment with other young people, taking part in a worthwhile project and building new relationships.

The Chicago-based headquarters of Award USA was established in 2016.

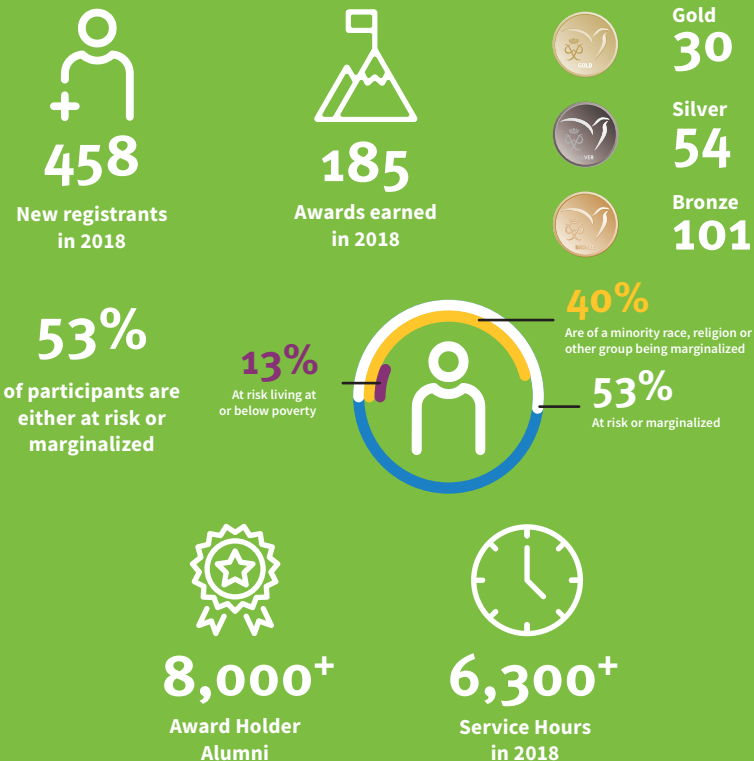
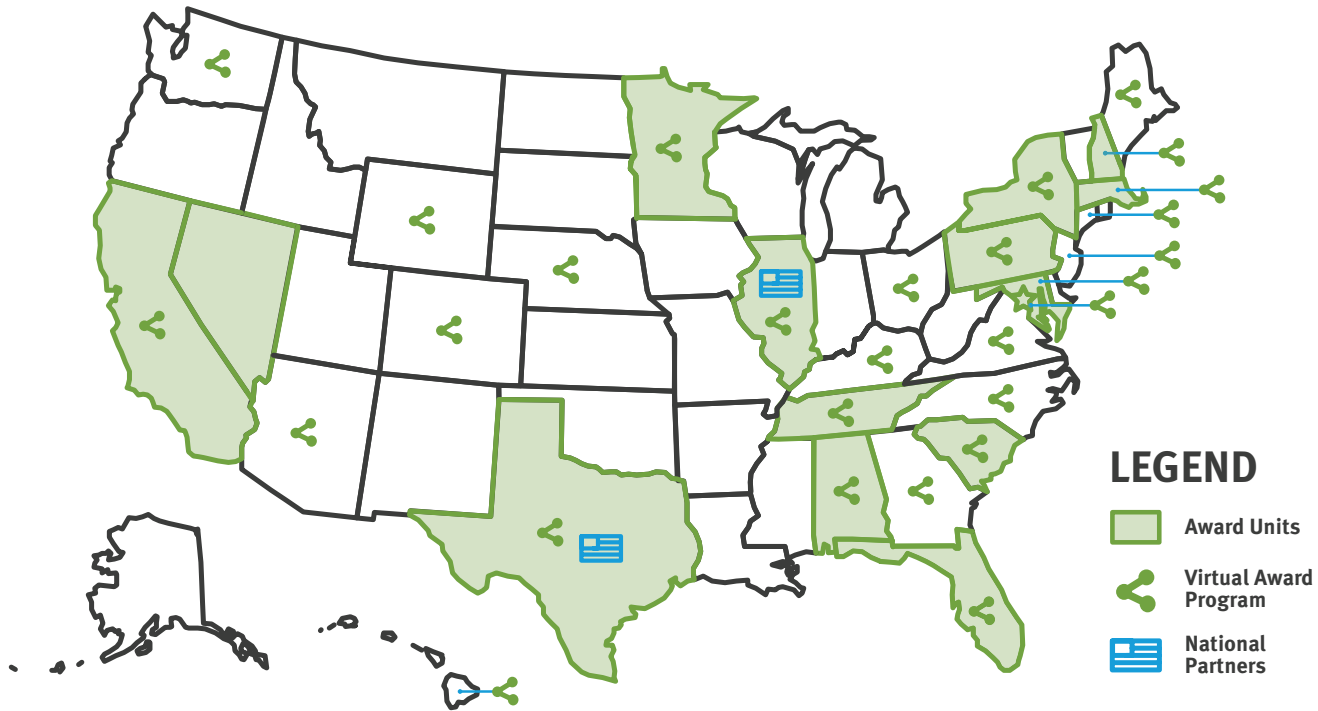


Award USA empowers American young people to be

# #WORLD READY



# WE'RE GROWING ACROSS THE USA



**Growth of our Volunteer base means our number of young people reached can now scale**



Not Pictured  
Andrew Orloff  
Outreach Officer

**Buffy Higgins-Beard**  
Chief Executive Officer

**Lisa Metzger-Mugg**  
VP of Program & Operations

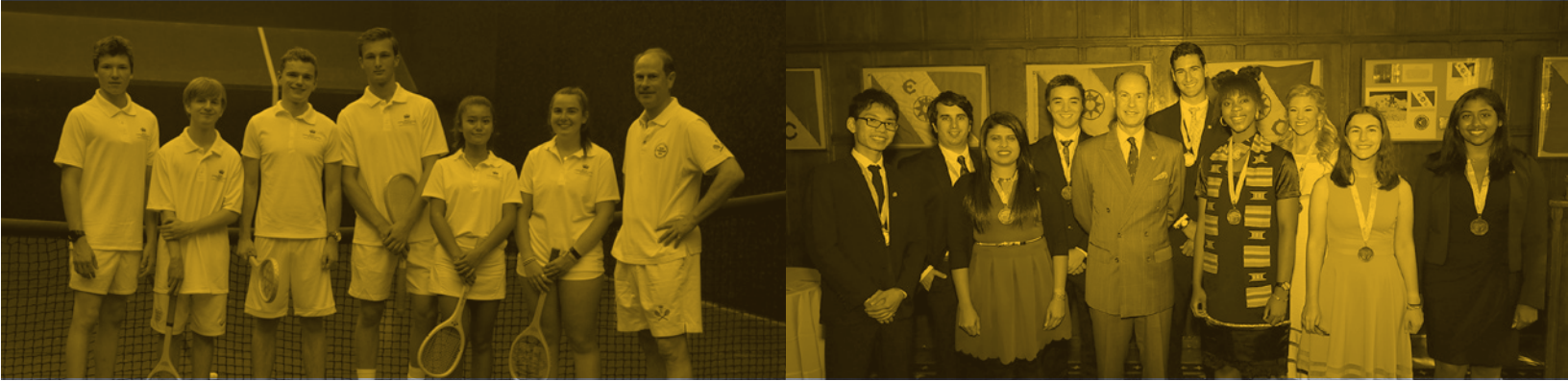
**Lisa Dietlin**  
Interim Director of Development

**Steven Funk**  
Sr. Program Officer Eastern & Southern Regions

**Raha Dempsey**  
Program Officer Midwest Region

**Jennifer Power**  
Program Officer Western Region

**Gabriella Chavarria**  
Social Media Intern



# TENNIS CHALLENGE & GALA RECAP

In 2018 Award USA hosted HRH The Prince Edward, Earl of Wessex at over 40 events in 12 days across 9 cities. The focus of the Tennis Challenge visit was to raise awareness of the Award with stops to engage with national leadership of youth development agencies, share in visits seeing the Award in Action and support the Inaugural Award USA Gala. The Award was also promoted through HRH The Earl of Wessex's Gold Award activity and current sport—Court Tennis. Supporters joined in DC, Philadelphia, Boston, Lakewood NJ, Tuxedo Park NY, Newport RI, Aiken SC, New York City, and Chicago. The Tennis Challenge culminated with a Gold Award Ceremony held at the Explorer's Club honoring over 125 invited Gold Award Holders 2016-2018.

### Our Sponsors



### Thanks To



# SUSTAINABLE DEVELOPMENT GOALS

The Duke of Edinburgh's International Award is closely aligned with four key United Nations Sustainable Development Goals for 2030 that are integral to “promoting peace and prosperity for people and the planet, now and into the future”.

**3** GOOD HEALTH AND WELL-BEING



**4** QUALITY EDUCATION



**8** DECENT WORK AND ECONOMIC GROWTH



**13** CLIMATE ACTION



## OUR IMPACT



Say the Award encouraged them to try something new



Say the Award inspired them to do more



Enjoyed the Award Process



Bronze holders plan to continue to the next level

### Net Promoter Score of 39

Gold Award Holders 71



### Social Return on Investment

Investment + Time + Commitment = Social Return

## 4x ROI

## OUR PARTNERS







## FINANCES



Of every dollar supported  
programs in the last 3 years

### Areas of Investment in 2018 & 2019

- Training more Volunteers across the USA
- Two National Gold Award Ceremonies
- Expanding Regional Program staffing
- Adding Fundraising staff
- Brandraising events
- Inaugural gala
- Social media



## OUR AMBASSADORS

### Governing Board 2019

- **Nichelle Carr**, Chair; President, West City One Studios
- **James DiBiasi**, Treasurer; President, 3D Communications
- **Richard Gulliver**, past Chair; President, Hub International
- **Benjamin Morris**; Director of Finance, The Duke of Edinburgh's International Award Foundation
- **Richard Pinola**; Principal, Fortuna Capital Advisors
- **Ryan Ruskin**; President, The Ruskin Group
- **Anne Wallestad**; President and CEO, Board Source

\*As of September 2019

### Governing Board Emeritus

- **Gregory Belton** CVO CM
- **Gary Davis**
- **Dr. Michael Clarke**

### Ex-Officio

- **Buffy Higgins-Beard**, CEO
- **Major David Clarke** CVO ADC; Director of Americas Region, The Duke of Edinburgh's International Award Foundation

### Honorary Board 2019

- **Hon. Stephen Bridges** LVO; UK and Ireland Director for US State of Indiana
- **David Hryck**; Partner, Reed Smith
- **Kim Isaacs Katz**; Principal, Bernstein
- **Matthew Mitchell**; Partner, Morse, Barnes-Brown & Pendleton
- **Daniel Singer**; Founder and President, Filthy Foods

# OUR SUPPORTERS

## Trust & Foundation Support

- Derek J. and Joan M. Benham Charitable Fund
- Burnham Family Foundation
- The William H. Donner Foundation
- The Duke of Edinburgh's International Award Foundation
- Ford Family Foundation
- The John D. and Catherine T. MacArthur Foundation
- Muriel F. Siebert Foundation
- Tanaka Memorial Foundation

## Corporate Charter for Business Champions



## Friends of the Award

Pro Bono Services

- 3D Communications
- Fortuna Capital Advisors
- HUB International
- Morrison & Foerster
- The Ruskin Group
- West City One Studios
- Zurich North America

## Award in Business

- Applied Systems, Inc.
- Goldman Sachs
- The Partners of Hellman & Friedman
- Quest Foods Management Services
- RSM

## A NOTE FROM OUR CEO & BOARD CHAIR



Now more than ever, young people in the United States need extraordinary resilience, grit, self-esteem, and life skills to survive and thrive in a modern world made even more disorienting by technology, social change, and rapid changes globally. A proven framework of over 65 years, The Duke of Edinburgh's International Award remains current in answering to these pressures. Having celebrated our third year open, we are seeing dynamic growth. This would not have been possible without our ambassadors, supporters, donors and event attendees as well as our expanding volunteer corps. Thank you.

Young Americans want to learn about themselves, their interests, and their place in the world. They also want to lead healthier and more connected lives with their backyard communities and more globally to be connected with their peers. We celebrate the hard work done in the past year globally to tie the undertakings of the Award beyond personal gain to social return on investment as well as to determine that the Award in the USA has earned a legion of promoters. The Award creates linkages to undergird peace and prosperity globally. It is meaningful. Fun. The Award helps young people be #worldready.

The challenge ahead remains great as we seek to make the Award accessible and reachable by 14-24 year olds nationally regardless of background, ability, or circumstance. The opportunities abound not only to make every day count, but also to raise the profile of the Award so that Americans come to cherish the leadership qualities, confidence, and perseverance an Award Holder has developed. These are skills for the future. We invite you to help in our year end campaign as we celebrate 2018-19's successes and all that lies ahead.

**Buffy Higgins-Beard**  
Chief Executive Officer

**Nichelle Carr**  
Board Chair

**Strategic Plan Launch April 2020**

# DONATE TODAY

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