



2020 Impact Report

READY

Help support our next generation
to be **#WORLDREADY**



THE AWARD WAS BUILT FOR THIS MOMENT.



Nichelle S. Carr
Board Chair

We are **READY** as experts in out-of-school education.

Today's young people are facing extraordinary challenges and change. Award USA remains steadfast, working to ensure that despite COVID-19, young people ages 14-24 continue to develop resilience, confidence, and internal motivation that will drive them forward within the classroom and beyond.

The Award is **BUILT FOR NOW**.

Thanks to the efforts of donors and volunteers like you, when the pandemic hit, our team was already hard at work expanding our virtual Award offerings. Because of this, we were able to quickly pivot to offer fully remote program access. As a result, Award USA is able to provide opportunities for leadership and a broader sense of connection desperately needed during this time.



Buffy Higgins-Beard
CEO

Award USA is **DIVERSE AND INCLUSIVE**.

We remain committed to making the program accessible to all young people. Fifty-five percent of US Award participants report they are from a minority race, ethnicity, religion, sexuality, are differently abled and/or live on a low income – and this is just the beginning. We seek to grow our financial assistance and strong work of inclusivity. Additionally, we have set ambitious goals both to further diversify our leadership and encourage activism, particularly around racial justice, within the Award.

We are **GROWING COMMUNITY** and **IMPACTING lives**.

As a fast-growing startup division, we continue to follow our 2020-2023 strategic plan. We are cultivating partnerships and establishing our presence within schools, community groups and like-minded organizations to establish new Award Centers. We are engaging alumni to mentor through our Open Award Center. We have a fantastic base of support and we are working tirelessly to amplify the impact and awareness of this exceptional program.

We have ambitious goals. Like the young people we support, we will rise to the challenge.

A survey of young people during COVID found...

50%

Report high levels of stress

54%

Concerned for mental health

62%

Concerned for physical fitness

74%

Concerned about health of others

Over 4000 young people surveyed in 42 countries May/June 2020

We help young people be

READY FOR CHANGE.

READY FOR A NEW 'NORMAL'.

READY FOR OUR NEW WORLD.



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 1.1 Million are
undertaking the Award globally



And millions more are
alumni of the Award

PROVEN

The Award is a flexible and proven youth development program for 14-24 year-olds.



DIVERSE AND INCLUSIVE

The Award was founded on a deep belief in the power of young people. Time and again, youth have been at the forefront of movements for justice and equality. Award USA stands united with them against the systemic and institutionalized racism that has plagued our country for centuries. We are committed to doing our part.

Voluntary Service



Give back to communities

Physical Recreation



Get active

New Skills



Develop transferrable skills

Adventurous Journey



Experience adventure and learn to lead

Residential Project



Broaden horizons, meeting others in a new environment (Gold Level Only)

The Award focuses on challenging real-world experiences that build resilience, leadership and connection to community.

55%
Participants are at risk or marginalized



40%*

Are of a minority race, religion or other group identified as being marginalized

16%*

Self report being differently abled

13%*

At risk living at or below poverty

*Some participants report more than one of these status



The only barrier to participation is age. The Award is for all young people regardless of race, ethnicity, religion, circumstance, ability, sexuality, or experience.



Value of Service Hours

\$48,960

To Community



Broke a Sweat for

6,000

Hours of Physical Recreation

Experienced

11,328

Hours Exploring Nature



Learned a New Skill for Over

5,000

Hours

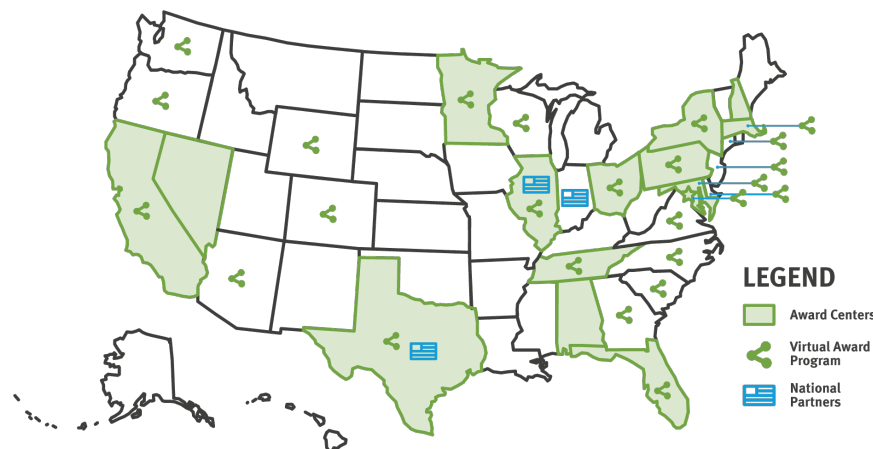
Supported by

1,300+

Adult Volunteers



GROWING ACROSS THE USA



343

New Registrants in 2019

489

Active in 2019

124

Awards Earned in 2019

8,200+

US Award Alumni



68

Bronze Awards



34

Silver Awards



22

Gold Awards



PARTNERS OF THE AWARD

2019-2020

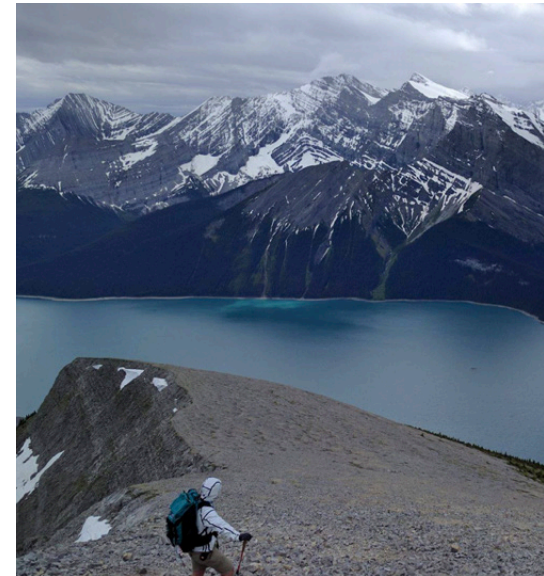


4H Cooperative Extension Carroll County, NH
Adapt, NH
Alto International High School, CA
Boys and Girls Clubs of Chicago, IL
Boy Scouts of America Alamo Area Council, TX
Boy Scouts of America, Middle Tennessee Council, TN
Boy Scouts of America, Greater New York Councils, NY
Boy Scouts of America, Nevada Area Council, NV
Boy Scouts of America, Northern Star Council, MN
Boy Scouts of America, Pathways to Adventure Council, IL
Boy Scouts of America, South Plains Council, TX
British International School of Boston, MA
British International School of Chicago, South Loop, IL
British International School of Houston, TX
British International School of Washington, DC

Dwight School, NY
Enriched Learning Center, NH
Food for Good Thought, OH
Great Hearts Northern Oaks, TX
Holton Arms School, TX
Leman Manhattan Preparatory School, NY
Miss America Organization Miss Alabama, AL
Philadelphia Outward Bound School, PA
Saint Mary's Hall, TX
The Manhattan International High School, NY
The International High School of Health Sciences, NY
Viewpoint School, CA
United Nations International School, NY
University of New Hampshire 4H Cooperative Extension, NH
West Valley Muslim Association, CA

#WORLD READY

A blueprint to achieving a better future for all, the United Nations Sustainable Development Goals 2030 links through seven goals to the work of The Duke of Edinburgh's International Award in the USA and abroad. Together we are addressing global challenges we face, promoting peace, prosperity, and a healthy environment.

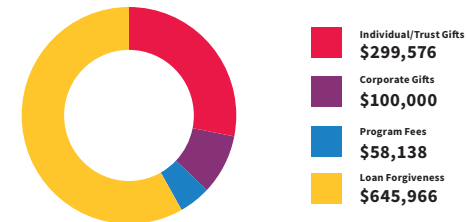


FINANCE IN REVIEW

April 2019 - March 2020

Areas of Revenue

\$1,103,677



Areas of Expense

\$962,538



IMPACTFUL

Net Promoter Score of 61

A Net Promoter Score (NPS) aims to measure the loyalty that exists between a provider and a user. Scores frame from -100 to +100. The overall NPS score for the Award globally is 33 with an NPS of 61 for Gold Award holders.

Social Return on Investment

Investment + Time + Commitment = Social Return

4x ROI



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

OUR SUPPORTERS



Charter Member Circle

Gifts in 3 years exceed \$150,00

C.N.A.*
Dart Foundation*
James Dicke II*
Hub International
Legal and General Investment Management America*

Charter Member Circle

Gifts through end of life vehicles

Joan M. and Derek J. Benham

Gold Level Donors

\$25,000 to \$99,999

Richard and Alexandra Gulliver
Salesforce

Silver Level Donors

\$10,000 to \$24,999

Joan M. Benham*
Hellman & Friedman
Moët Hennessy
Krista and Richard Pinola
Mr. and Mrs. David R. Tunnell

*Award Champions – Indicates a 3-year annual pledge at the Bronze, Silver, Gold, or Charter level

STAFFING



Elizabeth Higgins-Beard
CEO



Lisa Metzger-Mugg
VP of Program & Ops



Raha Dempsey
Program Officer



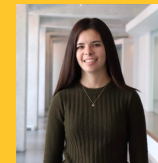
Jennifer Power
Program Officer



Andrew Orloff
Outreach Officer



Patrice Ziegler
Finance Manager



Isabel Beariault
Alumni Award Leader



Víctor Echániz
Alumni Award Leader



Aaron Murray
Alumni Award Leader



Rosie Westerbeck
Alumni Award Leader



*Photo from 2019. Not pictured Amber Kennelly.

Governing Board 2020

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Benjamin Morris; Director of Finance, The Duke of Edinburgh's International Award Foundation
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