2020 Impact Report

READY

Help support our next generation to be #WORLDREADY
THE AWARD WAS BUILT FOR THIS MOMENT.

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.

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

Nichelle S. Carr
Board Chair

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

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.

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

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)

DIVERSE AND INCLUSIVE

Participants are at risk or marginalized

- 55%
- 30%

- 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
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

LEGEND

343 489 124 8,200+

68 34 22
Bronze Awards  Silver Awards  Gold Awards
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.

**Financial Review**

**Areas of Revenue**

- Individual/Trust Gifts: $299,576
- Corporate Gifts: $58,138
- Program Fees: $645,966

**Social Return on Investment**

4x ROI

**Areas of Expense**

- $1,103,677
- $962,538

**Net Promoter Score of 61**

Say the Award encouraged them to try something new

- 97%

Say the Award inspired them to do more

- 77%

Enjoyed the Award Process

- 87%

Bronze holders plan to continue to the next level

- 82%

Say the Award helped them to be more

- 87%

Say the Award inspired them to do more

- 77%

Say the Award encouraged them to be more

- 97%

Say the Award inspired them to try something new

- 88%

Bronze holders plan to continue to the next level

- 82%

Bronze holders plan to be more

- 97%

**Financial Assistance**

- 75 grants to increase access for low income participants and Award Centers

**Training**

- Reached 130 new Award Leaders and Coordinators in 5 states and virtually

**Staffing**

- Supporting national growth of Award participants, volunteers, and fundraising

**Awareness**

- Education industry conference outreach

**PARTNERS OF THE AWARD**

- 2019-2020

- 4-H Cooperative Extension Carroll County, NH
- Adapt, NH
- Alto International High School, CA
- Boys and Girls Clubs of Chicago, IL
- Dighton 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 4-H Cooperative Extension, NH
- West Valley Muslim Association, CA

- Dwight School, NY
- Enriched Learning Center, NH
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- Great Hearts Northern Oaks, TX
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**IMPACTFUL**

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.
OUR SUPPORTERS

Charter Member Circle
Gifts in 3 years exceed $150,000
- C.N.A.*
- Dart Foundation*
- James Dicke II*
- Hub International
- Legal and General Investment Management America*

Gold Level Donors
$25,000 to $99,999
- Richard and Alexandra Gulliver
  Salesforce
- Joan M. Benham*
  Hellman & Friedman
  Moet Hennessy
  Krista and Richard Pinola
  Mr. and Mrs. David R. Tunnell

Silver Level Donors
$100,000 to $249,999
- Joan M. Benham*
- David Clarke CVO
- Honorary Advisor, The Duke of Edinburgh’s International Award Foundation
- Benjamin Morris; Director of Finance, The Duke of Edinburgh’s International Award Foundation
- Richard Gulliver, past Chair
- Hon. Stephen Bridges LVO; UK & Ireland Director for US State of Indiana
- David Hryck; Partner, Reed Smith
- Krista and Richard Pinola
- Mr. and Mrs. David R. Tunnell

Charter Member Circle
Gifts through end of life vehicles
- Joan M. and Derek J. Benham

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

OUR AMBASSADORS

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Nichelle Carr, Chair; President, West City One Studios
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Richard Gulliver; Principal, Fortuna Capital Advisors
Ryan Ruskin; President, The Ruskin Group
Anne Wallestad; President and CEO, Board Source

Ex-officio
Elizabeth Higgins-Beard; CEO

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