

2021 IMPACT REPORT

Help inspire young people to be
#WORLDREADY

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Impact Report



WE HOLD A VISION WHICH INSPIRES AND TRANSFORMS.

Undertaking the Award has been a boon to individuals, their communities, and helped young people in this period of COVID. As one Bronze participant, Manny shared, *“Anyone involved with the youth community has noted there is a problem with motivation. No one has motivation. It has been easy to click snooze and miss advisory period, a class, or school. The Award fills that void of motivation, so you actually have accountability for what you are doing. There is a reason to get up and go to class or do your activities.”* The Award spurs development of a leadership mindset. It augments activities already underway and inspires new. The Award is a credential helpful to all undertaking its rigors, especially those from disinvested communities and marginalized groups. And in this year of continued challenge, the Award is global building connections and forging bonds to raise up voices from this next generation.

THE AWARD IS RELEVANT.

Long term implications from the past year-and-a-half remain to be seen. So far, young people are among those experiencing the greatest impact. It has never been more important to invest in our young people; to help ensure they are ready to face the challenging and changing times ahead. The pandemic has had devastating effects on education, mental health, personal development and career prospects for young Americans. Surveys conducted a year into the pandemic have shown that the Award is the right resource to help young people thrive.

- 61% Award provided relief during COVID*
- 59% Award helped them develop personally during the last year*
- 71% Award assisted them with health and fitness*
- 49% Award improved mental health and well-being*
- 39% Award helped them build more interest in politics**
- 54% Award helped them enjoy outdoor and environmental activities**

*North American Award data / **UK D of E Award Scheme survey

CHAMPIONING INFINITE POTENTIAL IN YOUNG PEOPLE AND FOSTERING OPPORTUNITIES.

As a global advocate for young people’s well-being, employability, leadership skills, and connection to community, and as a member of the Big Six – the six biggest youth agencies worldwide – the Award co-led the Global Youth Mobilization in 2021. This movement of young people taking action aims to address the negative impact the pandemic has had on young people. Early accomplishments include grants awarded directly to young people, a global summit, and the United Nations Unlock Declaration focused on prioritizing the needs and input of the next and future generations within the international system. Also new in 2021 was our Spotlight series, launched with the International Award Foundation, to create youth-led thought leadership spaces for global discussions on topics concerning this generation: climate action, mental health, equity in access to the outdoors, and employment.

In the United States of America, Award USA is powered by adult mentors and young people across the country. As a 501(c)3 organization headquartered in Chicago that empowers young Americans, Award USA is sustained by American individuals, foundations and corporations, working towards building tomorrow’s inclusive leaders.

HELP US CHAMPION YOUNG PEOPLE’S INFINITE POTENTIAL.



Nichelle S. Carr
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CEO

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

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