



OUR VISION

The vision of The Duke of Edinburgh's International Award USA is to inspire and empower young people in America, from all backgrounds and communities, to discover their purpose, passion and place in the world.

Through the Award, young people give back, get active, expand their skills and take adventures while being actively mentored on goals they create, resulting in world ready young people.

To achieve our ambition to transform the lives of young people across the USA, we aim to collaborate with established youth serving organizations and schools, train and deploy dedicated and highly skilled community volunteers and engage individual and corporate supporters.

FOUNDING LEADERS



HRH The Prince Phillip
Founder



HRH The Prince Edward
*Duke of Edinburgh
Chair, International Foundation*

ADVISORS



Ryan Ruskin
US Board Chair



Dr. Lisa Metzger-Mugg
Interim US CEO

PROVEN INTERNATIONAL SUCCESS

ACTIVE IN **130+** COUNTRIES AND TERRITORIES

MORE THAN 1.1 MILLION ARE UNDERTAKING THE AWARD

6TH LARGEST YOUTH-SERVING AGENCY GLOBALLY

MILLIONS MORE ARE ALUMNI

GROWTH

TARGET STAGE
SEED GROWTH

5YR TARGET
\$16 M

TARGET # INVESTORS
10-12

2024 TARGET
\$1.4 M

EXECUTION

U.S. GEOGRAPHIC FOCUS

- **NEW YORK CITY**
- **CHICAGO**
- **D.C.**
- **CENTRAL TEXAS**

PARTNERS

- **YOUTH-FOCUSED NONPROFIT ORGANIZATIONS**
- **SCHOOL DISTRICTS & SYSTEMS**
- **VIRTUAL REACH**

RESULT

TRANSFORM LIVES OF YOUNG PEOPLE BY IMPROVING

- **COLLEGE ADMISSIONS**
- **MENTAL WELL-BEING**
- **EMPLOYABILITY**
- **UNIVERSAL SKILLS**
- **JOY**
- **GLOBAL CREDENTIALS**

CONTACT INFORMATION

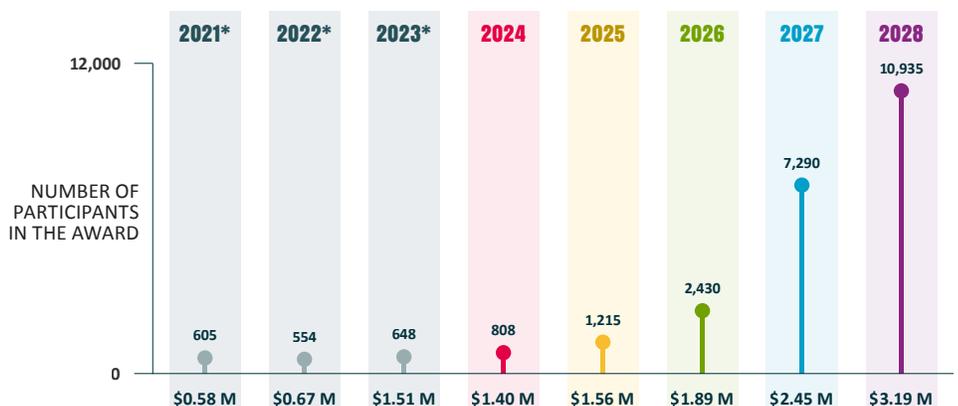
Dr. Lisa Metzger-Mugg
Interim US CEO

lmetzgermugg@usaward.org
312-265-1133

Usaward.org



GROWTH METRICS, ACTUAL* AND PROJECTED



ANNUAL BUDGET, 2021–2028



WHY INVEST?

By investing, you are directly enhancing the lives of young people, accelerating the availability of the Award by growing awareness in specific markets and building large partnerships while operating with globally established best practices.

Help us scale engagement in the Award to 10,000 young people by 2030, or earlier—a tipping point to engaging 425,000 youth in the Award, over 1% of youth ages 14-24 in the USA.

TRACTION*

CURRENT AVERAGE GROWTH

65%

CURRENT COMPOUND AVERAGE GROWTH RATE

7.5%

DIRECTION*

ACCELERATED PARTICIPANT GROWTH GOALS 2024–2027

1,025%

ACCELERATED CAGR 2024–2027

62.3%

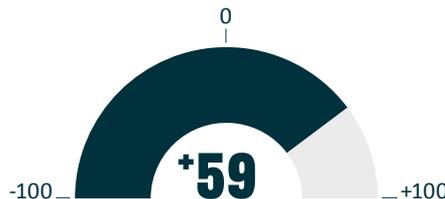
* Execution details are available in the Award USA Business Plan.

PARTNERING ON UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



2023 NET PROMOTOR SCORE

Measure of loyalty that exists between a provider and a user. Scores range from -100 to +100.



Award USA's score is equivalent to 2023 NPS for **Google, Xfinity, and Zappos.**

DONOR IMPACT AND BENEFITS

SOCIAL RETURN ON INVESTMENT

\$2.48 B GLOBALLY

FOR EVERY DOLLAR DONATED*

\$4.20 AVG SROI CREATED

* Longitudinal and other pre/post studies are also available. Social Return on Investment published by PwC.

ENVIRONMENTAL SOCIAL & GOVERNANCE RATINGS (ESG) Community engagement strategy to enhance ESG.

CORPORATE SOCIAL RESPONSIBILITY (CSR) Increase your company's connection to young people and employee retention.

LOCAL IMPACT Fund programs to upskill young leaders in your community.

VOLUNTEER OPPORTUNITIES as speakers at local events and on Board.

VIP EVENTS + NETWORKING Local and global events with C-suite networking.

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