

D.A.R.E.[®]

Annual Report

2019 Accomplishments | 2018 Finances

**TEACHING
STUDENTS
DECISION
MAKING
FOR SAFE
& HEALTHY
LIVING**



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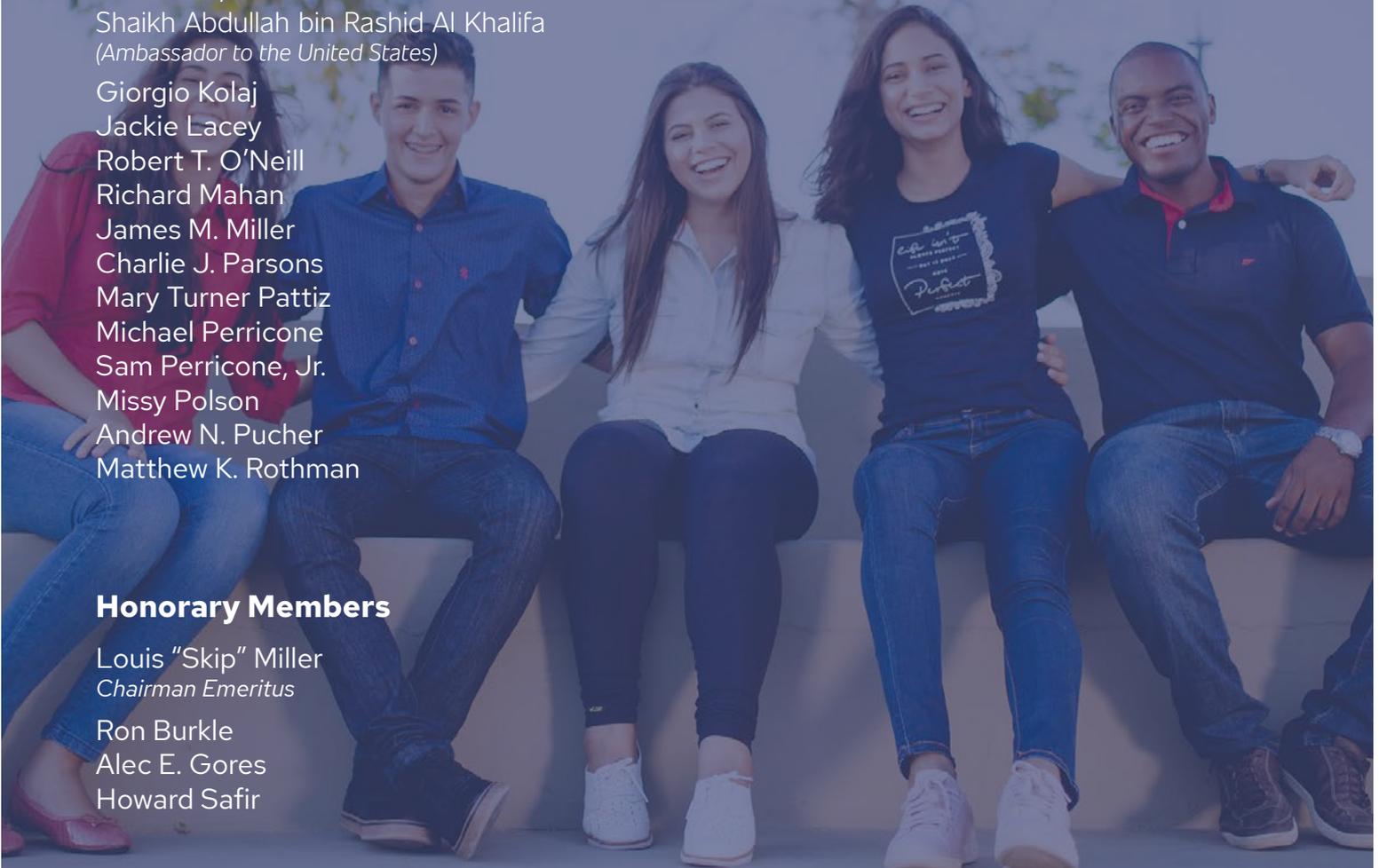
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Message from the Board Chair and President & CEO

D.A.R.E. – The World’s Preeminent Youth Substance Abuse and High Risk Behavior Prevention Education Program

Launched in 1983, D.A.R.E. is a comprehensive K-12 education program taught in thousands of schools in America, as well as 50+ other countries around the world. Taught by highly trained law enforcement officers, D.A.R.E. education programs deliver science and evidence-based curricula that teach students good decision-making skills that will help them lead safe and healthy lives and cope with high risk circumstances including drugs, alcohol, violence, bullying, and internet safety. No other K-12 prevention curricula is as comprehensive in the offering of topics critical to providing children with the decision making skills they need to live safe and healthy lives.

During 2019, D.A.R.E. continued its leadership in prevention education by responding to two life threatening crises facing school children – Vaping and Teen Mental Health – by launching informative lessons for middle and high school students that are FREE to D.A.R.E. communities. At the same time, D.A.R.E. also launched a new high school curriculum consisting of four, officer-led lessons entitled myPlaybook: CORE. Officers report that more than 1.2 million students will have received these new lessons and curriculum during the 2019/2020 school year.

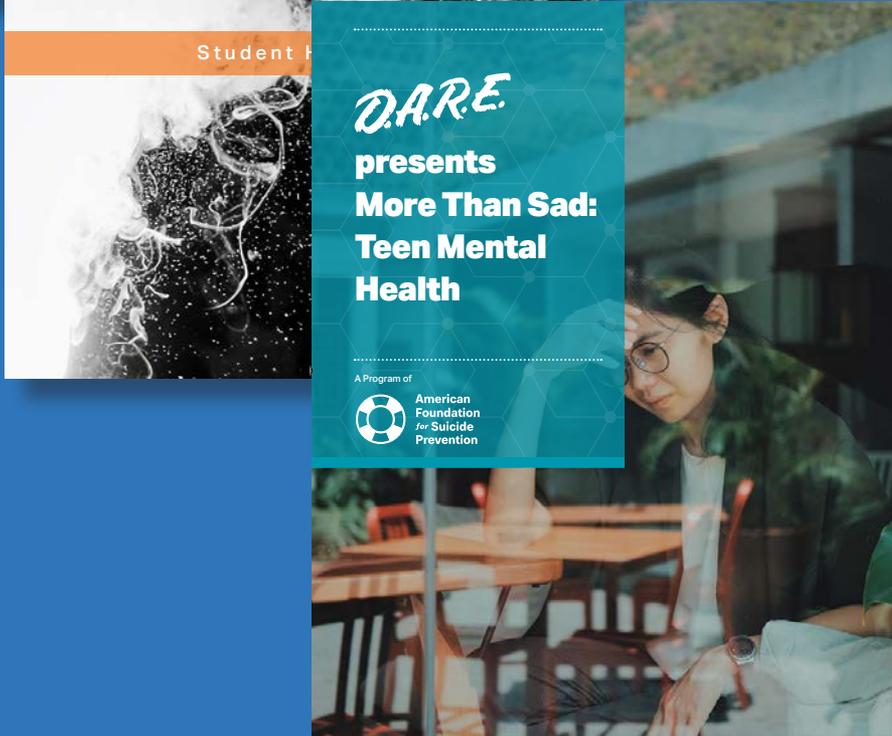
D.A.R.E. is the fastest growing K-12 prevention education program in the country. Since 2018, nearly 200 new D.A.R.E. programs have been launched throughout the United States. Of this total, 105 new D.A.R.E. programs were launched in 2019 alone. To provide the instructors necessary for this rapid expansion, nearly 900 new law enforcement officers successfully completed the intensive 80-hour training course in 2019.

There is no better indicator of the D.A.R.E. program’s success than D.A.R.E. America’s highly active Youth Advocacy Board which consists of 27 members representing every region of America, as well as Brazil, Mexico, Canada, and the United Kingdom. These articulate and passionate high school and college students create public service announcements, lobby local elected officials, make presentations before community groups, and, in 2019, participated in the International Society of Substance Use Professionals international conference in Vienna, Austria.

More than just vital education, D.A.R.E. builds trust between students and law enforcement. D.A.R.E. exemplifies a strong foundation of collaboration between educators, law enforcement officers, and students at the local level. It’s the only program of its kind that develops and reinforces community-based prevention and community-oriented policing. We look forward to D.A.R.E. continuing as a pioneer and champion in the field of youth substance abuse and high risk behavior prevention activities.

Michele M. Leonhart
Chair, Board of Directors

Francisco X. Pegueros
President & Chief Executive Officer



D.A.R.E. Responds to Emerging Issues Impacting Youth

In 2018, D.A.R.E. launched the most comprehensive K-12 Opioid and Prescription Drug Abuse Prevention “Enhancement Lesson” program in the country in response to an unprecedented number of opioid and drug overdose deaths that exceeded 70,000 that year. In 2019, D.A.R.E. America responded to two additional crises facing America’s youth – Vaping and Teen Suicide – launching middle and high school lessons. ***These Enhancement Lessons are FREE to D.A.R.E. Communities!***

Vaping Enhancement Lesson

Vaping nicotine and marijuana nearly doubled among high school seniors from 11% in 2017 to 20.9% in 2018. In response to this crisis, D.A.R.E. America developed and launched a Vaping Prevention enhancement lesson for both Middle School and High School students. In these lessons, students learn about the risks associated with Vaping and understand how knowledge of risk factors increases over the lifespan of a product.

“More Than Sad” Teen Suicide Prevention Lesson

One in five adolescents, ages 13-18, has experienced a serious mental health disorder. Suicide is the 2nd leading cause of death in young people ages 10-24. More Than Sad is a 45 minute enhancement lesson designed for 9th and 10th grade high school students. D.A.R.E. America collaborated with the American Foundation for Suicide Prevention to adapt its More Than Sad lesson for delivery by D.A.R.E. officers. The lesson teaches teens to recognize the signs of depression in themselves and others, challenge the stigma surrounding depression, demystify the treatment process, and encourage students to talk to a trusted adult about mental health concerns.

D.A.R.E. PLUS

D.A.R.E. Plus

D.A.R.E. believes that a student's success at making good decisions will be significantly bolstered through providing students a "safety net" through participation in a supervised afterschool program...the D.A.R.E. PLUS Program – Play and Learning Under Supervision.

Proven Results

D.A.R.E. previously pilot tested D.A.R.E. PLUS in several communities in Texas, Minnesota, Illinois, and California. In each case, the program was highly successful leading to improved student attendance during the school day and reduced local crime that correlated positively with participation in the program. As successful as the program was, D.A.R.E. unfortunately had to suspend the program in the early 2000s due to budget constraints.

D.A.R.E. PLUS Today

Recognizing the program's past positive outcomes, D.A.R.E. has re-launched the D.A.R.E. PLUS program in three schools in Houston, Texas – Thompson Elementary School, MC Williams Middle School, and Booker T. Washington High School – serving more than 1,000 students in the first six months. As funding becomes available, the program will launch in communities in additional states.

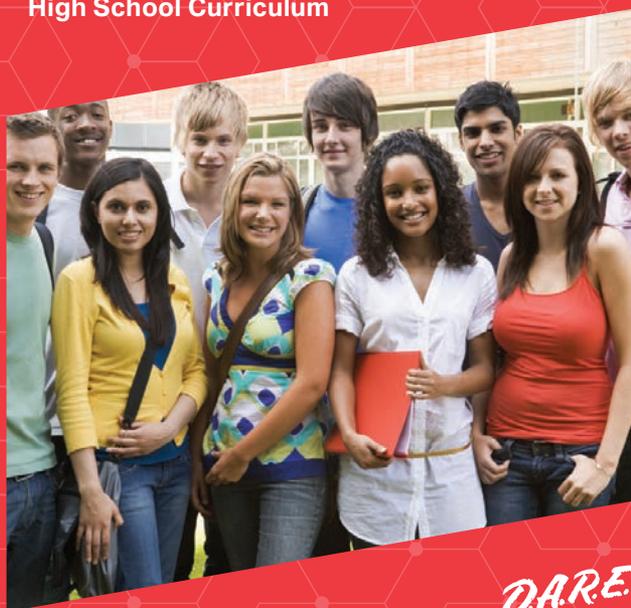


New High School Curriculum Launched in 2019

In June 2019, D.A.R.E. America launched a new High School curriculum entitled myPlaybook: CORE. This four-lesson curriculum is designed for delivery to High School students, ideally in either the 9th or 10th grade. The lesson content is aligned with D.A.R.E. Elementary and Middle school program concepts continuing the focus on understanding risk behavior and making decisions that support safety and health.

D.A.R.E. myPlaybook: Core

High School Curriculum



D.A.R.E.



D.A.R.E. UNIVERSITY

D.A.R.E. University will offer new professional development opportunities. Online educational resources will enable D.A.R.E. Officers, training teams, leadership, and community partners to boost their skills and increase knowledge about the science of effective prevention.



D.A.R.E. University

For over 35 years, the D.A.R.E. Officer Training has been a central component in ensuring that D.A.R.E. Officers are prepared to deliver curricula with high fidelity and competence.

As the D.A.R.E. program grows, training teams are increasingly challenged to cover the requisite concepts in a way that leaves Officers feeling confident and demonstrating competence in all areas in only two weeks. Under the new D.A.R.E. University banner, training for D.A.R.E. Officers and Mentors is being updated and enriched with new ways to prepare before the course, a deeper integration of educational instruction with skills practice, and support for reinforcing and expanding knowledge after graduation.

D.A.R.E. International

Millions of students in 50+ countries receive the D.A.R.E. curricula

For more than two decades, D.A.R.E. has been an international program with its curricula being taught in 50+ other countries with eleven International D.A.R.E. Training Centers capable of training and teaching in many different languages. To date, these centers have certified over 14,000 D.A.R.E. international law enforcement officers globally. Classroom materials are available in 13 languages and Braille. Moreover, D.A.R.E. is an official consultative NGO to the United Nations and a member of the World Federation Against Drugs.



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Supporting D.A.R.E. and Our Community Programs

D.A.R.E. America receives no federal funding; we depend entirely on the generosity of concerned citizens. The public's support of D.A.R.E. through Direct Donations, the KARE program, and Sweepstakes makes a world of difference towards fulfilling D.A.R.E.'s mission... "Teaching students good decision-making skills to help them lead safe and healthy lives." D.A.R.E. Community Programs stimulate and motivate families to take a more active role in the prevention of substance abuse and violence while also providing valuable donations to hospitals, schools, children's centers, toy drives, and other worthy causes vital to local communities.

D.A.R.E. America Financial Summary

D.A.R.E. America Revenue and Other Support

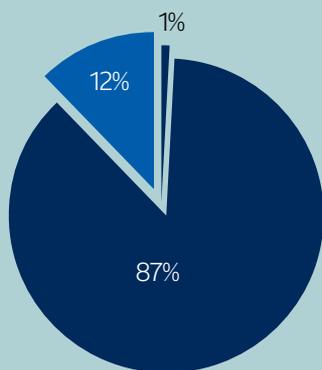
Source	2017	2018
Grants & Contracts	\$47,512	\$77,750
Contributions & Special Events	\$158,706	\$106,814
Total Fundraising Income	\$10,384,766	\$13,378,432
Interest	\$9,354	\$ 19,281
Licensed Royalties	\$2,000,185	\$1,988,470
Total Revenue and Other Support	\$12,600,523	\$15,570,474

Grants & Contracts	1%	1%	
Contributions & Special Events	83%	87%	
Licensed Royalties	16%	12%	

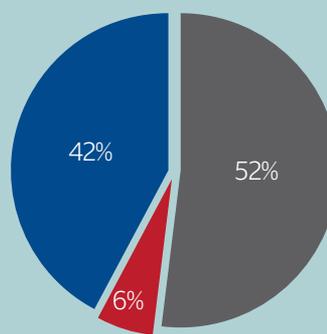
D.A.R.E. America Expenses

Expense	2017	2018
Program Services	\$ 5,108,411	\$6,596,310
Supporting Services		
General & Administrative	\$ 759,761	\$913,044
Fundraising	\$ 6,199,407	\$8,055,586
Total Expenses	\$ 12,067,579	\$15,564,940

Fundraising	52%	52%	
General & Administrative	6%	6%	
Program Services	42%	42%	



Revenue



Expenses

The D.A.R.E. Vision

"A world in which students everywhere are empowered to respect others and choose to lead lives free from violence, substance abuse, and other dangerous behavior"

The D.A.R.E. Mission

"Teaching students good decision-making skills to help them lead safe and healthy lives"

D.A.R.E.[®]

D.A.R.E. America

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