

D.A.R.E.[®]

TEACHING STUDENTS DECISION
MAKING FOR SAFE & HEALTHY LIVING

ANNUAL REPORT

2022 ACCOMPLISHMENTS / 2021 FINANCES







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MESSAGE FROM
**THE BOARD
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D.A.R.E. – THE WORLD’S PRE-EMINENT YOUTH SUBSTANCE ABUSE AND HIGH RISK BEHAVIOR PREVENTION EDUCATION PROGRAM

In 2022 D.A.R.E. America/International completed its 23rd year as the 501(c)(3) non-profit organization overseeing the D.A.R.E. program...the oldest and most comprehensive K-12 prevention education program in the world.

Taught in thousands of schools throughout America’s fifty states, as well as 29 other countries around the world, highly trained law enforcement officers deliver D.A.R.E. education programs to more than 2.5 million students annually teaching good decision-making skills for safe and healthy living. These science and evidence-based curricula that have been proven effective help enable K-12 students to cope with high risk circumstances including drugs, alcohol, violence, vaping, bullying, and threats found on the internet and social media.

D.A.R.E. continues to be the largest and fastest growing K-12 prevention education program in the country and the world. During 2022, D.A.R.E. conducted 42, two-week D.A.R.E. Officer Training classes certifying over 900 new D.A.R.E. instructors.

From this cadre of newly trained officers, 212 new law enforcement agencies throughout the United States and Canada launched the D.A.R.E. program throughout 37 different states. Included among those new programs are the Chicago and Washington D.C. Metro Police Departments.

During a year when students and families suffered more than 107,000 drug overdose deaths the majority of which resulted from Fentanyl and other opioid drug abuse, D.A.R.E. presented its comprehensive K-12 Opioid & Prescription Drug Prevention curricula to tens of thousands of students in America and beyond.

More than ever, the growing number of these drug overdoses along with the epidemic of school and other mass shootings once again demonstrate the vital importance of the D.A.R.E. program that helps families, schools, communities, and law enforcement address the collateral impacts of mental and physical health issues society faces today.

Not only does the D.A.R.E. program save lives in our communities, it builds trust between students, families, and law enforcement. 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 programs.

Michele M. Leonhart
Chair, Board of Directors

Francisco X. Pegueros
President & Chief Executive Officer

D.A.R.E. – LARGEST & FASTEST GROWING PREVENTION EDUCATION PROGRAM **IN THE WORLD!**

With nearly 40 years of experience, D.A.R.E. continues to be the preeminent, “go to” prevention education program for communities. Only D.A.R.E. teaches students good decision-making to lead safe and healthy lives and cope with the barrage of high risk circumstances they face each day at school and on their devices.

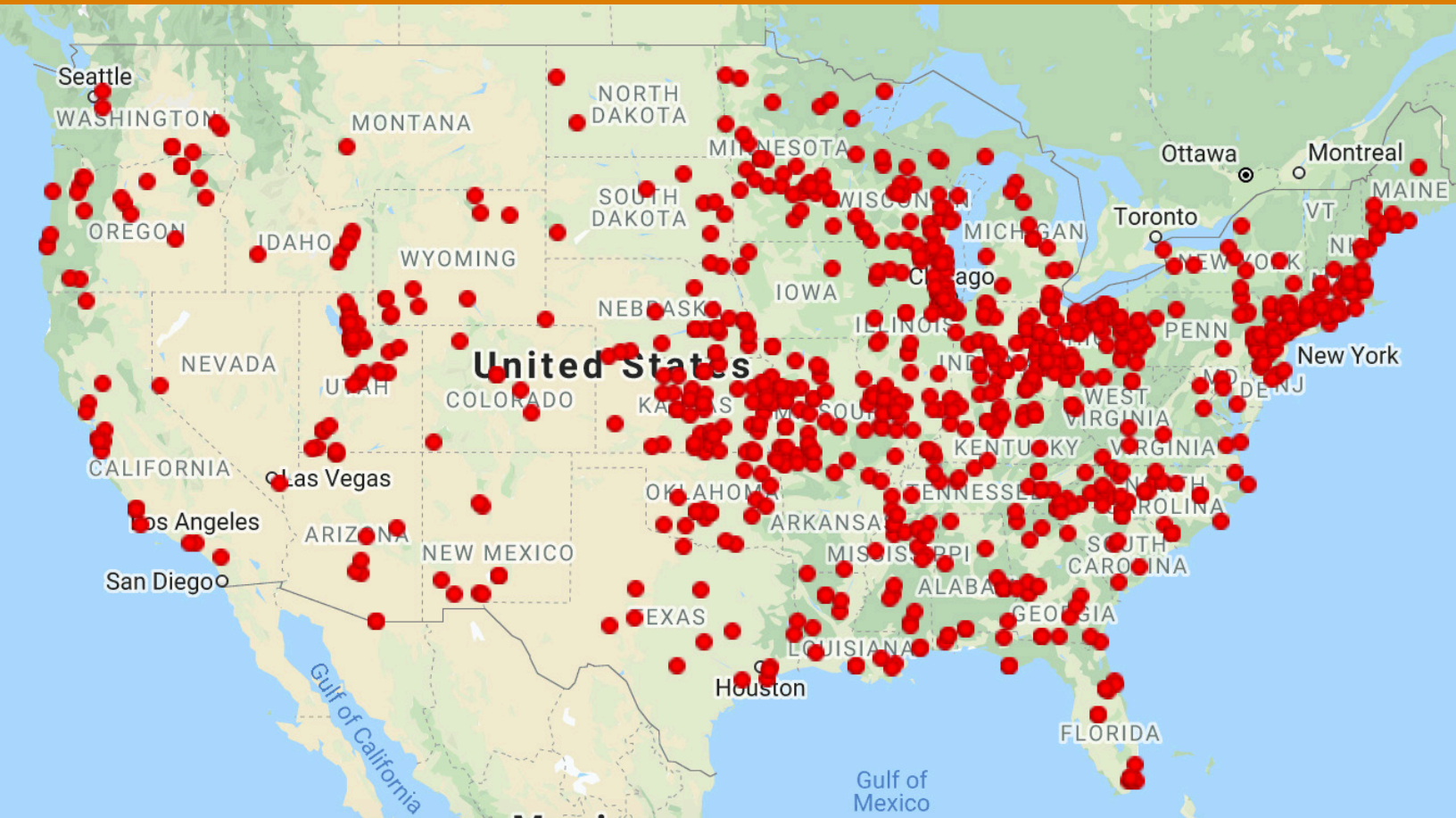
In 2022, a record 212 additional police and sheriff departments and other government law enforcement agencies in 37 states launched new D.A.R.E. program.

- A record 908 law enforcement officers completed the training and were certified to teach the program in 2022.
- More than 2,000 law enforcement agencies teach the program in an estimated 5,000 communities in all 50 states.
- New D.A.R.E. program agencies include Chicago Police Department, Washington D.C. Metro, and Fort Myers Police Department in Florida.

Chicago Police
Department D.A.R.E.
Officer Training
graduation



D.A.R.E. Program Map



International Programs

IN 2022, D.A.R.E. AMERICA/INTERNATIONAL ADDED TURKS AND CAICOS ISLANDS TO ITS LIST OF INTERNATIONAL D.A.R.E. PROGRAMS.

| | | | |
|------------------------|------------------|-------------|--------------------------|
| Anguilla | Canada | Guyana | Panama |
| Antigua & Barbuda | Costa Rica | Japan | Philippines |
| Barbados | Falkland Islands | Malta | St. Maarten |
| Bahrain | Finland | Mexico | St. Vincent & Grenadines |
| Bolivia | Germany | Netherlands | Thailand |
| Brazil | Gibraltar | New Zealand | U.S. Virgin Islands |
| British Virgin Islands | Grenada | Norway | Venezuela |

D.A.R.E. OFFICER TRAINING – HIGHLY TRAINED OFFICERS BUILDING RELATIONSHIPS WHILE EDUCATING STUDENTS

It is universally acknowledged that instructor fidelity to the intent and design of prevention education curricula is essential for program success.

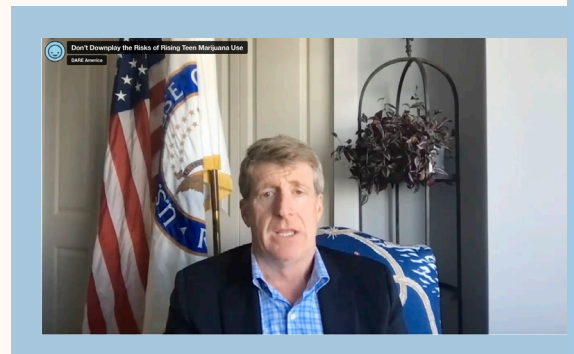


Only D.A.R.E. requires its law enforcement instructors to successfully complete a two week/80 hour intensive training course to be certified to teach the D.A.R.E. curricula and lessons. Other prevention education programs require as little as one day of training. Unlike other officer led programs, only D.A.R.E. officers, through rigorous longitudinal scientific research, have been evidenced as credible and effective instructors of prevention education curricula.

Only D.A.R.E. Provides Certified Officers Continuing Education

A D.A.R.E. Officer's training never stops. Certified D.A.R.E. instructors receive continuing education through D.A.R.E. University, a learning management system of courses and video presentations on specific instructional topics and lesson content, as well as state in-service trainings.

Additionally, D.A.R.E. America/International sponsors an annual International Training Conference with more than twenty workshops in three different tracks. In 2022, the conference was held virtually for FREE and was attended by 14,000 D.A.R.E. instructors, government officials, and educators from 28 different countries. **For an example of the conference's quality workshops, scan the QR code and view a video presentation by former Congressman Patrick Kennedy.**



Video: dare.org/dare-u-public/#Kennedy

THE MOST COMPREHENSIVE PREVENTION CURRICULA IN THE WORLD

As the chart below demonstrates, only D.A.R.E. offers a comprehensive, yet flexible, program of prevention education curricula and lessons to meet a community's needs.

| | Early Grades | Elementary School | Middle School | High School | Parent and Community |
|---|---|---|---|--|---|
| <p>Core Lessons</p> <p><i>General life skills education to support good decision making for a safe and healthy life</i></p> | <p>Pre-K to 2nd grade D.A.R.E. Poster Visits</p> <p>3rd to 4th grades</p> | <p>D.A.R.E. keepin' it REAL Curriculum</p> <p>5th to 6th grades</p> | <p>D.A.R.E. keepin' it REAL Curriculum</p> <p>7th to 8th grades</p> | <p>D.A.R.E. myPlaybook: Core Curriculum</p> <p>9th to 10th grades</p> | <p>D.A.R.E. Take Home Family Activities K to 2nd grades</p> <p>D.A.R.E. Family Talks Elementary 5th to 6th grades</p> |
| Enhancement Lessons | Early Grades | Elementary School | Middle School | High School | Parent and Community |
| Substance Specific | <p>Opioid & OTC/Rx Lessons</p> <p>K to 2nd grades</p> | <p>Opioid & OTC/Rx Lessons</p> <p>2nd to 3rd 5th to 6th grades</p> <p>Vaping prevention Lesson, 5-6th grade</p> | <p>Vaping Prevention Lesson 7th to 8th grades</p> <p>Opioid & OTC/Rx Lessons 7th & 8th grades</p> | <p>Vaping Prevention Lesson 9th to 10th grades</p> <p>Opioid & OTC/Rx Lessons 9th to 12th grades</p> | <p>Opioid & OTC/Rx Parent/Community Lesson</p> <p>Current Trends in Drug Use Meth and Your Community</p> <p>Inhalants</p> |
| Mental Health | | Social Media Safety | Social Media Safety | <p>Social Media Safety</p> <p>More Than Sad: Teen Mental Health</p> | |
| Interpersonal Relationships and Safety | <p>Internet Safety Lesson</p> <p>K to 4th grades</p> | Cyber-Bullying Lesson | Resisting Gang and Group Violence Lesson | | <p>Cyber-Bullying Family Talk</p> <p>Parent/Community Internet Safety Lesson</p> <p>Parent/Community Bullying Lesson</p> |
| Reinforcing Skills and Tools | | <p>Role Model Lesson</p> <p>D.A.R.E. Remote</p> | D.A.R.E. Remote | Celebrating Safely Lesson | |

PLANNING FOR D.A.R.E.'S **FUTURE**

During 2022, D.A.R.E. America/International conducted an exhaustive, three-phase iterative strategic planning process involving its board of directors, management and staff, and key stakeholders each with varying experiences and perspectives.

The process resulted in the adoption of a three year (2023 through 2025) strategic plan consisting of 26 strategic objectives covering six program areas: Curricula & Training; Program Relations, Preservation, & Expansion; Marketing & Communication; Technology & Data Management; Fund Development; and Financial & Operational Management.

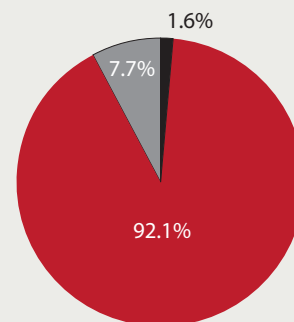
Collectively, these objectives will lead to: 1. Continued program growth and expansion; 2. Leverage data and technology for more effective communication and marketing; and 3. Ensure that D.A.R.E.'s educational programs are nimble and responsive to the rapidly changing world that students, families, communities, and law enforcement face today.



D.A.R.E. America/International 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 and the KARE program makes a world of difference towards fulfilling D.A.R.E.'s mission. Unlike other non-profit organizations, our fundraising programs also support other local charities and community programs.

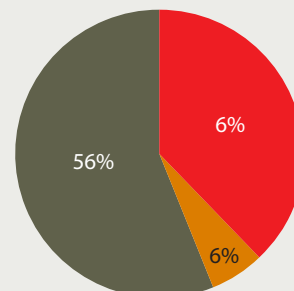
D.A.R.E. AMERICA REVENUE AND OTHER SUPPORT

| SOURCE | 2020 | 2021 |
|--|---------------------|---------------------|
| Grants & Contracts | \$287,000 | \$355,241 |
| Contributions & Special Events | \$29,633 | \$0 |
| Total Fundraising Income | \$11,481,896 | \$19,909,273 |
| Interest | \$6,736 | \$245 |
| Licensed Royalties | \$983,397 | \$1,344,998 |
| Total Revenue and Other Support | \$12,788,662 | \$21,609,757 |
| Grants & Contracts | 2.2% | 1.6% |
| Contributions & Special Events | 90.1% | 92.1% |
| Licensed Royalties | 7.7% | 7.7% |



D.A.R.E. America Expenses

| EXPENSES | 2020 | 2021 |
|--------------------------|---------------------|---------------------|
| Program Services | \$7,351,918 | \$11,582,847 |
| Supporting Services | | |
| General & Administrative | \$788,051 | \$1,146,910 |
| Fundraising | \$5,434,214 | \$7,883,964 |
| Total Expenses | \$13,574,183 | \$20,613,721 |
| Fundraising | 40% | 38% |
| General & Administrative | 6% | 6% |
| Program Services | 54% | 56% |



A photograph of two young women sitting at a table, looking at a worksheet. The woman on the left has dark curly hair with a white bow, and the woman on the right has blonde hair. Both are wearing black t-shirts with the D.A.R.E. logo in red. The background is slightly blurred, showing what appears to be a classroom or meeting room setting.

D.A.R.E.[®]

The D.A.R.E. Mission

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

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

D.A.R.E. America/International

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dare.org