

Teaching Students Decision Making for Safe & Healthy Living

D.A.R.E.

Annual Report of
Accomplishments & 2017 Finances



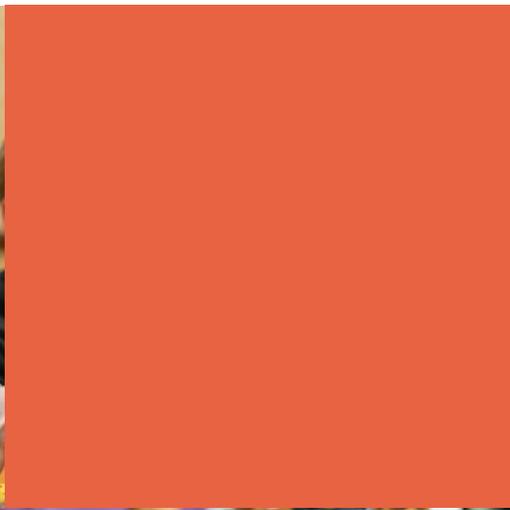
December, 2018



CONTENTS

D.A.R.E. America Board of Directors	5
Message from the Board Chair and President & CEO	7
D.A.R.E. Responds to America's Opioid Crisis	9
D.A.R.E. Globally	11
Supporting D.A.R.E. and Our Community Programs	12
D.A.R.E. America Financial Summary	15





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 Board of Directors

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Vice Chair

Robert J. Strang

Secretary

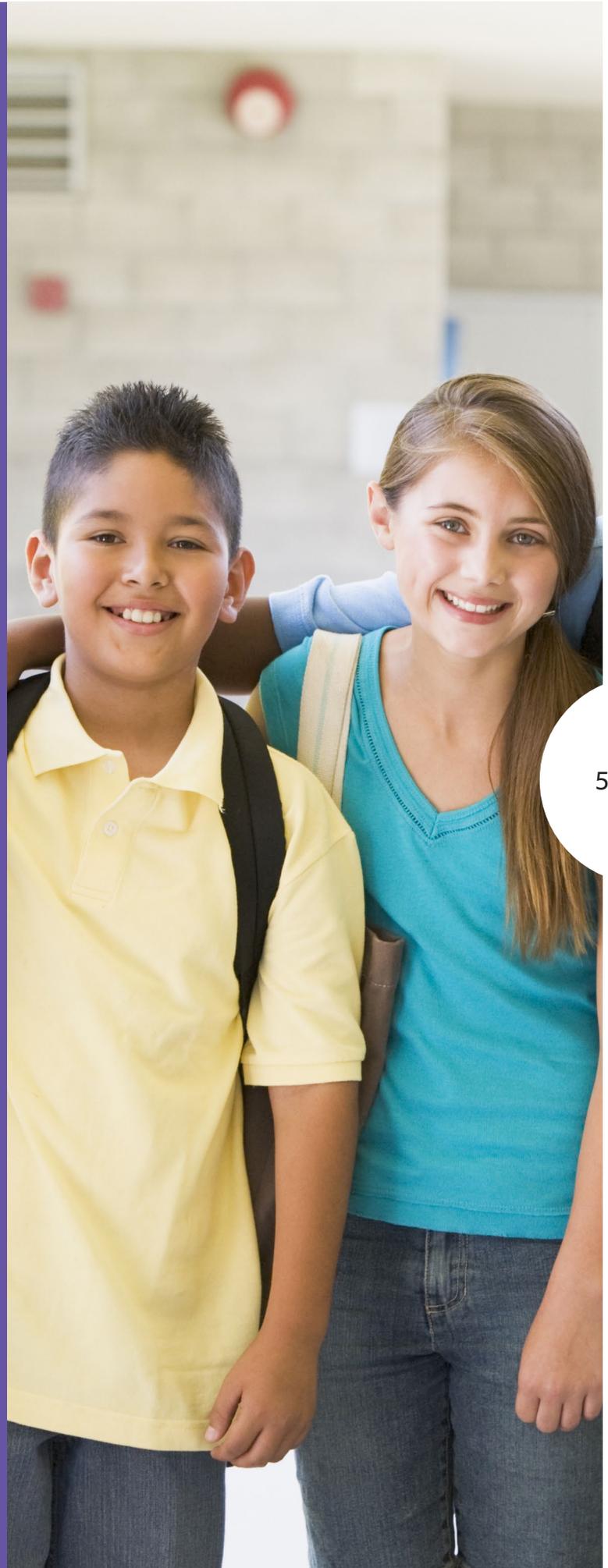
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Message from the Board Chair and President & CEO



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.

Among the components and curricula are:

- K-2 Grade Visitations
- 3rd & 4th Grade Visitations
- Keepin’ it REAL Elementary School
- Keepin’ it REAL Middle School
- myPlaybook High School
- REAL Messages High School
- Celebrating Safely
- Bullying & Internet Safety Enhancement Lessons

During 2018, D.A.R.E. continued its leadership in prevention education by launching the most comprehensive K-12 Opioid and Prescription Drug Abuse Prevention Lessons available...and it’s FREE to all D.A.R.E. communities!

Multiple studies have identified D.A.R.E.’s use of law enforcement officers to deliver its science and evidence-based curricula as a critical distinction that sets it above other education programs. During the past year, more than 70 new D.A.R.E. programs have been implemented and over 800 law enforcement officers certified to teach D.A.R.E. after completing an intensive 80 hour training course.

D.A.R.E. America has a highly active Youth Advocacy Board that creates videos, written communications, and other tools to advocate for the expansion of the D.A.R.E. program throughout America and the world. In May 2018, members of the Board presented their individual projects to representatives from 50 countries and 250 communities attending the combined 25th European Cities Against Drugs Mayor Conference and the the 6th Annual World Forum Against Drugs in Gothenburg, Sweden.

More than 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



K-2nd
Grades

3rd / 4th
Grades

5th / 6th
Grades

7th
Grade

K-12 Opioid & OTC/Rx Drug Abuse Prevention Curricula

Comprehensive Curricula for your Community's Children

D.A.R.E.

8th
Grade

9th - 12th
Grades

Community /
Parent



D.A.R.E. Responds to America's Opioid Crisis

In 2018 D.A.R.E. America launched a comprehensive K-12 Opioid and OTC/Rx drug abuse prevention lesson program

Today's youth face substantial risks unprecedented in recent years. In response, D.A.R.E., the most comprehensive drug abuse prevention curricula in the world, has created a comprehensive K-12 Opioid and Over-the-Counter / Prescription Drug Abuse Prevention "enhancement" lesson program.

These lessons supplement the D.A.R.E. keepin' it REAL elementary and middle school curricula, and the D.A.R.E. REAL Messages and myPlaybook high school curricula.

This curricula package is FREE to D.A.R.E. communities!

Each law enforcement agency, school district, and community now has the opportunity to provide their students with the knowledge and skills to make safe and healthy decisions and avoid the tragedy of opioid, prescription, and over-the-counter drug abuse.

Family Talks
5th / 6th Grades

Rx and OTC Safety Information
Family Talk - 5th / 6th Grades

Go to dare.org/OpioidRx to download

DARE
Family Talk | Rx and OTC Safety Information

Dear parents / Guardians:

Today's youth face substantial risks unprecedented in recent years. In response, D.A.R.E., the most comprehensive drug abuse prevention curricula in the world, has created a comprehensive K-12 Opioid and Over-the-Counter / Prescription Drug Abuse Prevention "enhancement" lesson program.

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LESSON 1
3RD / 4TH GRADE

Laws and Rules to Keep Safe

CONCEPT
Laws are rules that have been made to protect the rights of people and keep them safe.

PURPOSE
To acquaint students with the role of the law enforcement in the community, school, classroom, and to review safety practices to protect students from harm.

OBJECTIVES:
Students will be able to:

- Identify the purpose of rules and laws at school and in the community.
- Identify warning signs to help recognize situations that may cause them harm.
- Explain steps in saying "no" to situations that may be unsafe.

PREPARATION
PowerPoint located on USB drive
"Welcome to D.A.R.E. Allow me to introduce Dares". Use from beginning of class and throughout until "Drugs: May Help or Harm."

MATERIALS
Ways to Stay Safe Worksheet, Download from website: dare.org/OpioidRx

D.A.R.E. Graduations

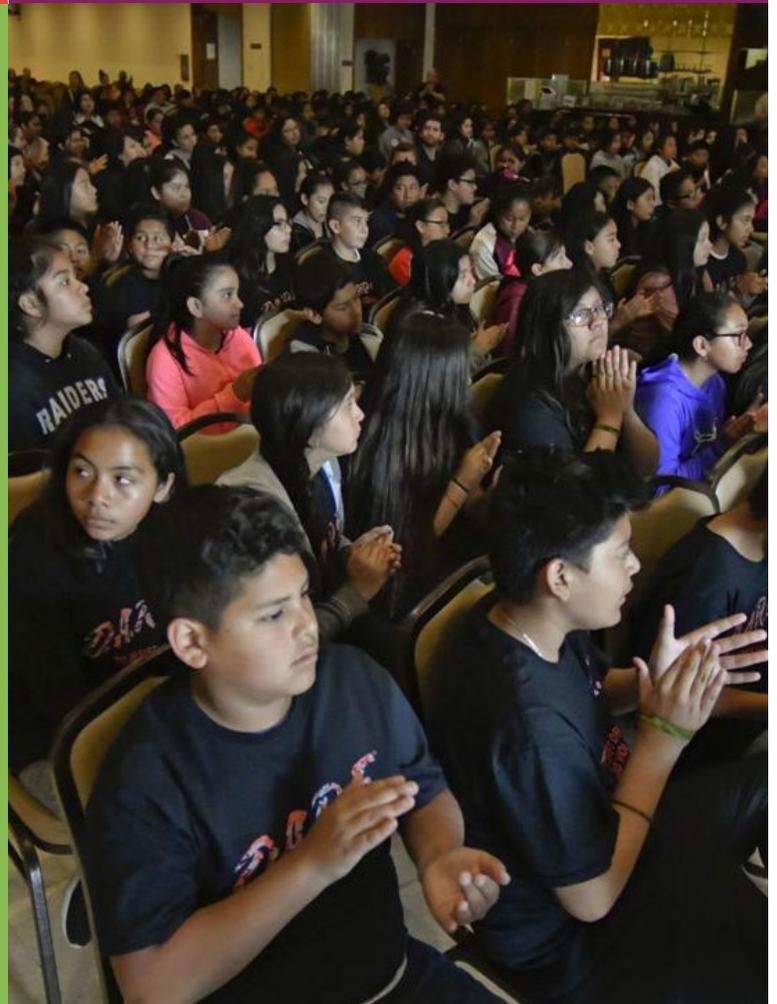
During the past year, tens of thousands of students throughout the country and world graduated from D.A.R.E. elementary, middle, and high school courses.



10

Above:
New Brunswick, New Jersey Police Department D.A.R.E. officer, Lt. Raymond Trigg with two of the 800 students graduating from that city's D.A.R.E. program in 2018.

Right:
Santa Maria-area students applaud during May 25, 2018 D.A.R.E. graduation ceremony. Nearly 950 students promised to stay drug free, abstain from violence and make smart choices.



D.A.R.E. Globally

D.A.R.E. America Exports Its Evidence-Based Curriculum to World Neighbors

Since the inception of D.A.R.E. in the 1980s, literally thousands of cities, townships, and counties throughout the United States have welcomed D.A.R.E. officers into their classrooms.

For more than two decades, D.A.R.E. has also been an international program with its curricula being taught in 50+ other countries with six International D.A.R.E. Training Centers capable of training and teaching in many different languages. To date, these centers have graduated over 13,000 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 Drug Abuse.



Kingdom of Bahrain Ambassador to the United States

Keynote Speaker at 31st Annual International D.A.R.E. Training Conference

Bahraini Ambassador to the United States Shaikh Abdullah bin Rashid Al Khalifa participated as a keynote speaker at the 31st Annual D.A.R.E. International Training Conference in Orlando, Florida in July 2018. D.A.R.E. America President and CEO, Francisco Pegueros, recognized the tremendous efforts made by Bahrain to fight violence and addiction and protect youngsters through raising awareness and education. “Ma’an”, the Bahrainian word for D.A.R.E., was launched in 2011 and has been taught by more than 68,000 students.

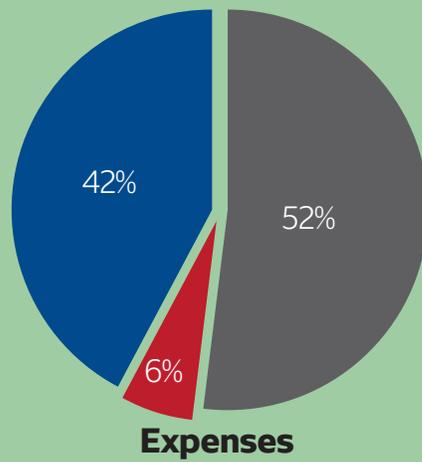
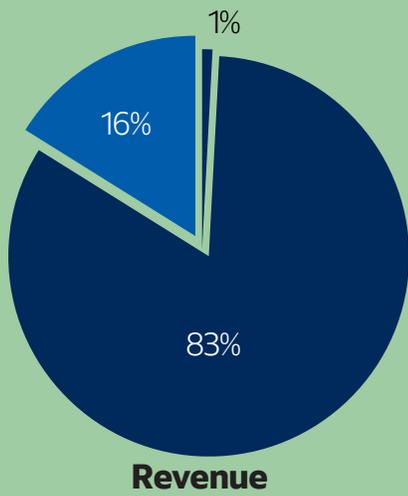
Supporting D.A.R.E. and Our Community Programs

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 and the KARE program 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	2016	2017
Grants & Contracts	\$25,000	\$47,512
Contributions & Special Events	\$455,709	\$158,706
Fundraising Income	\$8,030,468	\$10,384,766
Interest	\$4,499	\$9,354
Licensed Royalties	\$1,946,777	\$2,000,185
Total Revenue and Other Support	\$10,462,453	\$12,600,523

Grants & Contracts	1%	1%	
Contributions & Special Events	81%	83%	
Licensed Royalties	18%	16%	

D.A.R.E. America Expenses

	2016	2017
Program Services	\$ 4,632,506	\$ 5,108,411
General & Administrative	\$ 510,347	\$ 759,761
Fundraising	\$ 5,199,119	\$ 6,199,407
Total Expenses	\$10,341,972	\$12,067,579

Fundraising	45%	52%	
General & Administrative	5%	6%	
Program Services	50%	42%	

D.A.R.E.[®]

D.A.R.E America



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dare.org