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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 the most comprehensive K-12 education program in the world. Taught in thousands of schools in America, as well as dozens of other countries around the world, highly trained law enforcement officers deliver D.A.R.E. education programs that teach students good decision-making skills. These science and evidence-based curricula help enable K-12 students to lead safe and healthy lives and cope with high risk circumstances including drugs, alcohol, violence, bullying, and internet safety.

Like families, businesses, and non-profit organizations throughout the world, D.A.R.E. America/International and virtually all local D.A.R.E. programs were dramatically impacted in 2020 by the outbreak of the COVID-19 pandemic. Among the many challenges, headquarter and regional staff began working remotely beginning in March while all business-related travel was discontinued. Fundraising programs were curtailed due to lockdown restrictions resulting in a dramatic decrease in income for a period of 120 days. On a local level, our dedicated and highly trained D.A.R.E. Officers faced school closures and the need to find creative ways to conduct their classes through remote learning.

Through it all, D.A.R.E. continued to be the fastest growing K-12 prevention education program in the country. During 2020, D.A.R.E. conducted 22, two-week D.A.R.E. Officer Training classes, certified 401 new D.A.R.E. officers, and launched 69 new D.A.R.E. programs in 27 different states. Included among those new programs is the Houston Independent School District in Texas, the eighth largest district in the country. And at a time when students and families have also faced unparalleled mental health challenges, D.A.R.E. continued presenting its K-12 Opioid & Prescription Drug Prevention curricula, Vaping Prevention lesson, and “More Than Sad” Teen Suicide Prevention lessons.

D.A.R.E. will continue to move forward in 2021 with important projects and program expansions. Most notable will be the completion of a multi-year longitudinal evaluation of D.A.R.E.’s keepin’ it REAL elementary and middle school curricula; pilot testing in the Kingdom of Bahrain new middle and high school lessons on intolerance and extremism; and forming new partnerships to develop prevention education lessons addressing the mental health risks of social media. And as we have each year, we will train hundreds of new D.A.R.E. officers and launch scores of new D.A.R.E. programs throughout the country.

More than ever, the events of 2020 demonstrate the vital importance of the D.A.R.E. program in our communities and the positive impact they have on building 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
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 your community’s needs.

<table>
<thead>
<tr>
<th>Core Lessons</th>
<th>Early Grades</th>
<th>Elementary School</th>
<th>Middle School</th>
<th>High School</th>
<th>Parent and Community</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>3rd to 4th grades Lessons</td>
<td>5th to 6th grades</td>
<td>7th to 8th grades</td>
<td>9th to 10th grades</td>
<td>D.A.R.E. Family Talks Elementary 5th to 6th grades</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Enhancement Lessons</th>
<th>Early Grades</th>
<th>Elementary School</th>
<th>Middle School</th>
<th>High School</th>
<th>Parent and Community</th>
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</thead>
<tbody>
<tr>
<td>Substance Specific</td>
<td>Opioid &amp; OTC/Rx Lessons</td>
<td>Opioid &amp; OTC/Rx Lessons</td>
<td>Vaping Prevention Lesson 7th to 8th grades</td>
<td>Vaping Prevention Lesson 9th to 10th grades</td>
<td>Opioid &amp; OTC/Rx Parent/Community Lesson</td>
</tr>
<tr>
<td></td>
<td>K to 2nd grades</td>
<td>2nd to 3rd 5th to 6th grades</td>
<td>Opioid &amp; OTC/Rx Lessons 7th &amp; 8th grades</td>
<td>Opioid &amp; OTC/Rx Lessons 9th to 12th grades</td>
<td>Current Trends in Drug Use</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Meth and Your Community</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Inhalants</td>
</tr>
<tr>
<td>Mental Health</td>
<td></td>
<td></td>
<td></td>
<td>More Than Sad: Teen Mental Health</td>
<td></td>
</tr>
<tr>
<td>Interpersonal Relationships and Safety</td>
<td>Internet Safety Lesson</td>
<td>Cyber-Bullying Lesson</td>
<td>Resisting Gang and Group Violence Lesson</td>
<td>Cyber-Bullying Family Talk</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K to 4th grades</td>
<td></td>
<td></td>
<td>Parent/Community Internet Safety Lesson</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Parent/Community Bullying Lesson</td>
<td></td>
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<tr>
<td>Reinforcing Skills</td>
<td></td>
<td>Role Model Lesson</td>
<td>D.A.R.E. Mobile</td>
<td>Celebrating Safety Lesson</td>
<td></td>
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</tbody>
</table>

COVID-19 presented D.A.R.E. America/International, as well as each individual local D.A.R.E. program, with unique and unprecedented challenges. With schools closures occurring in March, many D.A.R.E. classes had not completed their lessons.

As the fall semester approached, school districts and individual schools were implementing a variety of restricted teaching environments including remote, hybrid, and in-class instruction. And there were many districts which limited the total hours of “screen” time for students for only core curricula instruction.

Recognizing that D.A.R.E. Officers would need new tools to adjust to these conditions, D.A.R.E. America/International expanded its electronic elementary school student workbook platform to include the keepin’ it REAL middle school student workbook. Our team rebranded it D.A.R.E. Remote and launched a marketing campaign that led to its use by scores of school districts and D.A.R.E. Officers.

Local D.A.R.E. Officers demonstrated amazing skills to be nimble and creative teaching lessons via Zoom, delivering lesson related materials to student’s homes, and conducting drive-by graduations.

The Munster Police Department in Indiana has delivered the D.A.R.E. program in the classroom for more than 30 years. When the COVID-19 pandemic struck, the department’s D.A.R.E. Officers demonstrated their flexibility and commitment to their students when they personally visited each of the approximately 275 graduating 5th graders homes to deliver each one’s D.A.R.E. t-shirt, certificate, and other items in recognition of their completion of the program.
D.A.R.E. – The Fastest Growing Prevention Education Program...still!

While more than a dozen D.A.R.E. Officer Training seminars (DOTs) in 2020 were postponed or cancelled due to COVID-19, D.A.R.E. still completed 22 DOTs. Collectively, these two-week, 80 hour training seminars certified 401 new D.A.R.E. officers and launched 69 new D.A.R.E. programs in 27 different states.

Included among those new programs is the Houston Independent School District in Texas, the eighth largest district in the country.

Since 2019, D.A.R.E. has certified more than 1,200 new officers and launched 183 new programs.
Supporting D.A.R.E. and Community Programs

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, the KARE program, and Sweepstakes makes a world of difference towards fulfilling D.A.R.E.’s mission.

Unlike other non-profit organizations, D.A.R.E. America/International fundraising programs also support other local charities and community programs. During 2020, in addition to providing funding for D.A.R.E., our fundraising campaigns…

- Generated nearly $50,000 in donations for COVID-19 relief through the international non-profit, Global Giving;
- Donated thousands of Care Kits to homeless shelters;
- Provided more than 1,000 computers for the Houston Independent School District; and
- Donated thousands of toys to churches, community centers, and children’s hospitals throughout the country.

D.A.R.E. Community Programs motivate families to take a more active role in the prevention of substance abuse and violence while also providing valuable donations to other worthwhile causes.
D.A.R.E. America/International Financial Summary

During the 2019 fiscal year and continuing in 2020, D.A.R.E. America/International invested approximately $1 million of its reserve funds to:

- Develop a new records/database management system;
- Conduct a multi-year longitudinal evaluation of our keepin’ it REAL elementary and middle school curricula;
- Increase the number of regional directors and other staff serving programs throughout the country and the world;
- Fully subsidize the cost of D.A.R.E. Officer Training classes in select states;
- Re-launch the D.A.R.E. Plus after-school program in multiple schools in Texas;
- Implement an in-person delivery version of the D.A.R.E. myPlaybook high school curriculum;
- Develop and introduce new Vaping Prevention lessons and More Than Sad: Teen Mental Health lessons; and
- Launch D.A.R.E. Remote, expanding D.A.R.E. officer access to electronic elementary and middle school keepin’ it REAL student workbooks used for remote curricula presentation.

While these investments reduced our financial reserves, we believe these expenditures individually and collectively will generate substantial returns for our D.A.R.E. Officers, students, and communities.

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

<table>
<thead>
<tr>
<th>SOURCE</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants &amp; Contracts</td>
<td>$77,750</td>
<td>$28,900</td>
</tr>
<tr>
<td>Contributions &amp; Special Events</td>
<td>$106,814</td>
<td>$71,636</td>
</tr>
<tr>
<td>Total Fundraising Income</td>
<td>$13,378,432</td>
<td>$10,719,897</td>
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<tr>
<td>Interest</td>
<td>$19,281</td>
<td>$16,941</td>
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<tr>
<td>Licensed Royalties</td>
<td>$1,988,470</td>
<td>$1,949,267</td>
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<tr>
<td><strong>Total Revenue and Other Support</strong></td>
<td><strong>$15,570,747</strong></td>
<td><strong>$12,786,641</strong></td>
</tr>
</tbody>
</table>

### D.A.R.E. America Expenses

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$6,596,310</td>
<td>$7,810,217</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>$913,044</td>
<td>$723,278</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$8,055,586</td>
<td>$5,216,209</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$15,564,940</strong></td>
<td><strong>$13,749,704</strong></td>
</tr>
</tbody>
</table>

| Fundraising                    | 52%   | 38%   |
| General & Administrative       | 6%    | 5%    |
| Program Services               | 42%   | 57%   |

- **Revenue**: 84.5%
- **Expenses**: 57%
- **Fundraising** - 38%
- **General & Administrative** - 5%
- **Program Services** - 57%
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

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