

# Annual Report

2020 CHALLENGES & ACCOMPLISHMENTS

2019 FINANCES



**D.A.R.E.<sup>®</sup>**



## D.A.R.E. America/International Board of Directors

### **Chair**

Michele M. Leonhart

### **Vice Chair**

Robert J. Strang

### **Secretary**

Francisco X. Pegueros

William Beal  
Richard Clayton, PhD  
Rita Cosby  
Bruce B. Doniger  
Samantha Faulkner  
Thomas Hazelton  
Sheila Kar, MD  
Giorgio Kolaj  
Jackie Lacey  
John Lynch  
Richard Mahan  
James M. Miller  
Charlie J. Parsons  
Mary Turner Pattiz  
Michael Perricone  
Sam Perricone, Jr.  
Missy Polson  
Andrew N. Pucher  
Matthew K. Rothman

### **Honorary Members**

Louis "Skip" Miller  
*Chairman Emeritus*  
Ron Burkle  
Alec E. Gores  
Howard Safir

# 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.

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

# D.A.R.E. Responds to COVID-19 with New Tools & Creativity

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.

## MUNSTER POLICE DEPARTMENT STAYS CONNECTED TO D.A.R.E. STUDENTS DURING COVID

**Munster's D.A.R.E. Award & Prize Winners**  
**Eads Elementary School - Elliott Elementary School**  
**Frank Hammond Elementary School**  
**SPRING 2020**

**Row 1:** McKenna Willis, Irene Venetis, Saatvik Punukollu, Tristan Casiano, Ally Compton, Raanya Rai, Besiana Burrell, Ava Irby, Deni Staehly

**Row 2:** Leah Selin, Peter Mihaljevic, Kenley Smith, Makylah Chatman, Wesaal Wardak, Ellie Gelarden, Priyanka Tallamraju, Ayesha Jawad, Alec Gruber

**Row 3:** Elena Dovellos, Ethan Gorny, Paige Polewski, Caroline Wendlinger, Luka Lettow, Elena Puposki, Will Dolson, Eshal Rafiq

**Row 4:** Abigail Blue, Aleksandar Dimitrijevic, Kimber DePalmo, Brooklyn Harris, Ben Carroll, Leona Velasquez-Noel, Danny Bevil

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.

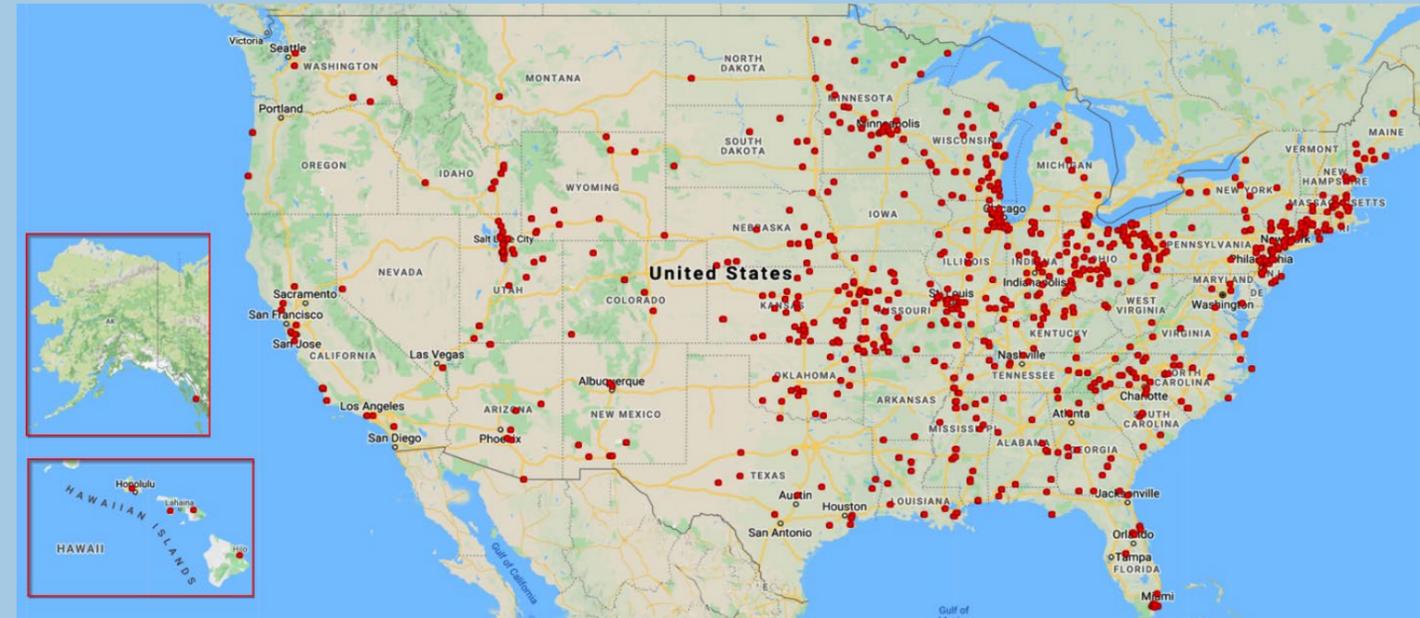


## D.A.R.E. – The Fastest Growing Prevention Education Program...still!

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

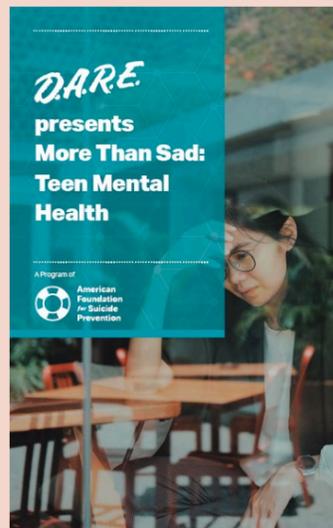
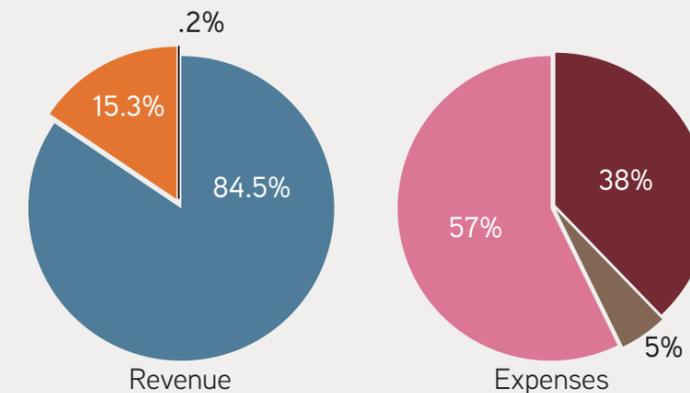
SOURCE	2018	2019
Grants & Contracts	\$77,750	\$28,900
Contributions & Special Events	\$106,814	\$71,636
Total Fundraising Income	\$13,378,432	\$10,719,897
Interest	\$19,281	\$16,941
Licensed Royalties	\$1,988,470	\$1,949,267
<b>Total Revenue and Other Support</b>	<b>\$15,570,747</b>	<b>\$12,786,641</b>

Grants & Contracts	1%	0.2%
Contributions & Special Events	87%	84.5%
Licensed Royalties	12%	15.3%

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

EXPENSES	2018	2019
Program Services	\$6,596,310	\$7,810,217
Supporting Services		
General & Administrative	\$913,044	\$723,278
Fundraising	\$8,055,586	\$5,216,209
<b>Total Expenses</b>	<b>\$15,564,940</b>	<b>\$13,749,704</b>

Fundraising	52%	38%
General & Administrative	6%	5%
Program Services	42%	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.<sup>®</sup>**

## **D.A.R.E. America**

P.O. Box 512090  
Los Angeles, CA 90051  
(800) 223-DARE  
[dare.org](http://dare.org)