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Message from the Board Chair and President & CEO

D.A.R.E. - The World’s Pre-eminent Youth Substance Abuse and High Risk Behavior Prevention Education Program

Launched in 1983, D.A.R.E. is the most comprehensive K-12 prevention education program in the world. Taught in thousands of schools in America, as well as 28 other countries around the world, highly trained law enforcement of fcers 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.


During a year when students and families su ered more than 100,000 drug overdose deaths the majority of which resulted from opioid and prescription 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. And with no abatement of the signi cant rise in mental health issues among teens, D.A.R.E. recognized the importance of expanding its “More Than Sad” Teen Suicide Prevention lessons with the development of a series of Social Media Safety lessons.

In October 2021 UNC Greensboro and Prevention Strategies consultants completed its multi-year longitudinal evaluation of D.A.R.E.’s keepin’ it REAL elementary school curriculum concluding that it is evidence-based, successful, and effective. This is the only evaluation ever conducted of a prevention education curriculum as presented by law enforcement of cers. The study reports that teachers and students rated D.A.R.E. Of cers extremely high on both program delivery and the engagement of students during program delivery.

More than ever, the pandemic’s on-going impacts on drug overdoses, mental health, and teen suicide demonstrate the vital importance of the D.A.R.E. program in our communities and the positive impact it has 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 fi eld 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 and Fastest Growing Prevention Education Program in the World!

In 2021, D.A.R.E. completed 31 D.A.R.E. Officer Training (DOTs) seminars which certified the graduates to teach D.A.R.E.'s keepin' it REAL elementary and middle school curricula and myPlaybook Core high school curriculum, as well as a variety of enhancement lessons (see grid on page 8). Collectively, these two-week, 80 hour training seminars certified 531 new D.A.R.E. instructors across 48 states, and launched 106 new D.A.R.E. programs… an incredible results during a pandemic!

For more nearly 30 years, D.A.R.E. has been the largest international prevention education program taught in 28 other countries including the largest programs in Mexico, Brazil, and the Philippines.

International Programs

- Anguilla
- Antigua & Barbuda
- Barbados
- Bahrain
- Bolivia
- Brazil
- British Virgin Islands
- Canada
- Costa Rica
- Falkland Islands
- Finland
- Germany
- Gibraltar
- Grenada
- Guyana
- Japan
- Malta
- Mexico
- Netherlands
- New Zealand
- Norway
- Panama
- Philippines
- St. Maarten
- St. Vincent & Grenadines
- Thailand
- U.S. Virgin Islands
- Venezuela
The UNC Greensboro and Prevention Strategies three year, multi-longitudinal study concludes:

D.A.R.E. keepin’ it REAL Elementary School Curriculum is Evidence-based, Successful and Effective.

The comprehensive study is the only one ever conducted reviewing any prevention education curricula taught by law enforcement officers, rather than teachers. Specifically, the study found:

- There were statistically significant reductions in the prevalence of drinking alcohol, getting drunk, smoking cigarettes, and vaping among students who received D.A.R.E. compared to the control cases. The study also concluded that the program was entirely successful in preventing marijuana use.
- D.A.R.E. Instructors performed very well in the classroom based on both teacher and student ratings. Teachers and students rated D.A.R.E. Instructors extremely high on both program fidelity and engagement actively engaging students during program delivery.
- D.A.R.E. Instructor delivery was directly related to positive program outcomes. That is, there were statistically significant correlations between student engagement and student scores at post-test on all variables assessed - increased student engagement was related to positive outcomes on all variables.
- The responsiveness of the D.A.R.E. Instructors to the students was also predictive of scores at post-test for variables like decision-making, intentions to avoid drug use, and beliefs about peer norm use.

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>
</tr>
</thead>
<tbody>
<tr>
<td>3rd to 4th grades</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>
<td></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>
</tr>
</thead>
<tbody>
<tr>
<td>Substance Specific</td>
<td>Opioid &amp; OTC/Rx Lessons</td>
<td>Vaping Prevention Lesson, 5-6th grade</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>K to 2nd grades</td>
<td>2nd to 3rd grades</td>
<td>5th to 6th grades</td>
<td>7th to 8th grades</td>
<td>9th to 10th grades</td>
<td>Current Trends in Drug Use Mesh and Your Community Inhalants</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Social Media Safety</td>
<td>Social Media Safety</td>
<td>Social Media Safety</td>
<td>Social Media Safety</td>
<td>More Than Sad: Teen Mental Health</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>Parent/Community Internet Safety Lesson</td>
</tr>
<tr>
<td>K to 4th grades</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Parent/Community Bullying Lesson</td>
</tr>
</tbody>
</table>
Highly Successful 33rd Annual “Virtual” Training Conference

On July 7 & 8, 2021, D.A.R.E. International conducted one of the most productive and successful prevention education training conferences of the past decade. Nearly 1,400 law enforcement officers, educators, and government officials from 28 countries came together virtually for the free, two day training conference consisting of 22 workshops conducted in English, Spanish, and Portuguese.

D.A.R.E. Launches Social Media Safety Lessons

An issue that grows in importance to school communities and families each year is the risk associated with use of the internet and social media by children and adolescents. During 2021, D.A.R.E. America partnered with the Organization for Social Media Safety (OFSMS) to develop new lessons for delivery to Elementary, Middle, and High School students. These lessons will be paired with a Family take-home activity that encourages all families to develop their own set of expectations around internet and social media use. All families will receive free access to OFSMS parent education. Both the introductory lesson and parent course include vital information on social media and bullying, exploitation, and other interpersonal violence, as well as guarding mental health, protecting identity, and avoiding fraud or manipulation.

Kingdom of Bahrain Peaceful Co-existence/Anti-Extremism Curricula Project

The Kingdom of Bahrain’s D.A.R.E. program, known as Ma’an, has developed a series of enhancement lessons targeting Peaceful Coexistence at the Middle School level and Anti-Extremism at the High School level. D.A.R.E. America and Ma’an have partnered with a research team at the University of North Carolina Greensboro to conduct a research study using an innovative methodological approach to evaluate and optimize the program. During 2021 significant progress was made on this multi-year project despite multiple challenges posed by the global pandemic.

During 2021, D.A.R.E. America established D.A.R.E. University, also known as D.A.R.E. U, an online platform for certified D.A.R.E. Officers. D.A.R.E. U is designed to meet the need for on-demand education to support the diverse spectrum of D.A.R.E. personnel.

D.A.R.E. University will consist of multiple courses and learning tracks built using an established Learning Management System (LMS). During 2021 preliminary work focused on choosing the LMS software system that would provide the best value for developing engaging learning experiences that would integrate seamlessly with D.A.R.E. America’s existing CRM system, Salesforce.

In 2022, the first phase of D.A.R.E. U will be developed and released mid-year in conjunction with the D.A.R.E. Officer Training (DOT) Enrichment project. The purpose is to provide an 8-10 hour pre-course to prepare each D.A.R.E. instructor candidate before they join a face-to-face DOT course. Future phases will include continuing professional development opportunities for D.A.R.E. instructors, DOT Training teams, and others.

Using an LMS will allow seamless access for all users, at any time, from anywhere, with any device. It will allow for rapid response to training needs throughout the year and will improve both of the skill and relationship with D.A.R.E. America by enabling continuous professional development opportunities and a clear path for developing in the role. At the same time, D.A.R.E. U will allow D.A.R.E. America to continuously gather candidate training performance data and use it to better develop our training 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 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. During 2021, in addition to providing funding for D.A.R.E., our fundraising campaigns...

• Donated thousands of toys to churches, community centers, and children’s hospitals throughout the country.
• Donated thousands of Care Kits to homeless shelters; and
• Provided food and cash donations to local food banks 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 Financial Summary

During 2020, like virtually every non-profit, D.A.R.E. America/International suffered significant negative impacts from the COVID-19 pandemic. Fundraising dropped substantially for several months. Management implemented long-standing contingency plans including only one staff furlough. The organization applied for and received Paycheck Protection Program loans and an Economic Income Disaster Loan from the Small Business Administration. At the same time, our fundraising teams adjusted and, true to our commitment to sharing with our communities, we donated back significant funds to programs benefiting children, families and others who were suffering during the pandemic. By the end of 2021, our fundraising had recovered and exceeded prior levels and we were well on our way to rebuilding our reserves to their prior level.

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

<table>
<thead>
<tr>
<th>SOURCE</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants &amp; Contracts</td>
<td>$28,900</td>
<td>$287,000</td>
</tr>
<tr>
<td>Contributions &amp; Special Events</td>
<td>$71,636</td>
<td>$29,633</td>
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<tr>
<td>Total Fundraising Income</td>
<td>$10,719,897</td>
<td>$11,481,896</td>
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<tr>
<td>Interest</td>
<td>$16,941</td>
<td>$6,736</td>
</tr>
<tr>
<td>Licensed Royalties</td>
<td>$1,949,267</td>
<td>$983,397</td>
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<tr>
<td><strong>Total Revenue and Other Support</strong></td>
<td><strong>$12,786,641</strong></td>
<td><strong>$12,788,662</strong></td>
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<table>
<thead>
<tr>
<th>SOURCE</th>
<th>2019 (%)</th>
<th>2020 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants &amp; Contracts</td>
<td>0.2%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Contributions &amp; Special Events</td>
<td>64.5%</td>
<td>90.1%</td>
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<tr>
<td>Licensed Royalties</td>
<td>15.3%</td>
<td>7.7%</td>
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D.A.R.E. America Expenses

<table>
<thead>
<tr>
<th>EXPENSES</th>
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<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$7,810,217</td>
<td>$7,351,918</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>$723,278</td>
<td>$788,051</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$5,216,209</td>
<td>$5,434,214</td>
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<tr>
<td>Fundraising</td>
<td>$13,749,704</td>
<td>$13,574,183</td>
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</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2019 (%)</th>
<th>2020 (%)</th>
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</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Program Services</td>
<td>57%</td>
<td>54%</td>
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</tbody>
</table>
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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dare.org