



THE DUKE OF EDINBURGH'S AWARD

YOUNG AMERICANS' CHALLENGE

“Challenging Young People Everywhere”

What is the Duke of Edinburgh's Award?

- The US Award is a unique and exciting self-development program available to all young people worldwide ages 14 to 25, equipping them with life skills to make a difference within themselves, their communities and the world.
- Over 7 million people from over 135 countries have been motivated to undertake a variety of voluntary and challenging activities through the International Award program.
- The Award began in 1956 in the UK but has spread across the globe, and the fundamental philosophy and the Four Section operational format have proven resilient, attractive, and adaptable to many cultures, languages, and climates. The Award remains as relevant today as ever before and experiences record levels of interest each year. Last year, more than 140,000 participants earned a Bronze, Silver, or Gold Award.

How does the Award make a difference?

- Most societies across the globe place great pressure on young people to succeed academically, but the Duke of Edinburgh's Award allows youth to develop character and integrity in a non-competitive environment.
- The **Four Tenants** of the Award – **Community Service, Physical Fitness, Special Skills, and Adventurous Journey** – provide participants with a rare opportunity to better themselves while helping others. The Award program is an incredible growing experience for all who take the challenge to achieve this prestigious honor.
- Each participant's Award initiatives are unique to their interests, ensuring the experience is enjoyable and worthwhile.
- The Award attracts operational and corporate partners from around the world in recognition of the Award's values and the incredible lessons it transcends to young people and to their own young corporate employees.

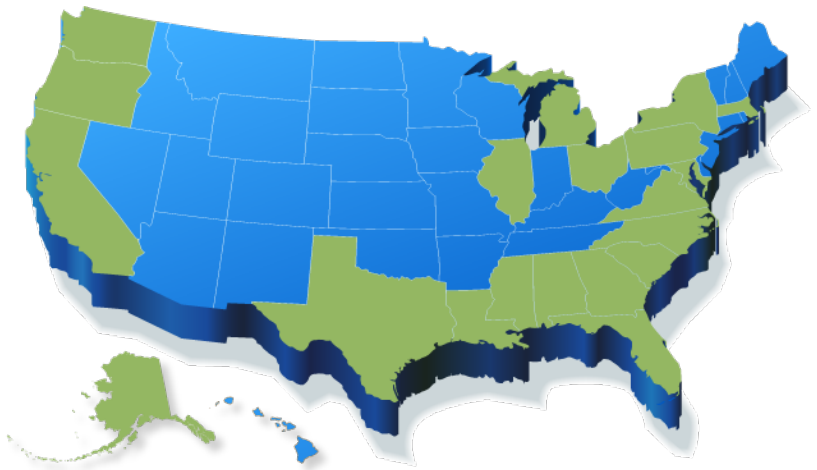
Above all else, the US Award program enjoys success through:

- Igniting passion and increasing motivation, which improves school attendance.
- Developing skills and acknowledging achievement in non-academic settings.
- Encouraging young people to make positive life choices by reducing their vulnerability to drugs, crime, anti-social behavior, HIV/AIDS, and obesity.
- Instilling confidence and self-worth within every participant through fostering good self-esteem in a fun, non-threatening atmosphere.
- Introducing young people to the world around them by making participants aware of their individual contributions and showing how their efforts benefit others.



Global Reach

- Global Operators:
 - National Award Authorities (NAAs)
 - Independent Operators (IOs)
- 845,000 young people participate every year
- 20,000 Award units worldwide
- A presence in over 132 countries around the world
- Over 7 million young people have received an Award



National Reach

- 21 Participating States
- 3,000 annual participants
- Over 3,500 Awards received since 2006
- Partnerships: T. Rowe Price, Boy Scouts of America, Miss America Organization, Big Brothers Big Sisters, Boys and Girls Club, Cal Ripken, Sr. Foundation, Debbie Allen Dance Academy, Furman University, Philadelphia Foundation, United Nations International School & the University of Mississippi

US Operations

- The Duke of Edinburgh's Award is now entering its fourth year of operations in the United States.
- In just three years, we have grown to over 21 states and the District of Columbia with thousands of annual participants.
- Recently founded the national office in Washington, D.C., two blocks from the White House
- Last year, more than 2,000 participants from across the country earned a Bronze, Silver, or Gold Award.
- The US Award has recently formed strategic partnerships with the operational and corporate partners above to help diversify our participant base and increase our resources – furthering our mission of making the Award program available to every youth in America.

History

Founded in 1956 in the UK by HM The Queen Elizabeth II's husband, HRH The Prince Philip, Duke of Edinburgh.

Now entering its fourth year in the United States, the US Award program boasts operations in over 21 states and the District of Columbia and enjoys thousands of participants. The US Award has partnered with incredible youth development organizations and corporate partners across the country to affect more young people, expand our operations, and raise the national profile.



Three Levels

The Award is based around three Levels, each successive one requiring a greater degree of commitment.

- BRONZE is for those 14 and older. The minimum period of participation to gain this Award is 6 months
- SILVER is for those 15 and older. The minimum period of participation to gain this Award is 6 months
- GOLD is for those 16 and older. The minimum period of participation to gain this Award is 12 months

The Award may not be achieved in a shorter time span by working more intensively. Participants must persist for at least the above minimum periods.

It is possible to start at any Level – many participants work their way through all three, while others start at Silver or Gold by fulfilling additional time requirements.

Four Sections

To gain an Award, participants must complete activities in four Sections – *one hour weekly for each activity*. Minimum periods of participation vary with each **Award Level** (see above). Participants choose their activity for each Section – an **Activity Coach** needs to verify that the participant has been making persistent and regular effort for the minimum time period required at each Award Level.

Activity Coach – an adult supervisor (not a parent) who has a workable knowledge of the chosen activity. The Activity Coach must verify that the participant has fulfilled the requirements for that Section. i.e. – soccer coach, piano instructor, service coordinator.

1. **Community Service** – participants engage with their community and discover the impact they can have through service.
2. **Special Skills** – participants develop personal interests and learn practical skills. There are almost limitless possibilities to choose from. Participants set their own goals and measure their progress.
3. **Physical Recreation** – participants show perseverance and improve their fitness by undertaking some form of organized and regular physical activity. Most sports team and individual sports satisfy this requirement.
4. **Adventurous Journey** – participants develop an understanding of the environment, and the importance of working together in a team with a common purpose. It can be on foot, by bicycle, boat or on horseback by learning preparation, self-sufficiency and self-reliance.
 - Bronze – 2 days+1 night. 6 hours of purposeful activity each day.
 - Silver – 3 days+2 nights. 7 hours of purposeful activity each day.
 - Gold – 4 days+3 nights. 8 hours of purposeful activity each day.

Residential Project – Only a requirement at Gold Level. This 5 day+4 night project aims to broaden experience through living and working with others (who are not everyday companions). The project takes place over a period of five consecutive days or two weekends. It requires resilience, adaptability and consideration for others.

Program Leaders

- Advise, guide and assist young people to participate in the Award
- Keep records of participants and helpers, collect enrollment forms and participation fees and liaise with the national office
- Provide participants with Record Books and other literature
- Maintain the operation of the Award program within the unit
- Ensure the Awards gained are authorized and presented
- Organize and carry out the Adventurous Journey and ensure the safety and well-being of the participants
- Ensure the operation of the Award in their unit meets the requirements and standards of the US Award national office



Time Requirements

	Physical Fitness	Skills	Service	Plus...	Adventurous Journey	Total
Bronze	3 months	3 months	3 months	All participants must do an extra 3 months in either Fitness or Skills or Service	2 days + 1 night	6 months
Silver	6 months	6 months	6 months	Non-Bronze holders must do an extra 6 months in either Fitness or Skills or Service	3 days + 2 nights	6 months
Gold*	12 months	12 months	12 months	Non-Silver holders must do an extra 6 months in either Fitness or Skills or Service	4 days + 3 nights	12 months

*Plus additional requirement of 5 day / 4 night Gold Residential Project

- Participants must spend at least **one hour per week** on each of their chosen activities.
- The core requirements of Fitness, Skill, and Service are completed **simultaneously** at each level.
- Participants must choose a different activity for each Tenant.



At-risk Youth

Internationally, the Duke of Edinburgh's Award has a proven and trusted record of success in lowering recidivism rates and positively influencing at-risk youth.

During the 1980s in the UK, the Award introduced a pilot program to at-risk youth in the "secure estate" or juvenile hall system. After the Award was implemented, an astounding 90 percent of the pilot program were not repeat offenders. In other words, their recidivism rate was a mere 10 percent.

The US Award leadership fervently believes in the great potential that exists for at-risk youth in the United States, and our national team is working diligently with various at-risk youth initiatives across the country.

The US Award recently partnered with T. Rowe Price to affect the at-risk community in Baltimore, Maryland, working alongside Big Brothers Big Sisters, Living Classrooms, and the Police Athletic League, which all utilize the Duke of Edinburgh's Award within their operations.

The Duke of Edinburgh's Award

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