

# Drug Rebels

## A look into the purposeful organization

Letter from 

*"We are here for you. It's your life. It's your choices."*

*DrugRebels is a non-profit organization providing teenagers with knowledge about alcohol and drug use and the consequences the substances entail. In this way we aim to equip our young people to make informed choices, enabling them to say no to drugs.*

*With a strong purpose and a passionate team consisting of mainly volunteers, DrugRebels' Roadshows have since 2009 reached over 160,000 students throughout the country, inspiring them to a youth without drugs. Speaking to students, hearing their challenges and providing a safe space for a difficult discussion has become our core purpose.*

*With our Roadshow we strive to make an impact on everyone sitting in the audience.  
Your help with creating a safer and healthier tomorrow starts now.*



## Vision and Mission for DrugRebels

### VISION

*To educate and inspire teenagers (14-20 years)  
not to use hash and drugs*

### MISSION

*To give information and insights on the consequences of  
using  
alcohol and drugs by reaching out to all students in  
Denmark with our DrugRebels Roadshow*

### FACTS

DrugRebels is the only organization that provides an interactive 90 minute show with both coaches, doctors and ex-users

More than 160.000 young people and more than 10.000 parents have experienced a Roadshow

They are the only nationwide volunteer organization within drug prevention

The case question that you need to answer is:

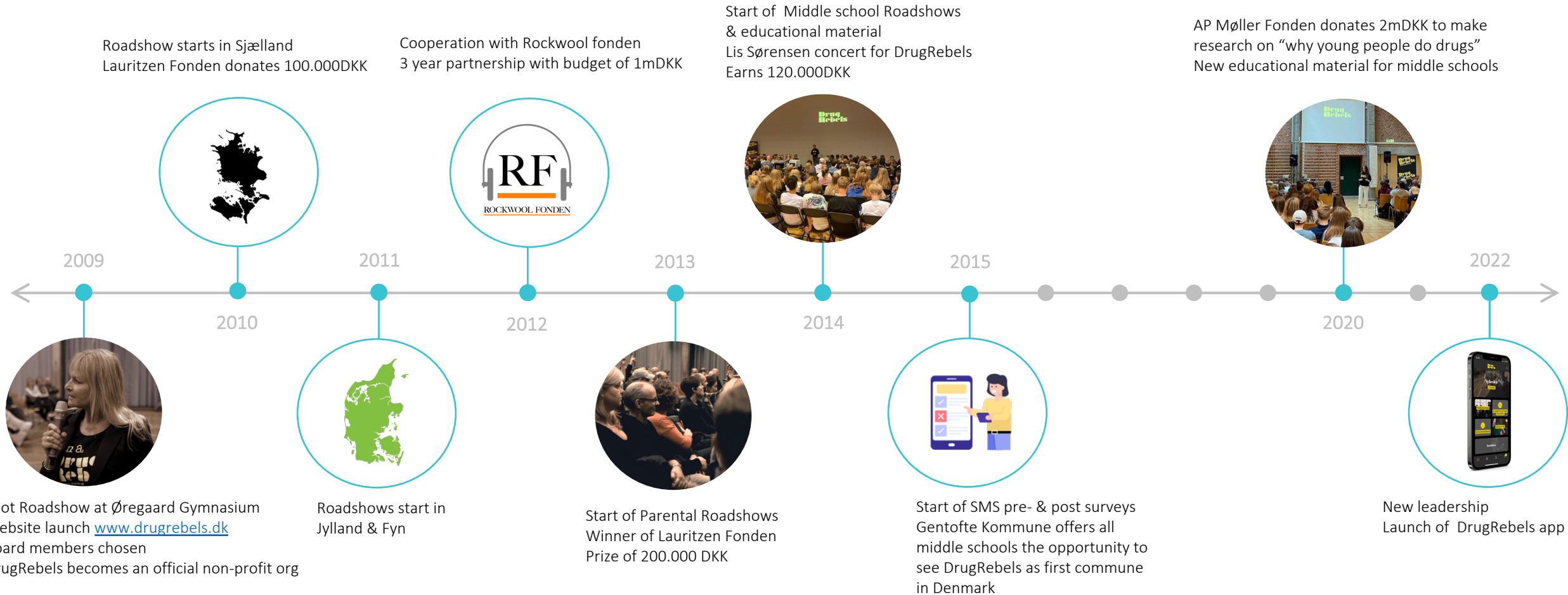
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“ *How can DrugRebels increase their revenue stream with 1mDKK before 2025?* ”



**About  
DrugRebels**

# Timeline of the company





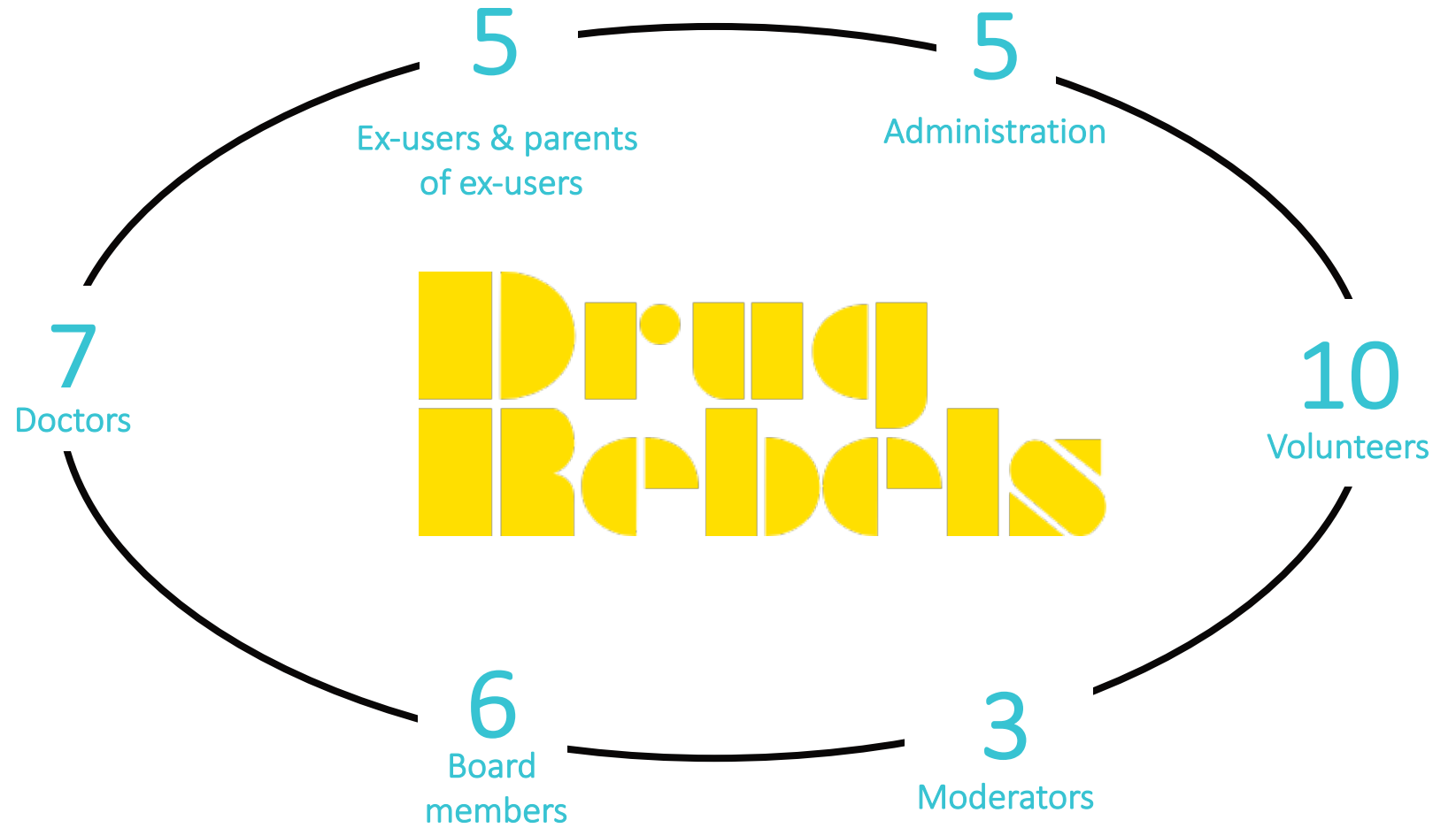
# Organizational structure



**Founder**  
Caroline Klein



**Management**  
Stine Mygind & Julius Mygind



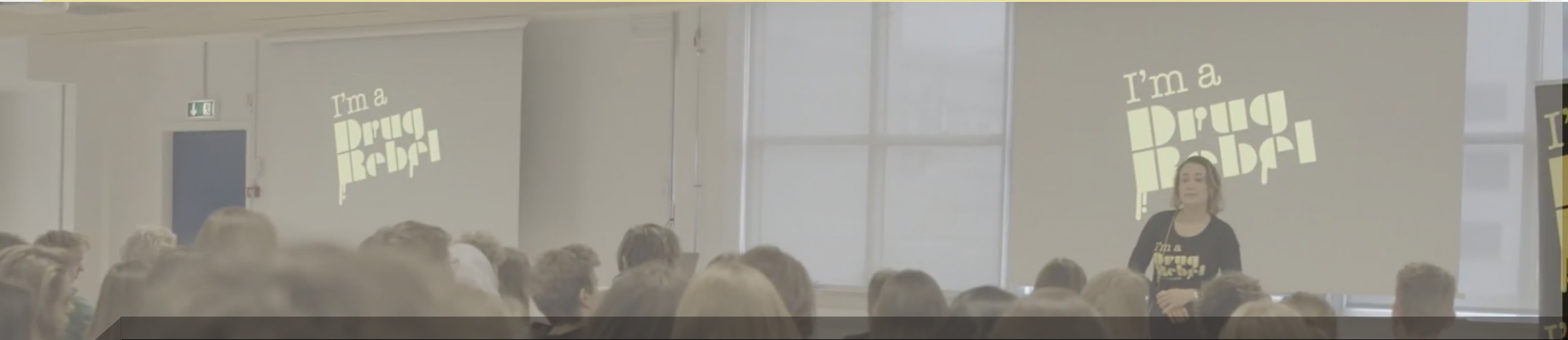
\*Some people may have more than one role so the accumulated number is not the number of people in the organization



**The  
Roadshows**



# Who is DrugRebels' main target group?



From mission statement: *...reach out to all the youth in Denmark (14-20 years) – leads to two main target groups*



Which leads to a third and just as important target group



Middle school



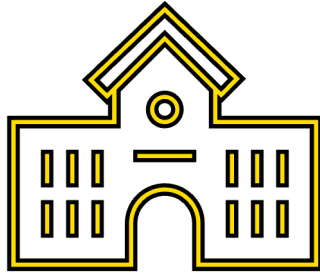
High school



Parents

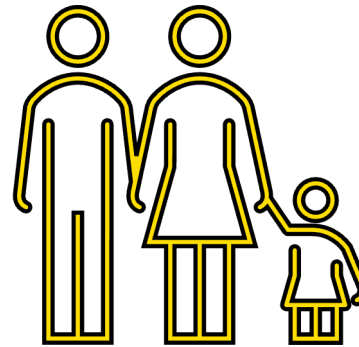
# DrugRebels has 3 types of Roadshows:

## Schools



For: Middle school (14-16)  
High school (16-20)  
Team: Moderator + Ex-user + Doctor  
Duration: 1,5 hours

## Parents



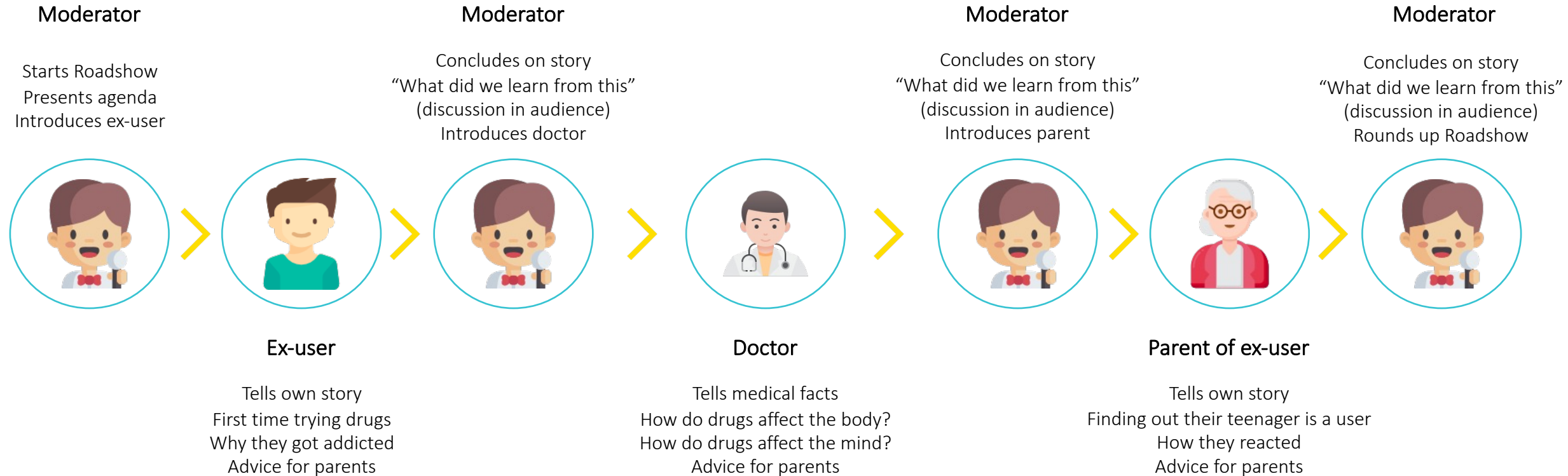
For: Parents of teenagers in target group  
Team: Moderator + Ex-user +  
Parent of Ex-user + Doctor  
Duration: 2 hours

## Special Roadshows



For: Smaller groups of teenagers  
with special needs  
Team: depends on demand  
Duration: depends on demand

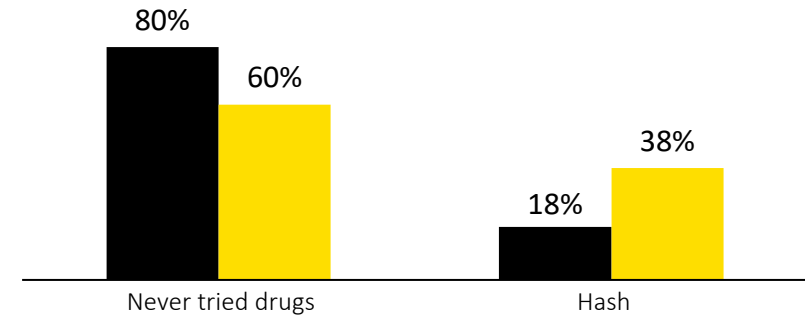
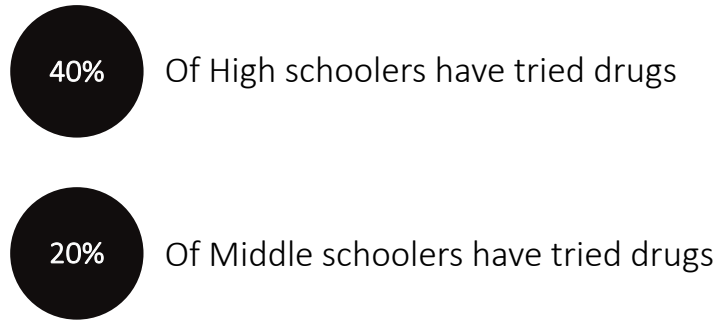
# A typical Roadshow for parents would have this structure:



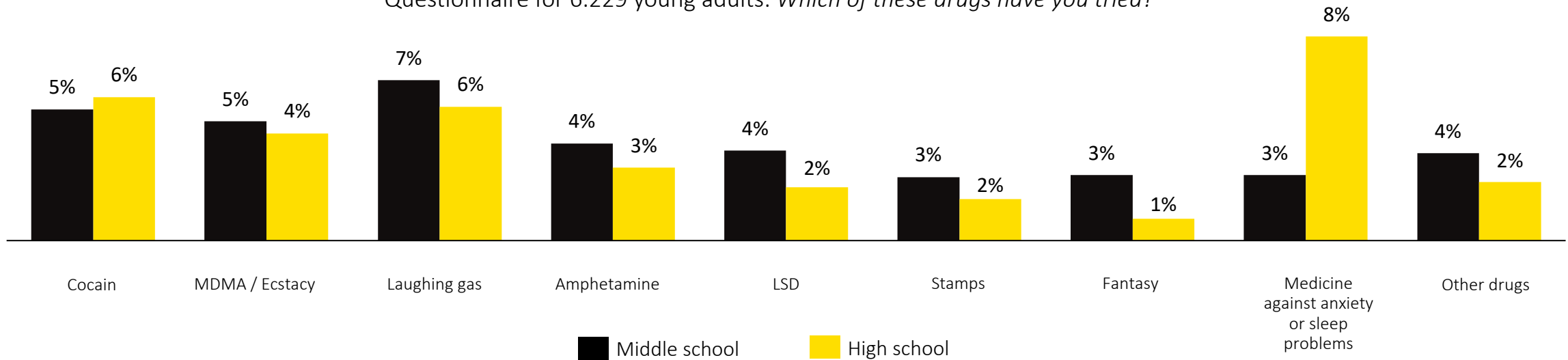
A photograph of a diverse crowd of people at an event, possibly a concert or festival. The image is faded and has a black circle overlaid in the center. Inside the circle, the text "Importance of Cause & Partnerships" is written in a bold, yellow, sans-serif font. The background shows people of various ages and ethnicities, some with their hands raised, suggesting a lively atmosphere.

**Importance  
of Cause &  
Partnerships**

# There is an important reason behind the founding of DrugRebels:



Questionnaire for 6.229 young adults: *Which of these drugs have you tried?*





# DrugRebels' cause is supported by multiple partnerships:





**Financials**

# DrugRebels' two main revenue streams:

## Funding

Around **35%** of revenue  
 Examples of funding, DrugRebels have gotten:

BESTLES FOND

FOGS FOND

FREDEBERG FONDEN



Østifterne støtter omtanke

OLE KIRK's Fond

LEMVIGH-MÜLLER FONDEN

relesys

spar nord FONDEN

Gentofte Kommune

SPAREKASSEN SJÆLLAND-FYN

William Demant Foundation


## Roadshows

Around **65%** of revenue  
 Cost for Roadshow: 12.500 DKK



A lot more schools want to have DrugRebels give a Roadshow. They just sadly don't have the means to pay for the Roadshow.

It is possible for DrugRebels to use some of their funding to go to schools that don't have enough funding. Then they will often only pay half the price for a Roadshow. Unfortunately, DrugRebels are not able to financially support all schools. This means that they have a lot of schools that actually want DrugRebels to visit but can't finance it.



**Summary  
& judging  
criteria**



## In summary, DrugRebels needs to find new ways to earn money

The question you need to answer is:

*How can DrugRebels increase their revenue stream with 1 million DKK before 2025?*

DrugRebels has had much success with their Roadshows, enlightening the young minds. However, a lot of schools can't afford to have DrugRebels visiting.

You are therefore asked to come up with new ways that DrugRebels can gain revenue so they can help support schools that lack the funding to pay for Roadshows.

- What new initiatives can DrugRebels add that are on-brand and get their very important message across?
- How are DrugRebels going to make sure that these initiatives are being communicated to their target group?
- How are DrugRebels going to implement these initiatives within the time limit?

It is important that the solution is feasible and considerate of DrugRebels' current situation and that it also has the needed impact.



## Practicalities and judging criteria

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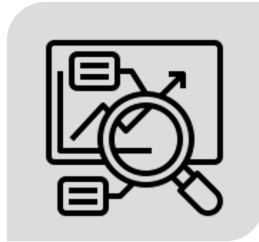
You have **5 hours** to create a solution

Your slide deck can max consist of **10 slides** apart from appendices

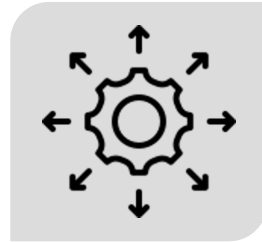
You will be judged upon the following **6 factors**:



CREATIVITY



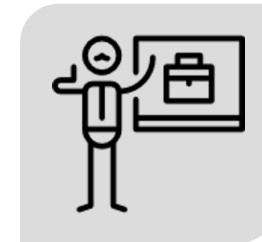
ANALYSIS



FEASIBILITY



SLIDE DECK



PRESENTATION



Q&A

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Please send your slide deck in **.pptx** version to [Link posted on Facebook](#)



# Appendix

## Finance – revenue breakdown

	Date			
	1.1-31.8.2022	1.1.-31.12.2021	1.1.-31.12.2020	1.1.-31.12.2019
Roadshows	305.000	401.500	432.500	818.500
Donations	146.500	90.500	170.367	428.915
<b>Total revenue</b>	<b>451.500</b>	<b>492.000*</b>	<b>602.867*</b>	<b>1.247.415</b>

\*It is important to note, that DrugRebels had a lot of cancellations in 2020 and 2021 due to Covid, which impacted their revenue a lot. Normally, DrugRebels has around 75 Roadshows a year.