



THE CREATIVE JOURNEY STARTS HERE



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WHAT IS DESTINATION IMAGINATION?

At [Destination Imagination](#) (DI), we understand that it can be challenging to engage children in their education. We believe that when an educational experience is fun and hands-on, students are empowered to take their learning to the next level and are excited to do so. That's why Destination Imagination is committed to providing a supportive environment where student participants develop skills that will enrich their lives for years to come.

Destination Imagination is an educational nonprofit that prepares children for a future that is rapidly evolving. DI does this through a project-based learning experience that applies the creative process across seven different Challenge types—Technical, Scientific, Engineering, Fine Arts, Improvisational, Service Learning and Early Learning—allowing pre-K through university level students to acquire and practice the skills needed to thrive in school, future careers, and beyond.



OUR VISION & MISSION

Vision

Inspire and equip participants to achieve anything they can imagine in life

Mission

To engage participants in project-based challenges that are designed to build confidence and develop extraordinary creativity, critical thinking, communication, and teamwork skills

Our Participants Learn 21st Century Skills & More



Self-Confidence



Creative & Critical Thinking



Team Building



Problem Solving



Risk Taking



Project Management



Perseverance

THE CHALLENGE EXPERIENCE

Each year, more than 150,000 students across the U.S. and in 30-plus countries participate in the Destination Imagination Challenge Experience. The Destination Imagination Challenge Experience includes six competitive Team Challenges that are rooted in STEAM (science, technology, engineering, arts and mathematics) concepts. Our Challenges are developed annually with the help of educators, subject matter experts, and qualified volunteers who ensure that our materials cover a wide range of student interests and align to current educational standards. Each Challenge encourages students to explore their passions, discover their own talents and abilities, and learn new skills.

The Challenge Experience is open to all kindergarten through university level students worldwide. Students form teams of up to seven members, select their preferred Challenge, and work together to develop their Challenge solution. Each team has at least one Team Manager (a volunteer role typically filled by a parent or teacher) who helps keep the team on track, but does not assist or interfere with the team's solution. Teams have the opportunity to showcase and celebrate their innovative Challenge solutions at a tournament.

We also provide resources tailored to a pre-K audience through our noncompetitive Rising Stars Early Learning Challenge and our STEM & Literacy Pathways education resource.



TEAM CHALLENGE CATEGORIES



The **TECHNICAL** Challenge is designed to introduce students to the engineering design process and have them apply real-world STEM concepts to create an innovative solution to the Challenge. Whether tasked to create a robot, vehicle, or other technical device, students will research how technical objects are constructed and then work together in teams to innovate their own technical designs. Teams will also create an original performance that includes information about their project.



The **SCIENTIFIC** Challenge is a creative thinking springboard that blends the research and curiosity of science with the thrill of the theater arts. Teams research various topics in science, develop an original story, build props and sets, and often experiment with different technical methods.



The **ENGINEERING** Challenge allows students to take risks in the world of structural engineering while integrating art and performance. Teams design, build, and test weight-bearing structures—sometimes using only a designated set of materials such as balsa wood, playing cards, and glue. Teams also work together to write an original story and design props, costumes, and set pieces.



The **FINE ARTS** Challenge is an opportunity for students to flex their acting and artistic muscles as they experiment with different types of artistic media and theater arts. Teams write scripts and create costumes, sets, and props. This Challenge often includes a technical component, allowing students to experiment with different principles from fields including engineering, chemistry, and more.



The **IMPROVISATIONAL** Challenge is all about spontaneity and storytelling. For this Challenge, students research suggested topics in the Challenge and practice incorporating them in various ways in their skits. At a tournament, teams will randomly select topics they have researched, as well as other tournament-provided elements, and incorporate them into their performance right on the spot.



The **SERVICE LEARNING** Challenge empowers youth to make a positive impact on their communities. For this Challenge, teams identify a need in their community and then work together to address that need. Not only do students have fun and learn invaluable lessons through this Challenge, they get to make a difference, locally and globally, while inspiring others to do the same.



The noncompetitive **EARLY LEARNING** Challenge (Rising Stars) is designed for preschool through second grade kids. For this play-based Challenge, children are encouraged to be creative, learn simple building and construction, and become comfortable working in teams. Teams have the opportunity to write their own plays, design costumes, props, and scenery, and present their solutions at a showcase.

[Check out these videos for a glimpse at this year's Challenges!](#)

INSTANT CHALLENGE

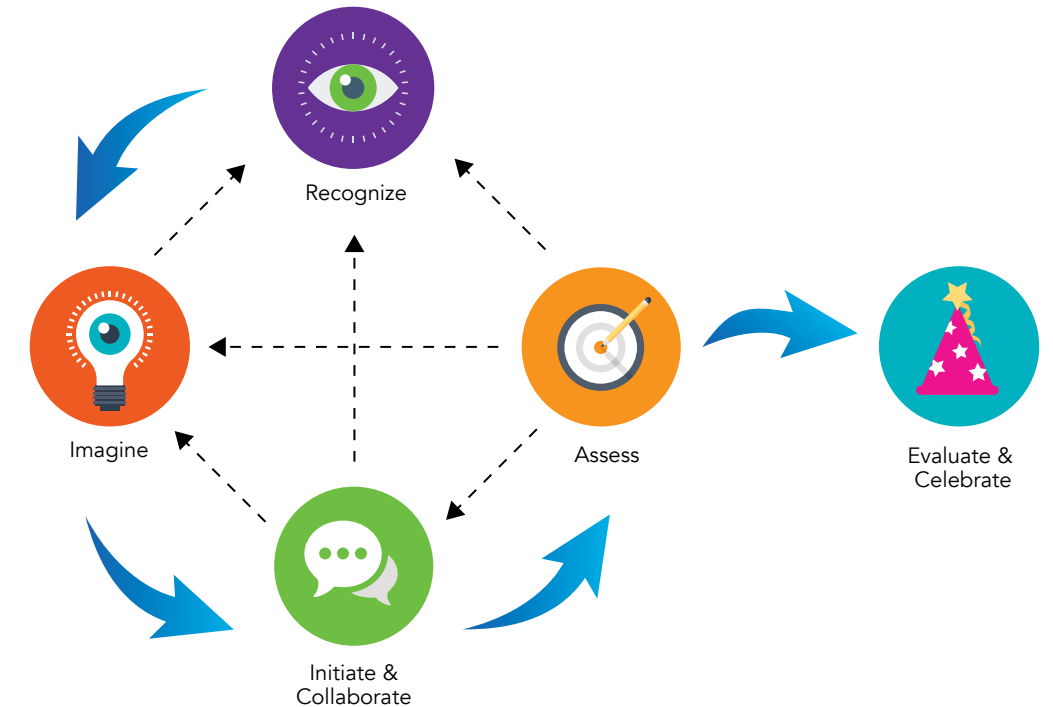
Quick! The pressure's on. As part of the tournament experience, teams are required to engage in speedy, creative, and critical thinking when they receive an Instant Challenge and the materials with which to solve it. Team members must think under pressure and apply appropriate skills to produce a solution in a period of just 5 to 8 minutes. This highly-confidential component of the DI Challenge Experience enables participants to face challenges with optimism and confidence.

"If you are always trying to be normal, you will never know how amazing you can be."
Maya Angelou



THE CREATIVE PROCESS

Students who develop an understanding of the creative process can more effectively approach problems and take solutions to an innovative level. Below are the components of the creative process that students experience while solving our Challenges:



“

*One child, one teacher,
one book, one pen can
change the world.*

Malala Yousafzai



“

*Every day has the
potential to be the
greatest day of your life.*

Lin-Manuel Miranda



EDUCATIONAL APPROACH

Destination Imagination applies a unique pedagogy to bring our Educational Experience to life. Our principles include:



Ultimate Learner Ownership: Skills and knowledge may be taught, but solutions and ideas may not be provided by an outside source.



Resource Awareness: Learners use all of the resources available to them, including materials, strengths of team members, research, and experts, while working within the constraints of a budget and the requirements and guidelines of a Challenge.



Clarifying Questions: Learners use questions to ensure understanding and to analyze all potential ideas and solutions.



Authentic Self-Expression: Learners express individual and team talents, strengths, and skills while working creatively and collaboratively to solve a Challenge.



Rapid Ideation & Implementation: Time and resource constraints require fast idea generation, implementation, possible failure, and an immediate move to another possible solution for success.

This entirely learner-focused methodology empowers students to take the lead and provides a framework within which they can take risks and learn from failure. DI participants become lifelong problem solvers who are inspired to innovate creative solutions to real-world challenges quickly and collaboratively.

THE TOURNAMENT SEASON AT A GLANCE

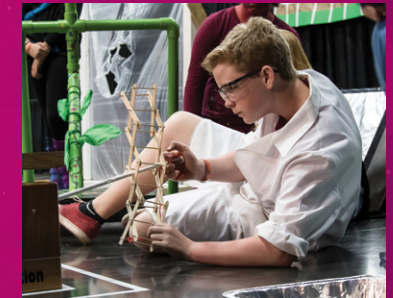
Teams have the opportunity to exhibit their creativity and innovation by showcasing their Challenge solutions at a series of tournaments. Team Challenge solutions are presented in front of live audiences, while Instant Challenges are tackled confidentially and on the spot. Both Team Challenge and Instant Challenge solutions are assessed by trained volunteer Appraisers. Scores for these components and, in most cases, additional elements that highlight particular interests or strengths, determine advancement to the next level of tournament.



*Please note that Southern Hemisphere DI teams will have an adjusted timeline that starts in April/May.

GLOBAL FINALS

Teams advancing past Regional (local) and Affiliate (state/country) Tournaments are invited to Global Finals—the world's largest celebration of creativity. Each May, Global Finals brings together more than 1,400 teams in the culminating event of the Destination Imagination season. Throughout the week, 17,000 students, parents, and supporters enjoy watching world-class Challenge solutions, participating in workshops and demonstrations in the Innovation Expo, and making lifelong DI friends from around the globe.



OUR IMPACT

150,000

PARTICIPANTS ANNUALLY



1,000,000

PROGRAM REACH



38,000+

VOLUNTEERS



750,000

HOURS VOLUNTEERED ANNUALLY



7 CHALLENGES:
TECHNICAL, SCIENTIFIC,
ENGINEERING, FINE ARTS,
IMPROVISATIONAL,
SERVICE LEARNING,
EARLY LEARNING



5

AGE LEVELS: PRE-K, ELEMENTARY,
MIDDLE, SECONDARY, UNIVERSITY



45+ & 30+

45+ STATES &
30+ COUNTRIES



100,000+

DOLLARS IN SCHOLARSHIPS
DISTRIBUTED ANNUALLY



1982

YEAR DI
INCORPORATED



Since our incorporation in 1982, Destination Imagination has reached more than two million students. We receive support from 38,000 volunteers who help provide the DI Challenge Experience to participants around the world.

WHO DOES DESTINATION IMAGINATION?



Students in grades pre-K through university who look for hands-on learning opportunities that allow them to practice and expand their proficiency with 21st century skills while having fun.



Teachers & Administrators who look to complement curriculum and prepare their students with the skills and social-emotional learning competencies necessary for success.



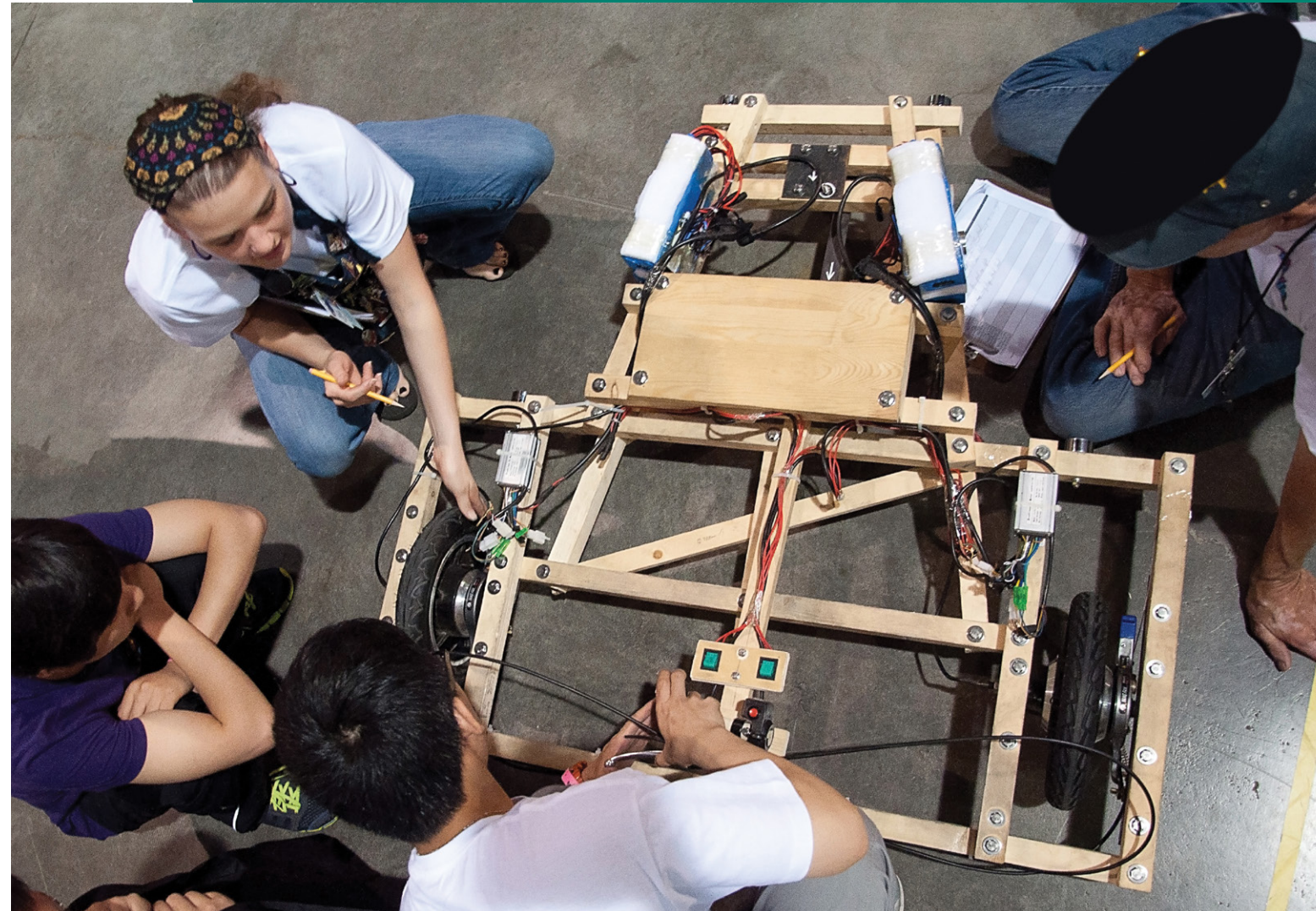
Volunteers who have a dedicated interest in fostering curiosity, courage, and creativity in future innovators and leaders.



Parents & Guardians who seek to provide life-changing growth and learning opportunities for their children and who prefer tools that teach students how to think, rather than what to think.



Alumni who fully understand the benefits of their DI experiences and strive to ensure future generations have the same exposure and feel the same impact.



ALUMNI SUCCESS STORIES



Ben White

Mechanical Designer,
TAIT Towers

Ben White holds bachelor's degrees in Mechanical Engineering and Entertainment Design & Technology from Virginia Commonwealth University. In his role with TAIT Towers, he designs machines that make possible the spectacular moving video walls, turntables, trap doors and runways that mark the most exciting live events and experiences. TAIT has supplied staging for the highest grossing world concert tours including The Rolling Stones, Beyoncé, Taylor Swift, Madonna and more. Ben said, "Destination Imagination is a great opportunity for students to experience the uncertainty that comes with designing innovative products," and that no other educational experience could have better prepared him for his current role than his years on a DI team. "For a concert tour, we often design completely new machines, stages and set pieces in a matter of four to six weeks. It's like a large-scale DI Instant Challenge." Ben is actively involved as a DI volunteer throughout the Northeast.



Renee Smith

English Teacher

Renee Smith is an international traveler. Her first flight was at the age of six to Germany, where she lived for three years. From January 2014 through April 2016, she completed her 27-month service with Peace Corps in Morocco, where she worked as a Youth Development Volunteer in a small desert town. In October 2016, she moved to South Korea, where she teaches English to adults. Renee was on a Destination Imagination team for two years and continued with the program as a volunteer. "There are so many elements of DI that I use in my life. As an expat, you are always in a challenging situation. You should be learning a new language, navigating cultural norms, and deciding what food to try. Learning how to problem solve through Destination Imagination has helped me as a traveler because people are dynamic and there is never simply one way to handle an interaction."



Anna Palmer

CEO & Co-Founder, Wondermile;
Founder & Investing Partner, XFactor Ventures

Anna Palmer holds a J.D. from Harvard Law School, and her professional background spans politics, fashion, and entrepreneurship—the unifying theme that connects these experiences is her passion for building and creating things from the ground up. "The skills I learned from DI were most formative and have influenced my daily life more than anything," she said. "DI taught me that the solution almost always comes from outside the box, and it gave me the confidence to build and create my solution." Anna does just that as the CEO of Wondermile, where she uses real-time problem solving and creativity to make it easy to discover and buy the products sitting in physical stores around you. With XFactor Ventures, she's working to change the stats for women like her by providing capital and connections for the next generation of female-led businesses. Collectively, she and her partners have founded 11 companies, raised over \$150 million in venture capital, and hired thousands of employees.

ALUMNI COUNCIL



The Alumni Council (AC) was created in 2015 to connect, inspire, and empower the global network of two million Destination Imagination alumni. The AC works closely with headquarters staff and local Affiliate leadership to engage active alumni worldwide in meaningful volunteer involvement. If you are a past DI participant and would like to learn more about becoming an Alumni Ambassador, visit DestinationImagination.org/Alumni.

WHY I “DI”

The benefits of participation in Destination Imagination are far-reaching and impactful. Our alumni, parents, and educators say it best in their own words.

“Creative thinking and problem solving is something that I do every day. My years in DI taught me to always seek a better answer, never accepting the obvious way as the best way.

Jimmy Flannigan, Alumnus

“One of the things that I learned through my DI experience that is so relevant to my life today is that you don’t have to choose to be just one thing. You can be a scientist that’s also a storyteller, or you can be an artist that’s an exceptional mathematician – and that really brings greater depth to your work.

Audrey Speicher, Alumna & Educator



“DI is an incredible, selfless program that exists only to provide an unequalled opportunity for children to learn how take on the world, one challenge at a time. Teamwork, problem solving, critical thinking, STEM, creativity... it’s all there.

Sandra Whitney, Parent

“How many of you were taught project management in elementary school – none, right? How often do you use project management skills in your job – every day, right? DI develops many practical real-world skills, like project management, at an early age.

Scott Dalglish, Team Manager

“I have seen amazing growth in self-confidence, self-assurance, and the ability of students to enjoy creating their own ideas. DI participants know that no challenge is too difficult to solve and are not afraid to try over and over again.

Kim Bejot, Volunteer & Educator

EMPOWERING THE WORKFORCE OF THE FUTURE

Today's students will enter the workforce during a dynamic period in the global economy as advancements in science and technology disrupt nearly every industry. These future leaders will need to embody 21st century skills like collaboration, creativity, and flexibility as they embark upon careers that do not exist today. Destination Imagination is committed to providing new and exciting experiences that help connect what students are already learning to the real world, bridging the gap between school and future careers.



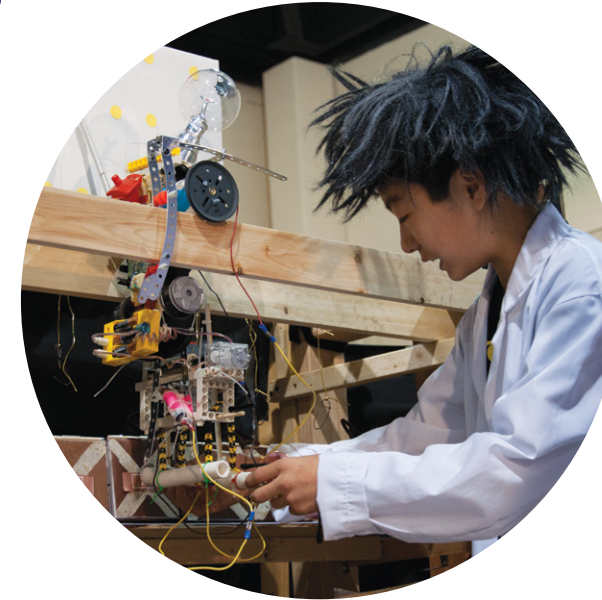
60% of CEOs polled cited creativity as the most important leadership quality, compared with 52% for integrity and 35% for global thinking.
– IBM Global CEO Study



The demand for highly-skilled workers will hit **123 million** by 2020, but there will only be 50 million qualified people to fill these roles.
– AT&T



65% of today's students will be employed in jobs that have yet to be invented.
– U.S. Department of Labor



“

Education is the most powerful weapon we can use to change the world.

Nelson Mandela



“

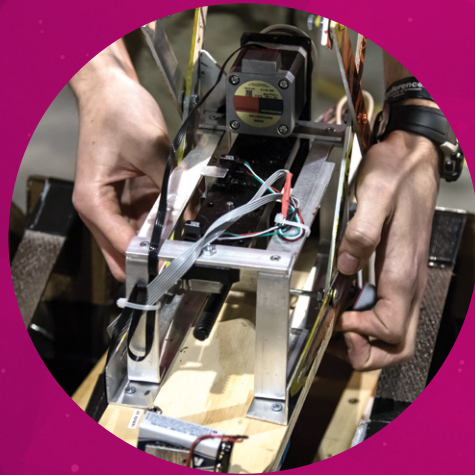
The ability to learn is the most important quality a leader can have.

Sheryl Sandberg



START A TEAM TODAY

Visit DestinationImagination.org/Start-A-Team to begin your creative journey.



“

*The world of the future
is in our making.
Tomorrow is now.*

Eleanor Roosevelt

“

*This world is but
a canvas to
our imagination.*

Henry David Thoreau



FIND YOUR TRIBE: VOLUNTEER OPPORTUNITIES

There's no shortage of enthusiastic students who want to [participate in the Destination Imagination Challenge Experience](https://DestinationImagination.org/Imagination-Challenge-Experience), and we can't do it without the help of our volunteers worldwide. Whether through virtual connections, in-person trainings, or local tournaments, being a volunteer allows you to connect with a growing network of engaged and passionate individuals who believe in the power of creativity. To learn more about the various volunteer opportunities within DI, visit DestinationImagination.org/Volunteer.



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