

Record-breaking royal visit to Toronto

35 hours, five events, 154 Awards and \$1.8 million raised for Canadian youth

HRH The Prince Edward, Earl of Wessex recently undertook a whistle-stop tour of Toronto. In just 35 hours on the ground in Canada, His Royal Highness participated in a series of events in support of The Duke of Edinburgh's Award and its Charter for Business initiative.

The day began with a briefing by the national leadership of The Award to update The Earl on the growth and impact of the Award across Canada. His Royal Highness was then off to the Evergreen Brickworks to preside over a Gold Award ceremony together with The Lieutenant Governors of Ontario and New Brunswick. His Royal Highness presented 154 young Canadians with their Gold Award certificates and used the opportunity to recognise special supporters of the Award—including National Benefactor Jim Kinnear, past Chairman of the Charter of Business Phillip Crawley, and key national sponsor TD Waterhouse.

Following the Award ceremony, The Earl was welcomed to the offices of Kinross Gold Corporation for his first meeting with the full Board of Governors of the Charter for Business. Hosted by Kinross CEO

Tye Burt, the working lunch resulted in a valuable exchange of ideas and new strategies to expand the reach of the Award to "at risk" youth across Canada.

The next stop was the Toronto Dominion Centre where His Royal Highness attended a briefing on the very successful TD Waterhouse Investing in Youth partnership with The Duke of Edinburgh's Award.

The final event of the day ensured that the brief but impactful royal visit ended on an especially high note. Charter for Business Chairman Hartley Richardson and recently appointed CFB Governor and CIBC vice-chair The Hon. Jim Prentice organised a dinner at the home of Award supporters Cecil and Susan Hawkins to introduce The Earl of Wessex to new Founding Partners of the Charter for Business. Breaking all fundraising records in the Canadian Award's

history, Jim Prentice announced that the 12 corporate and individual donors represented at the dinner had pledged a total of \$1.8 million to ensure that the benefits of The Duke of Edinburgh's Award are available to all young Canadians, regardless of circumstances or geography.

Some 35 hours after landing in Toronto, His Royal Highness was on a flight back to the United Kingdom, tired but unquestionably pleased with the growth, direction, and energy of The Duke of Edinburgh's Award in Canada.



CFB donor recognition dinner hosts Cecil and Susan Hawkins (left) and Karen and The Hon. Jim Prentice (right) with HRH The Earl of Wessex, International Chairman of The Duke of Edinburgh's Award.

Photo: Tom Sandler



HRH The Earl of Wessex presents a Gold Award Certificate to Aisha Patel, one of 154 young Canadian recipients of The Duke of Edinburgh's Award.



Tye Burt (CEO of Kinross Gold Corporation and CFB Governor), Janet Burt, Janice O'Born (Chair of The Printing House Charitable Office and CFB Governor), and Earle O'Born at the Charter for Business donor recognition dinner.

Photo: Tom Sandler



The Earl of Wessex and The Lieutenant Governors of Ontario and New Brunswick with TD Waterhouse executives following a briefing on TD's "Investing in Youth" initiative.

Reinvesting in youth

On July 26, TD Waterhouse renewed support for The Duke of Edinburgh's Award by pledging an additional \$250,000 through its Investing in Youth initiative. In the presence of His Royal Highness, The Prince Edward, Earl of Wessex, Mike Reilly, Senior Vice-President of TD Waterhouse announced the recommitment to The Award for an additional two years.

"We are very proud to encourage personal growth and achievement for young Canadians as they develop key life skills through the Investing in Youth initiative," said Reilly. "The Duke of Edinburgh's Award offers an opportunity for all youth to demonstrate leadership, challenge themselves, and learn skills that will positively impact their lives—regardless of circumstance or physical ability."

The Honourable David C. Onley,

Lieutenant Governor of Ontario, and The Honourable Graydon Nicholas, Lieutenant Governor of New Brunswick along with over 50 young people who are enrolled in The Award were also in attendance at the reception which TD hosted to celebrate Award participants and their achievements in pursuing The Duke of Edinburgh's Award.

The Duke of Edinburgh's Award is open to all young people between the ages of 14 to 25, and with TD's support have been made even more accessible to young Canadians.

"TD Waterhouse is a long standing partner and the largest corporate sponsor of The Award programme in Canada. The Investing in Youth initiative currently extends to more than 5,700 youth in the 8 cities," said Peter Melanson, National President, The Duke of Edinburgh's Award Canada. "Thanks to the continuing

support of TD, the Investing in Youth initiative is enabling The Award to deliver on our mandate of ensuring young people, especially those in Canada's at-risk communities, have the opportunity to participate."

Since its inception in 2005, this national outreach program has helped to increase participation in the program by raising public awareness and ensuring The Award is made available to young people without barriers. Recently, the initiative has focused on increasing the enrolment of inner-city youth and youth with disabilities.

At a glance:

- Since 2005, TD Waterhouse has donated over \$1.2 million including the recent pledge of an additional \$250,000 over the next two years
- Program operating in eight Canadian urban centres
- Over 5,700 youth enrolled through the Investing in Youth initiative, including 391 youth with disabilities
- Introduced The Award to over 750 community organizations.



Canadian Delegates (L-R) Karen L'Oiseau, Ebrahim Bawa, Al-Karim Khimji and Julia Wong wrapped in traditional Masai blankets during the "Night of the Bush" dinner during the second last night of IGE.

There's life after Gold

They took the challenge and are living the achievement. But like so many Gold Award achievers they wonder: Is there life after the Gold?

This past September, four young Canadians who wished to continue their involvement with The Award embarked on a two-week adventure that would take them to Kenya,

Africa to discover the answer. The International Gold Event (IGE) is a triennial event for Gold Award Achievers from around the globe to come together and share experiences. The theme for IGE 2011 was Each One, Reach One, with each attendee using what they gained from their IGE experience, to reach one goal.

Canadian delegate Julia Wong, one of the few delegates selected to blog about her IGE experience, was effusive about the opportunity. "I'm ready to come together with 100 other excited and driven delegates from all over the world to try to make a difference," said Julie. "Each One, Reach One is about taking our experiences at the 2011 IGE and make a lasting difference within our own communities."

Each of the delegates were encouraged to select a goal that will empower them to achieve as they attended a series of workshops on fundraising, communications, research, leadership training, youth policy, and governance. However, not all of the time at the IGE was spent attending workshops. It was also the opportunity to come together collectively and do all of the components of The Award with fellow achievers one last time.

During the 14 day event, each of the delegates provided a Community Service, developed a new Skill, participated in a form of Physical Recreation and embarked on an Adventurous Journey. The delegates then return to their own countries and communities, energized and full of new ideas.

About The Award

"The Award transforms not only the young people who participate in it, but also the communities they live in."

Peter Melanson, National President of The Duke of Edinburgh's Award

The Duke of Edinburgh's Award is an exciting personal challenge for young Canadians. It is a balanced, non-competitive programme of voluntary activities which encourages:

- Personal discovery and growth
- Self-reliance
- Perseverance
- Responsibility
- Service to the community

Since it began in 1956, The Award has become one of the world's most prestigious youth programmes, offered in 130 countries. The Award is amongst the highest accolades a young Canadian can receive, and some 37,000 participate each year.

HOW DOES THE AWARD WORK?

Anyone between the age of 14 and 25 can participate, regardless of their circumstances or abilities. The criteria for achieving an Award are based upon individual effort and improvement. To achieve an Award, each participant must complete four sections:

- Community service helps develop a sense of personal and community responsibility.

- Skills developed by pursuing and persisting in an interest, develop creativity and personal discovery.
 - Physical recreation promotes good health and a sense of achievement and satisfaction.
 - Adventurous Journey cultivates a spirit of adventure, teamwork, and an appreciation of the environment.
- There are 3 levels: Bronze, Silver and Gold. Young people participate either as individuals or through organizations such as schools, police services and youth groups.

THE CHARTER FOR BUSINESS

A partnership between The Award and the Canadian business community, the Charter for Business was created in 1996 to help expand The Award's work with disadvantaged young people. Some 60 corporations and individuals have become Founding Partners of the Charter, pledging over \$15 million to deliver the benefits of The Award to at-risk youth in five target communities: inner-city youth, aboriginal youth, young offenders, northern and rural youth, and young people with disabilities.

Duke of Ed Awareness Month

October is Duke of Ed Awareness Month. This celebration promotes awareness of The Duke of Edinburgh's Award in Canada. Across the country, divisions will host events that will engage participants and leaders. From Silver ceremonies to flag-raising events with lieutenant-governors, it is a month that encourages past, present and future Award Achievers to talk about The Award. The conversations are happening and now it's up to you to become part of the story. For more information on DOE Awareness month visit us on the web at www.dukeofed.org

Pick a week to celebrate all things "Duke" during the month of October:

MAKE IT KNOWN MONDAY

Help raise awareness by planning or participating in a DOE flag raising ceremony in your community: at school, at city hall, anywhere you can fly a flag.

TALK IT UP TUESDAY

Plan an information session in your school, university, youth group etc. and spread the word about The Award.

A-WEAR-NESS WEDNESDAY

Wear your Award pin, hat or T-shirt with pride.

THANK YOU THURSDAY

Recognize members of your community (leaders, teachers, assessors, family, etc.) who have supported and helped you participate in The Award.

FITNESS FRIDAY

Stay active and take part in a physical activity. You can even log those hours towards your Award level!

SERVICE SATURDAY

A great way to give back to your community, get out and volunteer. Clean up a park, help a neighbour out. Your service is up to you, so be creative.

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