

## TD WATERHOUSE

# Investing in the possible



Marie Webb (left) and Duke of Edinburgh's Award leader Laura Weeden

When Marie Webb signed up to participate in The Duke of Edinburgh's Award, she had no idea which direction it would take her. As a member of Team Possibles, a group of young people with Down Syndrome, participating in The Award has not only opened her eyes to all that she is capable of, it has opened doors to new opportunities. Marie recently completed her Bronze level and has already discovered a passion for the outdoors that has inspired her to explore new challenges in life.

The Duke of Edinburgh's Award is open to any young person in Canada aged 14 to 25 and can be tailored to suit an individual's interests regardless of their circumstances. "Because the Award is individualized, participants can choose the activities that suit their interests and abilities," says Marie's mother, Renée Forrestall. "It's an opportunity for Marie to try new things and challenge herself. As a

parent, especially of a child with special needs, it's so rewarding to see her achieve success and accomplish her goals on her own."

To help increase accessibility of The Award in inner city communities, TD Waterhouse has invested over \$700,000 through its Investing in Youth initiative and is pleased to announce that it is pledging a further \$250,000 in funding over the next two years. The national outreach programme was designed to increase the participation of inner-city youth and enhance accessibility of the programme to youth with disabilities by raising public awareness and ensuring The Award is made available without barriers to those who wish to participate. Since its inception, over 3,100 participants have become involved in the programme as a result of the initiative.

"The Duke of Edinburgh's Award gives young people the opportunity to try new things and expand their

horizons," says Bill Hatanaka, Group Head, Global Wealth Management at TD Bank Financial Group.

"One of the best aspects of the programme is the fact that it can be tailored to fit the needs and interests of each participant. For many of the Investing in Youth participants, this is a chance for success they might not have had otherwise."

To improve the accessibility of the programme, the TD Waterhouse Investing in Youth initiative provides funding for the employment of Field Officers who introduce The Award to community organizations and provide support to participants. Field Officers are currently active in nine cities across the country: St. John's, Halifax, Montreal, Ottawa,



"For many of the Investing in Youth participants, this is a chance for success they might not have had otherwise."

**BILL HATANAKA**  
TD BANK FINANCIAL GROUP

Toronto, Winnipeg, Calgary, Saskatoon and Vancouver.

While allocating funds to support these communities is essential to expanding the reach of the programme, Investing in Youth also gives TD Waterhouse employees across Canada the opportunity to become involved as volunteers. In each of the nine designated cities, employees have the opportunity to become involved in the programme with a senior TD Waterhouse employee volunteering as a local lead with The Duke of Edinburgh teams to support community initiatives.

Jim Kershaw, Senior Vice President and Regional Manager, TD Waterhouse Private Investment Advice, Western Canada is one of them. In his volunteer role as Vice President of The Duke of Edinburgh's Award British Columbia & Yukon Division, Jim has donated countless hours helping young Canadians set goals.

"It was after meeting with leaders in a few inner city schools in Vancouver that I realized the importance of this opportunity to make a difference in the lives of these youth," says Kershaw. "The Investing in Youth Initiative helps them to realize their potential and step up to new challenges. They learn how important it is to see something through from start to finish—it's this dedication that sets them head and shoulders above the crowd and gives them the solid footing to be leaders in their own right."

Investing in Youth is also an opportunity for TD Waterhouse to leverage its existing relationships with charitable agencies to help raise awareness about the programme. By connecting The Award

with inclusive organizations like the Canadian Hearing Society and the Power to Be, TD Waterhouse continues to help to develop new partnerships and increase the reach of the programme. And, by encouraging participants to become involved with other programmes it supports, like the TD Great Canadian Shoreline Clean Up or the National Ballet of Canada, it's another opportunity for participants to be exposed to new things.

For many youth, the decision to pursue The Award is the first step in a series of life experiences that will help them develop their voice as leaders in their own communities. "Our business is about helping clients invest today so that they can realize their goals for tomorrow," adds Hatanaka. "Investing in Youth encourages young people to apply a similar philosophy, investing their time, energy and efforts to achieve goals that are meaningful to them."

## Investing in youth

TD Waterhouse has renewed its support for The Duke of Edinburgh's Award by pledging an additional \$250,000 through its Investing in Youth initiative. The national outreach programme has helped to increase participation in the programme 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 \$950,000
- Over 3,100 youth enrolled through the Investing in Youth initiative, including 100 youth with disabilities
- Launched programme in nine Canadian urban centres
- Introduced The Award to 125 inner city community organizations



Over 100 Investing in Youth participants cleaned up eight shorelines during this year's TD Great Canadian Shoreline Cleanup.

## KINNEAR OUTREACH FUND INAUGURAL AWARDS

# New fund established to support at-risk youth across Canada

Before agreeing to serve as the first National Benefactor of The Duke of Edinburgh Award, Jim Kinnear asked that The Award set aside a portion of his annual

donation to inspire new and innovative projects to work with at-risk youth across Canada. President & CEO of Kinnear Financial, and Chairman Emeritus of Pengrowth Corporation, Jim Kinnear personally reviewed and endorsed the first two grants selected to receive support from The Kinnear Outreach Fund in September.

In Alberta, the Kinnear Fund will be used to launch a Crime Reduction Initiative that will see The Duke of

Edinburgh's Award partner with police services and young offender facilities across the province to work with marginalized youth and provide an alternative to the gang lifestyle.

In Ontario, the Fund will hire a Northern Field Officer to work in consultation with the Northern communities to ensure The Award is available to Northern & Rural Youth, Aboriginal Youth, Young Offenders, and Youth in Care.

Based in Sudbury, this project marks the first time The Award will have staff located in this region of Canada. Proposals were received from Award Offices all across the country, and were judged by the selection committee on the following criteria: Innovation, Quality, Impact, Portability, Sustainability. Approved projects receive funding for two years.

Thanks to the vision and generosity of Jim Kinnear, thousands of young Canadians will have the opportunity develop the life skills learned through participation in The Duke of Edinburgh's Award.



Jim Kinnear, National Benefactor of The Duke of Edinburgh's Award, welcomes International Award Chairman HRH Prince Edward to a dinner at his home where the Kinnear Outreach Fund was announced in June 2009.



## VOLUNTEER PROFILE

# Hartley Richardson CM, OM

President & CEO, James Richardson & Sons, Limited  
Governor & Founding Partner  
The Duke of Edinburgh's Award Charter for Business

James Richardson & Sons became a Founding Partner of The Award's Charter for Business in 2008. Hartley joined the Charter's Board of Governors shortly thereafter, and quickly became one of its most active members.

One of the things that attracted Hartley to the Award Programme was its flexibility. "It is an important self-development programme that allows participants to choose activities that are of interest to them," he explains. That flexibility is particularly important when dealing with "at-risk" youth. "The most important feature of The Award is that it is all-

inclusive. This allows youth from all economic backgrounds to be part of the programme, and to realize their personal goals."

Hartley had the pleasure of watching his own son, Thor, receive his Gold Award from Prince Edward in 2008. "The Award expanded Thor's horizons and gave him a broader sense of community," he says.

"I encourage the Canadian corporate community to find out more about The Award Programme and to recognize the accomplishments of Award Participants who are looking to enter the workforce."

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## PROFILE

# Clean water crusader

Ryan Hreljac enrolled in The Duke of Edinburgh's Award as part of Class Afloat, a school programme where students acquire academic credits while functioning as a member of a tall ship sailing crew. It became apparent that success means much more when people work together. But unlike his fellow



Ryan Hreljac is on a global quest

classmates Ryan has seen firsthand what the rewards of working together can achieve on a global scale.

In 1998, six-year-old Ryan learned that the lack of clean water in African villages forced villagers to walk many kilometres a day. He took on a project which he thought would solve the problem; raise \$70 to build a well by saving his allowance, doing extra chores and spreading the word on the clean water crisis. Over the past 11 years this "little project" has grown into The Ryan's Well Foundation and has allowed Ryan to build 518

wells, bringing clean water to more than 640,000 people in 16 countries around the world.

As a freshman in university and a current Gold Award participant, he is determined to persevere until he has reached his goal of completing his Award and learning all he can on issues relating to water and sanitation despite the fact that he has been involved with it for the past 11 years.

As a clean water crusader, Ryan has been awarded many accolades for his work including

## About The 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 developed into one of the world's most prestigious youth programmes. More than 126 countries now offer The Award, and six million young people have taken part. The Award is amongst the highest accolades a young Canadian can receive, and some 36,000 participate each year.

In Canada, The Award has been operating since 1963 under the patronage of the Governor General and led by thousands of highly motivated volunteers. It is governed by a voluntary National Board of Directors and

operates across the country through Divisional Offices and voluntary Regional Boards of Directors.

## HOW DOES THE AWARD WORK?

All those between the age of 14 and 25 can participate, regardless of their circumstances or abilities. The criteria for achieving an Award are based upon

"This Award is about transforming young people one person at a time"

**Tom McGrath**  
National President of  
The Duke of Edinburgh's Award

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 & 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 Duke of Edinburgh's 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 50 corporations and individuals have become Founding Partners of the Charter, pledging over \$10 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.

## A leader of excellence

### Teacher Shirley Turner honoured for her dedication

It's been a very good year for Award leader Shirley Turner. This past June, Ms. Turner proudly observed 36 of her students from Vancouver Technical Secondary School receiving their Gold Award, the highest accolade The Duke of Edinburgh's Award offers, from His Royal Highness The Prince Edward, The Earl of Wessex. Then, on October 5 in Ottawa, Ms. Turner received the Prime Minister's Award for Teaching Excellence.

Ms. Turner, who champions science for students of all abilities and enhancing advanced academic programs with outdoor adventure and community

service, was honoured along with 84 outstanding teachers from across the nation. "A good teacher inspires a thirst for learning that lasts a lifetime," said Prime Minister Stephen Harper. "The outstanding teachers honoured today are an inspiration to us all. They play an invaluable role in our children's development and in the future success of our country."

The Duke of Edinburgh's Award congratulates Ms. Turner on achieving the Certificate of Excellence and thanks her and the thousands of Volunteer Award Leaders for their valuable contribution and dedication to Award participants.