

## Climbing new heights to help youth

*Restaurateur is a tireless advocate for The Award*

David Aisenstat was literally born into the restaurant business and his passion for the industry seems only to increase with time. His father, Hy Aisenstat, was a restaurant industry pioneer, and the Hy's Steakhouse chain that he founded in 1955 is run by David today. David has since developed Gotham Steakhouse + Cocktail Bar, Ki Modern Japanese and The Shore Club brands. The best known of his businesses is The Keg steakhouse chain, which he purchased in 1997 and runs as president & CEO.

His passion for business is only matched by his passion for giving back. Chair of the Vancouver Art Gallery's Board of Trustees, co-chair of Action Canada, and a director of the Canadian Youth Business Foundation and Business for the Arts are just some of the roles David plays in the community. Closest to his heart however, is The Keg Spirit Foundation, which David founded in 2001 in commemoration of The Keg's 30th Anniversary. Since then, the Foundation has raised and distributed over \$5 million to charities that support and



David Aisenstat and 10 friends climbed to the top of Mount Kilimanjaro in support of The Keg Spirit Foundation

mentor young Canadians. A recent example of David's hands-on commitment to the com-

munity took place last summer when he led a group of 10 friends on a Keg-sponsored climb to the

summit of Mount Kilimanjaro to raise funds for The Keg Spirit Foundation. Spending eight days on

the mountain in challenging conditions, all 10 climbers reached the 19,339-ft. summit at Uhuru Peak and raised well over \$400,000, all of which will be distributed to charities such as The Duke of Edinburgh's Award that support the development of young people.

One of the organizations that David and The Keg Spirit Foundation are proud to partner with is The Duke of Edinburgh's Award. "Each year, tens of thousands of young people from across Canada develop life and leadership skills through the Award Programme. The participants are from a wide variety of backgrounds, with an increasing focus on at-risk communities. We think it is extremely important that the skills developed during the programme are made available to as many young Canadians as possible and are very happy to help support this goal," says David.

David became a Founding Partner of the Award's Charter for Business in 2009, and soon after joined the Charter's Board of Governors, becoming one of the Award's most valued advocates.

## Passing the torch

*New Chairman appointed for The Charter for Business*

On January 1, 2011 the fifth Chairman of The Duke of Edinburgh's Award Charter for Business will officially take office. Following in the footsteps of Courtney Pratt, David McLean, John Sleeman and Phillip Crawley, Hartley Richardson, president and CEO of James Richardson & Sons Limited, will take the helm of the 15-year-old initiative that has raised over \$13 million to benefit youth across Canada.



Hartley Richardson (left), incoming Chairman of the Charter for Business and his predecessor, Phillip Crawley

Phillip Crawley, publisher and CEO of The Globe and Mail, has served as Chairman for four years, and has overseen an unprecedented period of growth for The Charter for Business.

"Since the Charter was established, The Award has increased participa-

tion by at-risk youth from 1 per cent to almost 20 per cent," says Phillip. "There is no doubt in my mind that the fabric of Canadian society has been improved by the hundreds of thousands of young Canadians who have participated in and been enhanced by The Duke of Edinburgh's Award over the years."

Under Phillip's guidance, The Charter for Business has welcomed a record number of new donors, with many renewing their commitments after their initial pledge had concluded. A number of long-term partnerships are also part of Phillip's impressive legacy with The Duke of Edinburgh's Award: The TD Waterhouse Investing in Youth Initiative has grown to a \$1 million-plus programme serving inner-city and youth with disabilities, and Jim

Kinnear was named the Award's first National Benefactor, making the largest single gift in the history of The Award in Canada. Hartley Richardson has a distinguished record of community service and philanthropy and a family connection to The Duke of Edinburgh's Award, seeing his son

Thor receive his Gold Award from Prince Edward in 2008. "It is my hope that all young Canadians will consider The Award as a fun and rewarding way to develop the skills, confidence, teamwork and perseverance key to entering the workforce", Hartley says.

## One seedling, one giant impact

This past September, TD Friends of the Environment Foundation sent out a call for action: help plant almost 20,000 trees across Canada—and Award participants rose to the challenge. Armed with shovels and gardening gloves, Duke of Edinburgh Award participants from across the country set out to join TD staff, family and friends to help the environment and make a difference in their community, while logging some hours for their community service component of The Award.

Gold Award Achiever Captain Natalie Jones, from the 17 Wing Winnipeg Squadron, is one Award participant who participated in TD Tree Days as a way to meet new people and connect with her community. Having recently moved back to Winnipeg from Ontario, this event was the perfect opportunity for her to give back to her community while remaining engaged in The Award.

On September 25 Natalie, along with 50 other volunteers, arrived at the Fort Whyte Alive site to plant

300 spruce trees. According to Natalie, when mature, these spruce trees will act as a wind-break for the nearby bison. Volunteer tree planters were each given their own spruce seedling as a "thank you" for their time and effort. "It was such a simple way to make a difference in the community without demanding too much time," says Natalie, who adds, "I always enjoy being out-



Gold Award Achiever Natalie Jones planting spruce trees at the Fort Whyte Alive site in Winnipeg

## Crusader for the common good

The concept of The Award is one of individual challenge. It encourages young Canadians to set and achieve goals. It is a programme of self-development, self-training and personal achievement based upon individual effort and improvement.

Participants must set goals in each of four areas (Community Service, Adventurous Journey, Skills and Physical Recreation) in order to achieve The Award. One of the four sections, Community Service, aims to develop a sense of responsibility to participants and their community, by giving service to others.

In Lower North Shore Québec lies the town of La Tabatière, population 500 and only accessible by plane. It is home to Award participant Dylan Vatcher. Over a year ago Dylan was introduced to The Duke

of Edinburgh's Award through his involvement with Junior Canadian Rangers — a programme that reaches youth 12 to 16 who live in remote areas of Canada and strives to preserve their unique cultures and traditions.

Having completed the Bronze Award, Dylan began his journey towards his Silver Award with a purpose—he wanted a challenge that was environmentally-based and would allow him to give back and make a difference in his community. Scattered around La Tabatière are more than 300 abandoned, rusting vehicles that are not only toxic for the environment but an eyesore for residents. Their removal became Dylan's Community Service challenge. Knowing it would be a huge

undertaking, Dylan enlisted the support of his Award leader Master Corporal Carrie Robertson and devised a game plan. Dylan rallied the support of community leaders and soon had full backing of the Mayor. Within weeks a task force was created and a cleanup crew of six was hired for 12 weeks. Helping with the cleanup when he could, Dylan knew more needed to be done and has begun a letter-writing campaign with the help of his teachers to solicit money that would see a recycling centre built in his community for the collected scrap metal and fund the continuation of the cleanup project.

During the project, La Tabatière was hit by the tail end of Hurricane Earl. High winds and rain washed up debris on many of the beaches, leaving them unusable. With the help of city council, Dylan organized a shoreline cleanup that coincided with Clean up the World Day on September 18, resulting in his community coming together to pick up the debris littered along the shoreline.

Inspired by what The Award has led him to do, Dylan hopes to be an example for other youth to think outside the box when figuring out what challenges and goals to set themselves in achieving The Award. According to Dylan, taking part in The Award allowed him to take an idea, turn it into reality and help create a cleaner, healthier environment for his community.



Silver Award participant Dylan Vatcher cleaning up debris washed up on the beach by Hurricane Earl

## 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 developed into one of the world's most prestigious youth programmes. The Award is amongst the highest accolades a young Canadian can receive, and some 37,000 participate each year.

### 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 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 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.