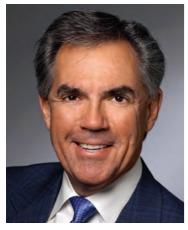


The Duke of Edinburgh's Award MAKE A DIFFERENCE WWW.dukeofed.org

We are in this together

CIBC committed to ensuring youth reach their full potential

or almost 50 years CIBC has ┥ been a proud supporter and community partner of The Duke of Edinburgh's Award. When it launched in Canada in 1963, CIBC was one of the first to pledge its support. As a founding partner of The Duke of Edinburgh's Award Charter for Business (a partnership with the business community which aims to help expand The Award across the country) we spoke with the Hon. Jim Prentice, Vice-Chair and Senior Executive Vice-President of CIBC, for his thoughts on the partnership. Mr. Prentice is also a member of the Board of Governors for the Charter for Business



Jim Prentice's commitment to ensuring youth reach their full potential is reflected in his support for The Duke of **Edinburgh's Charter for Business**

Q: Why did CIBC choose The Duke of Edinburgh's Award as one of its Community Partners?

A: With a community investment focus on Kids, Cures and Community, CIBC is committed to programs that help young people reach their full potential. Of the \$35 million that CIBC contributes to community organizations each year, 29% is targeted towards children and youth charities. The Duke of Edinburgh's Award is one of our country's leading forums to recognize the contributions of outstanding Canadian youth. CIBC has been a proud partner of The Award for almost 50 years through its focus on youth and the community. For these same reasons, CIBC is proud to be counted among the founding sponsors of The Award's Charter for Business.

Q: What role can the corporate community play in engaging Canadian youth?

A: There is no better investment an organization can make in Canada's collective future than investing in the potential of our young people. More than sixty organizations in Canada have been associated with The Duke of Edinburgh's Award Charter for Business. The Charter's partnership with the business community helps support the expansion of The Award across Canada. Funds

raised by the Charter for Business ensures that all Canadian youth between the ages of 14 and 25 have access to the benefits of The Award programme with particular emphasis on youth at risk. CIBC's support for the Charter for Business has helped to:

- Increase public awareness of The Award
- Underwrite the financial costs of participants to ensure that there are no barriers to participation
- Ensure The Award has a coast to coast reach
- Build greater capacity to work in new communities across the country

Investing in programs like The Duke of Edinburgh's Award also reinforces the importance of creating resilient societies where young Canadians are encouraged to give back to their local communities and to step up and volunteer. In a country where 10% of all our volunteers contribute over 50% of volunteer hours, The Award ensures greater participation, particularly of young people. 79% of Award participants have said that they would continue to remain actively involved in their community as a result of doing The Award. When 49% of the population don't volunteer because they have never been asked, this is, quite simply, a huge success.

Q: Why is The Charter for Business' focus on at-risk youth important to CIBC?

A: The Award was established to be accessible to all Canadian youth, regardless of income, ability, ethnicity or gender. Providing access to opportunity can be a game changer for marginalized youth. The funding CIBC provides to The Duke of Edinburgh's Award is intended to provide just such opportunities. The Award Programme levels the playing field so that more young people have the opportunity to discover their full potential, fully participate and become contributing members of society. It provides opportunities for at-riskyouth to make a difference not only to themselves, but to their community. I strongly believe that The Award Programme fosters a new generation of leaders who will have the skills and capacity to help build resiliency in communities and neighbourhoods across Canada.

If together, Canadians can work to ensure that all youth, at-risk or otherwise, have access to the opportunities that The Duke of Edinburgh's Award provides, then we have a real chance to help develop a new generation of Canadians who will help to create a more vibrant and resilient Canada in the 21st century.



This group of current participants and recent Award Achievers are the face of the new campaign

The Award launches Make A Difference campaign

espite having become one of the most well respected youth organizations in Canada for almost 50 years, The Duke of Edinburgh's Award is not as well known as some others that work with young people. But in 2008 Jim Kinnear, Founder, Chairman and CEO of Kinnear Financial Limited, made a generous donation to The Award (and became its National Benefactor) designed to enable The Award to "take it to the next level", with a focus on creating a strategic communications and marketing plan as well as improving technology to help the organization become more effective and efficient.

Livewire Communications Inc, a Toronto based firm that specializes in creating strategies and employee messaging programs in large organizations, was chosen to develop the communications campaign. Livewire developed a strategy for The Award that drew on its experience in working with many of Canada's leading corporations who are faced with the need to marshal their internal resources in order to move the company towards its goals.

The strategy was supported by the development of a national vision that is focused on revenue and membership growth through the creation of a marketing mindset throughout the organization – changing the way employees and volunteers view their dayto-day roles. The resulting communications program capitalizes on The Awards network of

dedicated staff and leverages the energy and commitment of its motivated participants and volunteers across the country.

The campaign, called Make A Difference, is a grassroots storytelling initiative that features participants sharing their experiences of how The Award programme has changed their lives, and celebrates their stories through self-made videos and social media, as well as posting their stories on the organization's website. The ripple effect of creating waves of shared experiences across the country is already starting to build excitement and visibility within The Award. Ultimately these ripples

will reach beyond the organization, attracting new participants as well as donors.

In April the Make A Difference campaign was launched by The Award's National President, Peter Melanson and Lou Gizzarelli, Chair of the marketing and communications committee. It includes a new website, marketing video, four posters series which highlight each of The Award's sections, plus brochures and a new look and feel for The Duke of Edinburgh's Award. The Award is ramping up for its 50th Anniversary celebration, including an innovative social media campaign to launch in the fall of 2012 and continue throughout all of 2013.





The Award would like to take this opportunity to thank the following Charter for Business Governors: James Kinnear, Janice and Earl O'Born (L-R, pictured above) for their support with the creation and launch of our new Make A Difference Campaign. A heartfelt thank you to our National Benefactor James Kinnear and Kinnear Financial Ltd for the outstanding support which enabled us to develop a strategic communications plan and Janice and Earl O'Born of The Printing House for donating all the printing of campaign collateral for our Toronto launch. Their continued support truly does Make a Difference in the lives of young Canadians.

Help us celebrate 50 years of achievement

ver 500,000 young Canadians have participated in The Award since it came to Canada in 1963. In 2013, The Duke of Edinburgh's Award will be celebrating its 50th Anniversary. To celebrate this milestone, HRH The Earl of Wessex will attend a kickoff event to be held this September in Toronto, where he will officially announce the yearlong celebration and unveil a series of events.

As we embark on the journey of celebrating this significant milestone, we are looking to reconnect and reengage with Award Alumni who achieved The Award over the past 50 years. If you are an Award Achiever or know someone who is, send us an email at:

50years@dukeofed.org or contact your local divisional

About the Award

¬ he 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 130 countries now offer The Award, and seven million young people have taken part. The Award is amongst the highest

accolades a young Canadian can receive, and some 37,000 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 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 60 corporations and individuals have become Founding Partners of the Charter, pledging over \$17 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.

The Award transforms not only the young people who participate in it, but also the communities they live in. The evidence is both overwhelming and indisputable.

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