



The Duke of Edinburgh's Award

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A golden touch for giving

VOLUNTEER PROFILE

TYE BURT

President and CEO,
Kinross Gold Corporation
Governor and Founding Partner,
The Duke of Edinburgh's Award
Charter for Business



Tye Burt's commitment to corporate social responsibility is reflected in his support for The Duke of Edinburgh's Award Charter for Business.

As President and CEO of Kinross Gold Corporation Tye Burt believes that genuine corporate leadership is not just about building a strong company but about helping to build strong communities. For that reason, Tye developed 10 guiding principles for corporate social responsibility at Kinross. By putting these principles into practice in all its areas of operation, Kinross has been recognized as

one of Canada's 50 most responsible corporations.

In addition to serving as vice-chair of the University of

Guelph's Board of Governors, Tye is a key supporter of The Duke of Edinburgh's Award. As both a donor and a member of The Award's Charter for Business Board of Governors, Tye has been instrumental in raising both funds and profile for The Award's work with disadvantaged youth across Canada. "By making it possible for disadvantaged young people to participate in The Award program, the CFB gives them the opportunity to learn self-reliance and self-confidence and to develop the skills they need to succeed in life and excel in the community"

Another reason Tye supports The Duke of Edinburgh's Award is because in his view the Award aligns with Kinross's

four core values. Tye believes that the Award's focus on service, skills, fitness and outdoor expeditions helps young people develop the characteristics which supplement a strong basic education and help create a well-rounded, confident and responsible individual.

"The Duke of Edinburgh's Award Charter for Business needs continued corporate support to extend its programme. Helping young people become productive members of our society must be a high priority for Canada's business sector," he says. "As Canadian-based companies we enjoy a great number of advantages and this program is a great opportunity to give back to young Canadians."

A message from Phillip Crawley Chairman The Duke of Edinburgh's Award Charter for Business



Fifteen years ago, The Duke of Edinburgh's Award in Canada established the Charter for Business to raise funds from the business community to offer the proven benefits of The Award Programme to "at risk" youth across Canada. Since 1996, the Charter has grown from a small group of committed executives to over 50 corporations, foundations and individuals who collectively have contributed more than \$10 million to develop young Canadian leaders.

The number of supporters continues to grow, and some of our most committed partners, like TD Waterhouse and Jim Kinnear, have expanded their already significant support of the Charter.

With the announcement of each new Founding Partner, funds are distributed across the country to establish new outreach initiatives and pilot projects. These initiatives allow The Award Programme to serve new communities and change the lives of young people.

In the last few months, a new crime-reduction initiative has been launched in Alberta, where The Award is working with police services and young offenders facilities to provide an alternative to gangs. A new local Field Officer is working in northern Ontario with a focus on aboriginal and northern youth, and a new school outreach campaign in Saint John, New Brunswick is providing both direct mentorship and expedition funding for inner-city youth.

I am proud to serve as Chairman of the Charter for Business, and wish to thank my fellow Governors and Founding Partners for their dedication to ensuring that all young Canadians have access to the life skills learned through The Duke of Edinburgh's Award. In particular, I would like to thank Steve Mantle and Rick Patina, who have recently completed their terms on the Charter Board of Governors, for their service, and their work on behalf of Canadian youth.

Scouts Canada takes the challenge

For decades, Scouts Canada and The Duke of Edinburgh's Award have been operating complementary programs, sharing common goals and visions with respect to Canadian youth.

In the presence of His Royal Highness The Prince Edward, Earl of Wessex, an agreement was signed on March 19 that will see the two programs working together. "I'm thrilled that we have formalized our long-standing partnership with The Duke of Edinburgh's Award," says Steve Kent, Chief Commissioner of Scouts Canada.

"This kind of partnership makes sense and will no doubt

have a tremendous impact on spreading the reach of The Award" says Tom McGrath, National President of The Duke of Edinburgh's Award. Make sense it does – both programs share a similar target audience; The Duke of Edinburgh's Award is open to all youth ages 14 to 25 and Scouts Canada has the Venturer program designed for youth 14 to 17 as well as its Rover program for youth 18 to 26.

"The Duke of Edinburgh's Award and Scouts Canada share the same set of core values," states McGrath. "We are delighted to sign a partnership with a premier youth program in order

for us to be able to work together collaboratively in attaining our common goal of rewarding the success of youth." The Award and Scouts Canada have long been devoted to providing activities that enable youth to become involved in their communities, allowing them to learn new skills and encounter new experiences that foster self-discipline, mutual respect and a sense of responsibility to others and themselves. "Scouting has been



Stephen Kent, Commissioner of Scouts Canada and Tom McGrath, National President, The Duke of Edinburgh's Award. HRH Earl of Wessex, Peter Ng and Jim Kershaw oversaw the signing

building generations of great leaders in Canada for decades," says Kent. "Our two programs and awards are complementary and this partnership will inspire even more scouts to take the challenge."

A golden moment

One hundred young Canadians have been presented their Gold Award by HRH The Prince Edward, Earl of Wessex.

It takes a minimum 18 months of hard work, dedication, perseverance, and commitment to achieve the Gold Award and on March 19, 100 young Canadians had their golden moment. Seated in the auditorium of Point Grey Secondary School in British Columbia surrounded by their peers, parents and other dignified guests, one by one each of these young people were presented their Gold Award by His Royal Highness The Prince Edward, Earl of Wessex, who presides over The Duke of Edinburgh's Award. The Gold Award is the highest accolade a young Canadian can receive, which was emphasized by His Royal Highness as he addressed this group of achievers, making them feel proud of joining a network of Gold Award Achievers that has members from around the world.



Prince Edward, Earl of Wessex chats with Gold Award recipients

The Earl urged students to encourage others to strive for the same acclaim: "When you leave this room, feel proud of what you've managed to achieve. Walk taller because you've done it. There are those who might say, 'The Duke of Edinburgh's Awards? I could do that!' The difference is you know you can. Well done!"

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 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.

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RIISING AGAINST THE ODDS

Investing In Youth yields great results

Tylone Ho is 22-year-old man living with cerebral palsy and ADHD - although if you ask him, neither of these challenges are an obstacle to him achieving his goals. And he has plenty of goals. Among his accomplishments, Tylone recently received his Gold Award from His Royal Highness The Prince Edward Earl of Wessex, at a ceremony in Vancouver. Pursuing The Award has allowed Tylone to develop his skills and be exposed to new opportunities while achieving goals that are meaningful to him.

The Duke of Edinburgh's Award is open to any young person in Canada aged 14-25 and can be tailored to suit an individual's interests regardless of their circumstances. "The Award programme is a vehicle that can open so many new doors, whether participants have a disability or not," says Randall St. Godard, Group Leader of the RCD Youth Leadership Group at the Richmond Centre for Disability. "In Tylone's case, he's had some really exciting and unexpected opportunities as a result of his participation that have helped him to develop new skills and feel a sense of accomplishment."

As an example of how The Award has an impact on participants' lives, Tylone did a Residential Project (a requirement for the Gold level) at a Buddhist temple participating in the annual weeklong ceremony, the "Repentance of Emperor Wu". His other experiences have included learning how to weave, knit, and improve his public



Gold Award Participant Tylone Ho showing off his weaving and knitting skills.

speaking through Toastmasters. Not only were these new experiences for him, they have helped further develop his hand-eye coordination and language and motor skills.

To further promote how the programme can be individualized to suit any participant's needs or interests, TD Waterhouse has recently recommitted an additional \$250,000, for a total of \$950,000, through its Investing in Youth initiative. This national outreach programme was designed to increase the participation of inner-city youth and enhance accessibility to youth with disabilities. It is as a result of this initiative that Tylone was able to complete the Gold Award through the Richmond Centre for Disability's Youth Leadership Project.

The Youth Leadership Project is focused on providing youth with practical knowledge and living skills that will help lead them toward independent living and because of the TD Waterhouse Investing in Youth initiative, participation in The Duke of Edinburgh's Award programme is a big part of the curriculum. Tylone represents the first Gold Award recipient, although he's sure to inspire others: The Youth Leadership Project has already helped 16 participants achieve their Bronze level and two achieve their Silver Awards.

A leader of excellence

Gold Award achiever Jylene Ryan never gave it a second thought about one day becoming a Duke of Edinburgh's Award leader. As a member of Cadet Squadron 342 Bedford Lions Air Cadet Squadron, Jylene was one of the first cadets to complete The Duke of Edinburgh's Award. The reason she choose to participate in The Award was about friendship. However, by the time she had completed The Award, her perspective had deepened and she saw it as an experience that inspires youth to develop good lifestyle habits at a young age, something she now passes on to new cadets. "I gained a lot of knowledge about The Award during my endeavors and by working with my Duke of Edinburgh's Award Leader" says Jylene. "I wanted to share those experiences with new cadets who participate in The Award."

Going off to university and then on to acquire her MBA, Ryan still found time to engage as a cadet leader with 341 Bedford Lions and now the 18th Dartmouth Cadets, and she also became a member of the Nova Scotia Award review team assisting with the evaluation of cadet Award record books. This involvement led to her eventually being invited to become a member of the Nova Scotia Regional Board of Directors. In



Captain Jylene Ryan bottom left, with some of her cadet Award participants.

2008 Ryan accepted the position of Treasurer which, coupled with her MBA, made her a natural fit. "It is a testament to the impact The Award has on youth when you see a past participant remain so actively engaged," says Connie Miller, Nova Scotia Executive Director. "It is leaders and volunteers like Jylene that make The Award work so well." At 25, Jylene is one of the youngest members to serve on the Nova Scotia Board and with that brings a valued youth perspective to the table. As an Award and cadet leader,

her constant interaction with youth gives her insight on how The Award can best reach and benefit young Canadians. Currently employed with National Defence and Canadian Forces, Jylene is working on a special cadet project which is to produce a cadet-friendly document that describes the equivalencies between The Duke of Edinburgh's Award and Cadet Programs. Jylene, who is a Bronze, Silver, and Gold Award Holder, has not only taken the challenge, but is living the achievement.