

CHAMPIONS OF YOUTH

What we do

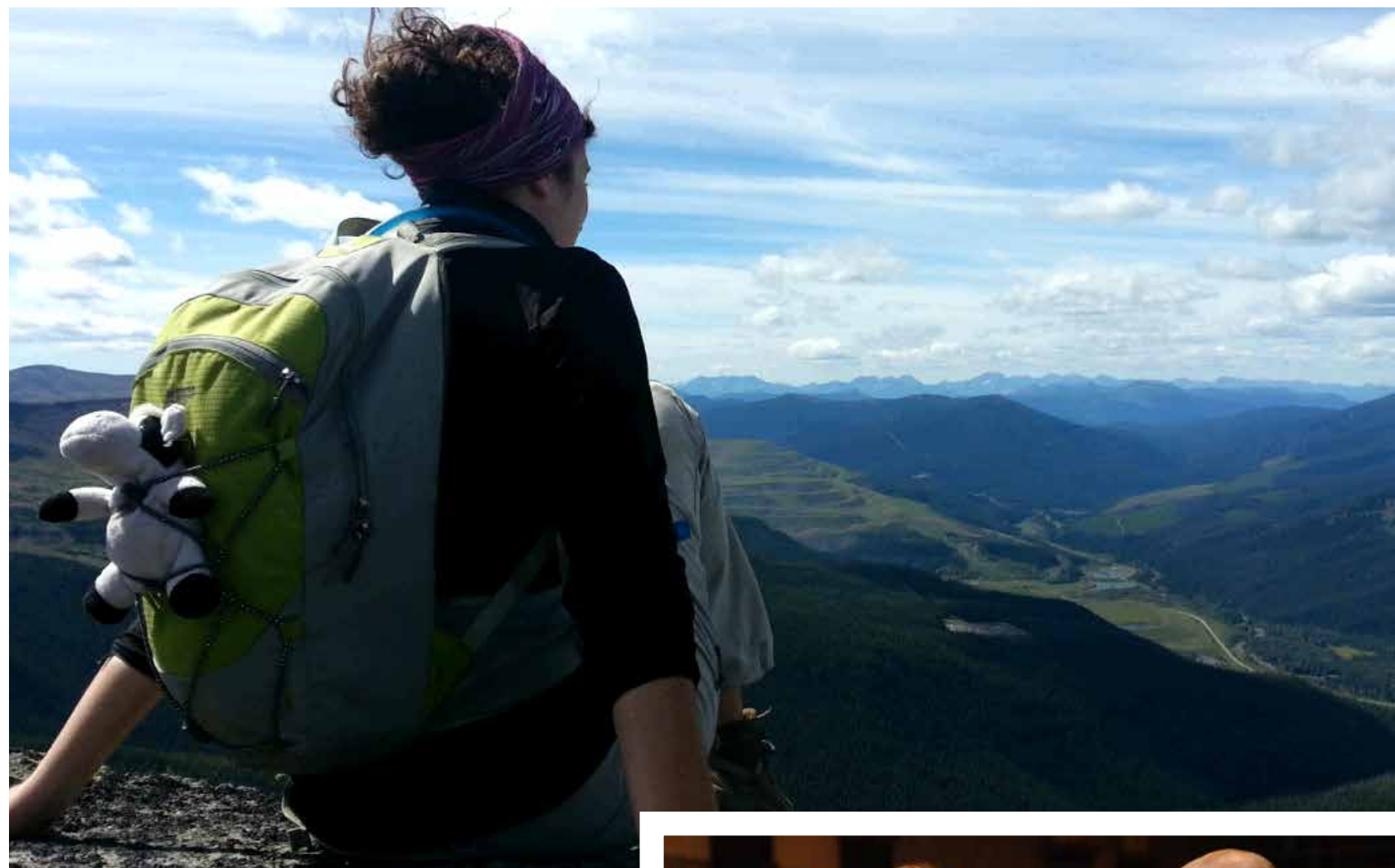
Building a framework to realize dreams

The Duke of Edinburgh's International Award is more than an Award program: It is the basis of a community, a way of life, and more importantly, a global family. The Award program was officially launched to Canadian youth in 1963, and now spans generations, with an estimated 750,000 young Canadians having participated in and benefited from the program so far.

The Award recognizes how overwhelming it can be for today's young people to discover their place in the ever-expanding globalized society. Many young people, whether through lack of confidence, opportunity or education, often feel incapable of effecting real change within their communities. The Award provides a platform of encouragement and support that helps young Canadians excel as individuals while building the framework to realize their dreams.

The Award believes that formal education is not the only place to nurture a young person's potential. The program challenges young Canadians to develop skills beyond their comfort zone to ignite a feeling of confidence in themselves and those around them. The focus is on character building, so that when a participant reaches the final stages of their Award journey, they are self-reliant and compassionate, and ready to become community leaders.

The Award is divided into three levels – Bronze, Silver and Gold. Within these levels, there are four main sections to complete – skill development, community service, physical recreation and an adventurous journey. At the Gold level, each participant completes a residential program, a five-day,



Macey Shanks of Alberta has broadened her horizons through participation at the Gold Award level.

away-from-home learning project that seeks to broaden the individual's horizons, opening their eyes to the diversity within the world.

Unlike most programs, Award participants set their own goals and determine their own pace. Every Award journey is as unique as the individual designing their blueprint in pursuit of self-development.

Currently, there are more than 50,000 young Canadians enrolled in the program. Each participant's progress is tracked through a record book, guided by their Award leaders and assessors.

Young people can sign up online (dukeofed.org), or through groups that run the program, such as Scouts, Guides and Cadets. They can also enrol through local high schools or, in some cases, at youth gatherings or seminars. Provincial division offices can provide additional information as well as support participants

through their Award journey.

Depending on an applicant's age and experience, he or she may choose to begin with Bronze, or jump right into the Silver or Gold Award.

In Canada, Silver Awards are presented provincially by either the Lieutenant-Governor or the Commissioner. Gold Awards are bestowed by the national chairperson, The Governor-General of Canada or a member of the Royal Family – generally His Royal Highness The Prince Edward, Earl of Wessex, who is International Chair of the Award.

The Duke of Edinburgh's International Award was launched in the United Kingdom in 1956 through the efforts of three men: The Duke of Edinburgh; Kurt Hahn, a German educationalist and founder of Outward Bound; and Lord Hunt, leader of the first successful ascent of Mount Everest.



HRH The Duke of Edinburgh, Founder of The Duke of Edinburgh's International Award congratulating Canadian Award Achievers in Toronto in 2010.

OUR IMPACT

Too many young Canadians are spending their free time perched in front of screens, making unhealthy food choices, and not exercising. The Award is helping to change that.

PHYSICAL ACTIVITY
More than 90 per cent of young Canadians are currently failing to meet the most recent MVPA (moderate to vigorous physical activity) guidelines, according to a report card from Active Healthy Kids Canada.

THE GOOD NEWS
• 69 per cent increase in number of hours spent weekly in physical activity for Award participants.
• 79 per cent of participants continued being active after completing the Award.

VOLUNTEERISM
49 per cent of Canadians aged 15-24 say they don't volunteer because they've never been asked.

THE GOOD NEWS
• 79 per cent of Award participants say they will continue to volunteer in the future.
• 87 per cent gained a new perspective on their communities.

YOUTH EMPOWERMENT
Over 20 per cent of Award participants are considered at-risk youth.

THE GOOD NEWS
• 84 per cent of them developed skills to help them achieve their goals.
• 83 per cent developed lasting interpersonal skills.

SELF-CONFIDENCE
ALL GOOD NEWS
• 87 per cent of Award participants felt more confident about themselves as a result of the Award.

ROLE MODELS



HRH The Duchess of Cambridge

Distinguished past Achievers

Looking at this list of achievers, it's not hard to see why The Duke of Edinburgh's International Award can motivate others to take risks and soar. The Award challenges young people to contribute to their community in meaningful ways and become better people as a result. It proves that not all learning happens in the classroom. Volunteering, developing transferable skills, increasing fitness and cultivating a sense of adventure benefits participants for the rest of their lives. Here are some words of wisdom from a few of the Award's high-profile achievers:

I started the Award while I was at Marlborough College, completing my Bronze before getting my Gold Award. The Award is such a great way for young people to grow in confidence, learn new skills, work as part of a team and have great fun along the way. While getting my Gold Award was challenging at times, it is one of my most memorable experiences from growing up, and I could not recommend it more highly.

HRH The Duchess of Cambridge, Gold Award

In striving to achieve each level of the Award, I overcame tough challenges – and I learned about how to marshal inner strength, about resourcefulness and how to give back to your community. To this day I still love to canoe and my career has always been defined by the value of giving back. This program made a very real difference to me and continues to make a difference today.

David Miller, President and CEO, WWF-Canada, Gold Award

As a teenager, I never considered physical activity an important part of life. The Award challenged me to find ways of being active, so I joined a learn-to-row program. My grades, concentration, social life and mood all improved. Little did I know that this would also be the pivotal first step that would lead me to compete at the Olympic Games. Now, as a physician, I give back by sharing these lessons with my patients.

Dr. Jane Thornton, Physician and Olympic Rower, Gold Award



General Jonathan Vance

The Award made a difference in my life as it served as an opportunity to make friends and learn new skills. It equipped me with life tools that later became relevant in my military career and eventually as Chief of the Defence Staff responsible for leading the more than 100,000 men and women who comprise the Canadian Armed Forces.

General Jonathan Vance, Chief of the Defence Staff, Gold Award



Dr. Jane Thornton



David Miller

THE DUKE OF EDINBURGH'S AWARD CHARTER FOR BUSINESS

Hartley T. Richardson, OC, OMI
Chairman
The Charter for Business
President & CEO
James Richardson & Sons, Limited

David Aisenstat
President & CEO
Keg Restaurants Limited

R. Jamie Anderson
Senior Advisor
RBC Dominion Securities Inc.

Tye Burt
Chair - The Better Planet Project

Phillip Crawley, CBE
Publisher & CEO
The Globe and Mail

Lou Gizzarelli
National President
The Duke of Edinburgh's Award

Anthony R. Graham
Vice-Chair
Wittington Investments, Limited

Sarah de Guzman
National Treasurer
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Donald Lindsay
President & CEO
Teck Resources Ltd.

Gordon M. Nixon, CM, OOnt
Past President & CEO
Royal Bank of Canada

Janice M. O.Born
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The Printing House
Charitable Office

John See
President
TD Waterhouse Canada Inc.

John Sleeman
Chairman
Sleeman Breweries Ltd.

Paul Mahon
President & CEO
Great-West Life

Anthony Von Mandl, OC, OBC
Founder
Mission Hill Family Estate

John Risley, OC
President & CEO
Clearwater Fine Foods
Incorporated

Rick Ashbee
National Executive Director
The Duke of Edinburgh's Award

Christopher J. Carnegie, LVO
Founding Director
The Charter for Business

A message from the National President



Lou Gizzarelli with Award Achievers.

The heart of any great organization lies with its people. Meeting the dedicated team running The Duke of Edinburgh's International Award made me realize that I needed to be part of that team. Seven years later, as I approach the anniversary of my first year as National President, I've had the opportunity to engage with wonderful, committed and enthusiastic people across the country who are the true champions of the Award program as they strive daily to empower young Canadians to become the best they can be.

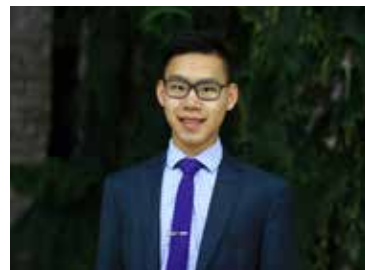
As the father of two girls, one who is currently pursuing her Bronze Award, I see just how vital the Duke of Ed program is, especially in today's competitive climate. Young people need to differentiate themselves. They need an edge to get ahead – and our program gives them that edge.

I am excited for what is on the horizon for us. We have set some lofty goals, all of which will be met with the support of our staff, volunteers, donors, participants and alumni. They are the heart of the Duke of Ed Award, and these are the people I have the pleasure to serve.

PARTICIPATION PROFILES

Achievement circle

Personal development and giving back creates a win-win situation



GOLD AWARD, 2016

Chris Zhou, 18, Charlottetown
SKILL: Guitar and saxophone.
SERVICE: Raised \$7,000 as president of the Free the Children club at his high school.
PHYSICAL FITNESS: Taekwondo and fencing.
ADVENTUROUS JOURNEY: Survival training with his cadet squadron at a wilderness camp on Prince Edward Island.

RESIDENTIAL PROJECT: Completed his Residential Project and earned his private pilots license in 4 weeks while attending cadet camp.

IMPACT ON COMMUNITY: As an executive of his high school's multicultural club, connected with new foreign students, making them feel welcome.
IMPACT ON HIM: "I am terrified of heights. The Award motivated me and gave me courage to face my fears and overcome them."

MOVING FORWARD: Has become a member of the Prime Minister's Youth Council, advising on issues that matter to young people.



SILVER AWARD, 2014

David Hall, now 26, Calgary
SKILL: Yoga.
SERVICE: Prepared meals at Calgary Drop-In Centre. Tended bar for special events at a seniors' home.

Volunteered with the Salvation Army Kettle Corps.

PHYSICAL FITNESS: Special Olympics Track & Field.

ADVENTUROUS JOURNEY: Hiking in Yoho National Park at Takkakaw Falls.

IMPACT ON COMMUNITY: Made a difference by giving back with warmth and enthusiasm.

IMPACT ON HIM: "Through the Award, I have learned some new skills and improved my fitness levels. The adventures challenged me in the outdoors with bigger hikes and trips than I have ever done. I learned that I am capable of hiking much longer than I thought!"

MOVING FORWARD: Public speaking and advocate for people with Down syndrome.



BRONZE AWARD, 2016

Ninar Fawal, 16, Toronto
SKILL: Lifeguard certification.

SERVICE: Volunteered in aquatics and membership at YMCA.

PHYSICAL FITNESS: Swimming at YMCA.

ADVENTUROUS JOURNEY: Cadet field-training exercise at CFB Borden, with hiking, orienteering, and marksmanship.

IMPACT ON COMMUNITY: Role model for other young people who could see how pushing their boundaries would help them develop and give back.

IMPACT ON HER: "Gained the confidence to step out of my comfort zone."

MOVING FORWARD: Volunteering with Daughters for Life, assisting five young Syrian women who recently came to Toronto to study.

STEWARDSHIP

Charter for Business aims high

Incoming Chair committed to support youth, building stronger communities



Anthony Graham

When the Award was first launched in 1956, it was HRH The Prince Philip's aim to serve marginal-

ized young people – the inner-city youth of postwar London. Today in Canada, giving at-risk young people an opportunity to join the Award program is also a priority.

In 1996, The Duke of Edinburgh's International Award Canada established the Charter for Business (CFB) in order to support this goal. Comprising more than 60 corporations, individuals and foundations, the CFB has raised more than \$24-million since its inception to ensure that the Award is available to all young Canadians, regardless of circumstances, ability, or location in Canada. There is a particular focus on indigenous youth, youth from inner-city, northern and rural areas, young offenders and youth with varying abilities.

In May, Anthony Graham will become the new chairman of the CFB, taking over from long-serving chair Hartley Richardson. Graham comes to the role with deep knowledge of both the business and non-profit worlds. He is vice-chairman and a director of Wittington Investments Ltd. and president of Summaria Inc. He is also

chairman of the Ontario Arts Foundation and vice-chairman of the Council for Business and the Arts in Canada. "My role is to connect business leaders to the work of The Duke of Edinburgh's International Award in Canada. It is not an elitist Toronto group, but rather pan-Canadian. Participants come from coast to coast and are from diverse backgrounds. The Award makes a real difference to these young people's lives."

Graham's goal is to expand the reach of the Award. "I'd like to see as many young people participating as possible, especially those from rural, inner city, northern and indigenous communities, as well as young offenders and those with varying abilities. These people can benefit the most from the program, but not without the proper funding."

The funds raised by the CFB help marginalized youth to cover the cost of registration, transportation and participation in the adventurous journey so that every young person who chooses to take the Award challenge can do so.

The CFB also provides seed funding for start-up outreach projects in remote communities. In 2015, the 10 operating divisions across the country were the recipients of more than \$692,000. This much-needed support was used to launch new outreach projects and hire field officers to keep the Award program viable across the country.

WHERE THE MONEY GOES

CFB Funds are used to:

- Introduce the Award to young people and community organizations in all areas of the country.
- Hire community field officers to work directly with participants and community partners.
- Underwrite some participant costs to ensure that there is never a financial barrier to participation.
- Increase public awareness and support of the Award.
- Develop the full potential of all Canada's young people.

FUTURE LEADERS

LEADing the way

Outdoor camp experience connects participants from across Canada



Duke of Edinburgh Award participants gathered in Lac du Bonnet, Man., last year to learn leadership skills.

When Lindsay Stovel returned home to Manitoba from an International Gold Award event in Mauritius nine years ago, a fire burned within her. As one of eight Canadian Gold Award participants selected to attend the gathering of young people from around the world, she was asked to think about what she could do for the Award program in her own country.

"I came up with a leadership event in Canada, so that registered Award youth here could get a similar experience to the one I had in Mauritius," she explains.

Wanting to create an experience that would enhance the Award program as well as connect participants from across the country, Stovel and fellow Gold Award achiever Felicia Pickard, from New Brunswick, approached the task with relish during the next five years.

Named LEAD – for leadership, experience, adventure and devel-

opment – the first gathering took place at a camp in Kenora, Ont., in 2013. For nine days, participants from across the country took part in leadership workshops, physical activities that included wall climbing and mountain biking, community service tasks, such as helping out in a soup kitchen and doing camp maintenance, and an adventurous overnight canoe-camping journey.

It was such a success, they decided to make it a tri-annual event with the next gathering taking place at Lac du Bonnet, Man., in 2016.

"We hope to make it a national, flagship event that happens annually," says Stovel, 36, who is now Executive Director of the Award's Manitoba Division. "The Award program is a big part of my life. I was a shy and quiet kid and thanks to the Award, getting out in nature became a passion. It gives you the ability to

focus and be recognized for pursuits other than academics."

Personal growth for participants comes in a variety of forms. For Erin Maitland, a Gold Achiever from Toronto, "it made me feel love and gave me confidence I did not have before. Small things make such a big difference."

Long after the most recent event was over, participants continued to feel its impact. "When I came back to school, I was just thinking about LEAD and how everyone was so kind," says Jade Shivak, a Saskatchewan Duke Delegate. "So, instead of just hanging out with my friends, I decided to talk to every person who looked new and ask them how their day went or what I could do to help. I was surprised to find that everyone was happy to talk to someone and it made them smile. To the organizers at LEAD, I just want to say thank you for being those welcoming people who made

my day better and helped me grow," she says.

For Nick Taylor, a National Youth Representative, connecting with the other young people at LEAD was empowering. "I am beyond happy that I was able to spend the week with so many incredible, inspiring people. They made it the best week of my life, making me feel loved and appreciated. I will never forget it."

Ninar Fawal echoes that lasting impression of the event. "It really changed my life and I will forever appreciate it," she says.

LEAD program participants, who must apply on-line, are asked to submit a \$200 participation fee and are expected to cover their own transportation costs. In 2016, many of the 100 participants received travel grants through the federal government.

On the last day, participants are asked to come up with a project where they can give back to their own community.

"The youth of Manitoba learned that incarcerated youth in the province have no art supplies, so they came up with a plan to collect supplies and distribute them," Stovel recalls.

Acquiring new skills, making new friends and forging lasting memories are just a few of the benefits of LEAD.

"[Participants] try things they would never think of trying before, like walking the high rope course that is 20 feet in the air," says Stovel. "It's neat to see them gain confidence."

Owing to the success of the camp and the overwhelmingly positive feedback from participants, Stovel and her team are working on the next LEAD event, set to take place in 2018.

NEVER A DULL MOMENT

Activities at a LEAD event include:

- High ropes • Wall climbing
- Skateboarding/BMX biking
- Kayaking and canoeing
- Archery • Cliff jumping
- Mountain biking
- Geocaching • Fishing