ANNUAL REPORT

2018

Championing young Canadians to take ownership of their present and future
PRESIDENT’S MESSAGE

I am honoured to work with a team dedicated to supporting our country’s greatest resource: our young people. Under the leadership of our new Executive Director, Stephen De-Wint, we have begun standardizing resources and business practices across the organization to help us achieve three vital goals.

- Facilitate easier Access to the Award
- Reach more young Canadians
- Broaden the Award’s Impact

We are committed to ensuring that access to the Award is easier than ever. With the enhancement of the Online Record Book and the digital app, we were able to connect with more young Canadians in 2018, resulting in over 13,000 new registrants. We developed strategies to enhance the reach of the Award, increasing our number of partnerships with other organizations. We developed a framework for a national training program to better support the over 2,600 Award Leaders and adult volunteers who deliver the Award to young people in their communities. By investing in support and training for our Award Leaders we are enhancing our impact, which in turn enables more young Canadians to achieve their Award.

My three-year term as National President comes to an end in April as Melissa MacAdam assumes the role of National President. I know Melissa will continue our work to reach more young Canadians and guide the Award to new successes in the coming years. The future of the Award is bright and it has been my honour to serve this organization and young Canadians.

Lou Gizzarelli - National President

FINANCIAL SUMMARY

Statement of Financial Position
As at December 31.

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current</td>
<td>893,608</td>
<td>785,341</td>
</tr>
<tr>
<td>Investments</td>
<td>3,370,002</td>
<td>3,462,316</td>
</tr>
<tr>
<td>Capital Assets</td>
<td>30,390</td>
<td>22,286</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>4,294,000</strong></td>
<td><strong>4,249,943</strong></td>
</tr>
<tr>
<td>Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current (incl. due to Operating Divisions)</td>
<td>519,467</td>
<td>489,930</td>
</tr>
<tr>
<td>Long-term</td>
<td>46,250</td>
<td>92,500</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>565,717</strong></td>
<td><strong>582,430</strong></td>
</tr>
<tr>
<td>Net Assets (Deficit)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>(215,460)</td>
<td>(178,491)</td>
</tr>
<tr>
<td>Restricted:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment Fund</td>
<td>3,370,001</td>
<td>3,570,641</td>
</tr>
<tr>
<td>Other</td>
<td>573,742</td>
<td>275,363</td>
</tr>
<tr>
<td><strong>Total Restricted</strong></td>
<td><strong>3,728,283</strong></td>
<td><strong>3,846,004</strong></td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>3,738,283</strong></td>
<td><strong>3,667,513</strong></td>
</tr>
<tr>
<td><strong>Total Assets – Liabilities</strong></td>
<td><strong>4,294,000</strong></td>
<td><strong>4,249,943</strong></td>
</tr>
</tbody>
</table>

Statement of Revenue and Expenses
Year ended December 31.

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations</td>
<td>806,718</td>
<td>967,670</td>
</tr>
<tr>
<td>Grant Revenue</td>
<td>1,065,728</td>
<td>66,379</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>632</td>
<td>30,744</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>1,873,078</strong></td>
<td><strong>1,064,793</strong></td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distributions to Divisions</td>
<td>350,574</td>
<td>433,037</td>
</tr>
<tr>
<td>Program Expenses</td>
<td>727,577</td>
<td>19,009</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>668,247</td>
<td>992,109</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>1,746,398</strong></td>
<td><strong>1,444,155</strong></td>
</tr>
<tr>
<td>Change in unrealized gain (loss) on investments</td>
<td>(65,910)</td>
<td>253,159</td>
</tr>
<tr>
<td><strong>Net Change</strong></td>
<td><strong>60,770</strong></td>
<td><strong>126,203</strong></td>
</tr>
</tbody>
</table>

Audited financial statements are available in full at: dukeofed.org/auditedfinancialstatements

In 2018 there were...

- 42,990 + PARTICIPANTS
- 2,053 AWARD UNITS
- 4,621 AWARDS EARNED
- 8% are considered to be marginalized or at-risk
- 54.7% FEMALE
- 44.5% MALE
- 0.8% NOT DISCLOSED
IT’S NOT A DONATION. IT’S AN INVESTMENT.

The Charter for Business is a signature corporate giving program that recognizes businesses and individuals who want to champion young Canadians, giving them the opportunity to develop their full potential. By engaging the Canadian business community, the Charter for Business helps expand the Award’s work with at-risk and marginalized young people.

The Charter brings together dozens of Canada’s leading corporations, foundations and individuals to ensure the Award and its benefits are made available to our country’s nearly 4.9 million young people, including 1 million who are considered at-risk. Donations at this level allows the Award to create a support network that eliminates financial barriers for young Canadians who need it most.

“Today’s young people are tomorrow’s customers and employees. By investing in the Award, Canadian corporations are investing in the future community leaders of our country.”

Anthony Graham
Chair Charter for Business
Vice-Chair - Wittington Investments, Limited

23% of funding raised in 2018 through the Charter for Business went to specific outreach projects to reach young people from at-risk and marginalized groups that we have not engaged with before.

Centennial Circle is a small, dedicated group of donors who support and fund core areas of work within the Award. Areas such as IT, quality management, research and evaluation and brand development and awareness help to grow and strengthen the Award’s work.

“The Duke of Edinburgh’s International Award is a superb way to start at the grass roots of character development. The process brings out the best in every individual, whether all three levels are achieved or not. Centennial Circle membership allows a level of giving that can be the most effective at reaching young people in their formative years. The O’Born family and The Printing House are very proud to be a part of this new initiative.”

Erica O’Born
The Printing House, Centennial Circle Founding Member

In 2018 our participants...

DONATED $2.3M of voluntary service
BROKE A SWEAT FOR 123,129 hours of physical activity
EXPERIENCED 3.4M hours exploring nature
SUPPORTED BY 2,690+ adult volunteers

*Figures based on the number of participants who completed their Award in 2018
WE BELIEVE THAT NOT ALL LEARNING HAPPENS IN THE CLASSROOM...

In fact, we believe some of life’s biggest lessons happen in the least likely locations. This is how our framework helps young people discover a talent, trait or passion at which they can excel, giving them the character and confidence to take their future in stride.

Focusing on four key sections, the Award encourages young people to learn new skills, get physically active, volunteer within their community and discover a sense of adventure outside the classroom.

Every Award journey is as unique as the Award Participant, empowering them to find their own purpose, passions and place in today’s world.

“Something I think is really unique about the Award is that it doesn’t focus on academics; it’s more about trying to build character.”

Jasleen Bahia
Bronze Award Achiever & Silver Participant

KEY ACHIEVEMENTS IN 2018

Our mission is to ensure the Award remains barrier-free for all young Canadians working to realize their full potential. In 2018 we began to focus on three key strategic areas:

ACCESS
Increasing access to the Award, regardless of socio-economic factors, in particular attracting and providing support to at-risk and marginalized youth.

REACH
Increasing the reach of the Award to all areas and groups across Canada.

IMPACT
Increasing the impact of the Award, ensuring that more young Canadians complete their Award and give back to their communities.

Expanding our Access

Remote Regions and Hard-to-Reach Communities

Remote regions and communities were a focus in 2018 to ensure that access to the Award is easier than ever. By improving our digital resources and with the expansion of the Online Record Book, we partnered with community leaders in these regions to expand the delivery of our framework.

This past year the Award established a presence in the Northwest Territories with the hiring of a part-time Award Officer based in Yellowknife. As a result 58 participants have registered in the surrounding regions, with the support of 10 Award Leaders.
Remote communities reached in 2018:
- Labrador City, Happy Valley
- Goose Bay, Stephenville, Dunville
- Yellowknife
- Cumberland House
- Gogama

(These are a highlight of some of the communities reached in 2018)

Enhancing our Reach

The Award and Youth Justice

Criminally involved youth are some of Canada’s most at-risk young people and often struggle to reintegrate back into society. The Award across Canada is partnering with various justice-related programs to connect the Award to criminally involved youth populations, to give them the opportunity to develop the skills they need to find success in life once released from custody.

As a result, 474 incarcerated youth have enrolled, with 125 achieving the Award. Correctional staff and community workers noted significant and positive changes in attitudes and behaviour of young offenders who started their Award journey.

Due to our efforts, in the fall of 2018, the Award was invited to speak at the International Corrections and Prisons Association Conference about the benefits and impact of bringing the Award to youth correctional facilities across Canada.

Strengthening our Impact

Passion to Purpose

The Award partnered with the federal government to develop Passion to Purpose – a comprehensive five-day youth forum designed to foster civic leadership in Canadian youth. In 2018, we held our first forum at the University of Regina. Through workshops and inspirational Duke Talks, 92 participants developed their passion into an action plan to implement in their communities.

"I truly believe the knowledge, connections, and skills I’ve gained will help me to pursue my passions and make a meaningful impact on my community and beyond."

Gloria Chan
Passion to Purpose Participant
Gold Award Achiever

This multi-year $1.7M grant, delivered in partnership with Canada Service Corps, increases the impact and reach of the Award, ensuring that more young Canadians have the opportunity to believe in the power of their own potential.

Truth and Reconciliation Calls to Action

The Award in Canada is committed to supporting Indigenous and non-Indigenous communities in truth and reconciliation initiatives across the country. As part of this commitment, the Award in Canada has reached out to numerous groups who work more closely with these young people to better understand how the Award can play a bigger part in the development of Canada’s Indigenous young people.

We have approached key supporters to assist in providing resources for groups who have traditionally been hard for us to reach.

We continue to improve materials and resources to ensure greater inclusivity across all Canada’s diverse groups of Indigenous and non-Indigenous young people. 2018 saw the small but symbolic step of renaming the Award’s former “Residential Project” Award section as the “Gold Project”.

In 2019 further efforts will be made to better target support and identify the needs of Indigenous young people across our network of partners.

AS A RESULT OF PARTICIPATING IN THE AWARD

59%* of participants believe they have changed as a person

*Based on 718 Satisfaction Survey responses from across Canada, May 2017–September 2018.
Research

In 2018, the Award launched a participant satisfaction survey and received over 700 insightful responses on Award completion, volunteering and developing positive habits.

2018 Satisfaction Survey Results:

<table>
<thead>
<tr>
<th>AS A RESULT OF PARTICIPATING IN THE AWARD</th>
<th>91%</th>
<th>felt encouraged to try something new</th>
</tr>
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<tr>
<td>THE AWARD AND VOLUNTEERING</td>
<td>65%</td>
<td>now feel a part of their community</td>
</tr>
<tr>
<td>BUILDING POSITIVE HABITS</td>
<td>94%</td>
<td>plan to exercise regularly*</td>
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*Of those surveyed 94% intend to continue regular physical activity at least once a week.

<table>
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<th>RECOMMENDING THE AWARD NET PROMOTER SCORE (NPS)*</th>
<th>25 OVER ALL</th>
<th>56 GOLD LEVEL</th>
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*The Net Promoter Score (NPS) aims to measure the loyalty that exists between a provider and a user.

Award Leader Training

Award Leaders are the heart of our organization, as they play a crucial role in the delivery of our Award framework. We are currently developing a more robust training platform that will increase support for Award Leaders and volunteers.

This framework will provide a more standardized training program for key volunteer roles, delivered through online and digital resources. More support services will be developed in 2019 for those Award volunteers with whom we will be working most closely to grow the Award in the coming years.

LOOKING TO THE FUTURE

Access: Enhancing our Digital Presence

Access to the Award is being improved through our Online Record Book (ORB), that enables participants to easily take control of their personal development.

Further to our ORB developments, we are looking forward to launching a digital platform designed to help Alumni leverage their Award as they navigate the job market.

Reach: Program Growth (Open for Gold)

As more young Canadians begin their journey, the focus of the Award has been to ensure participants are earning their Award, particularly at the Gold level.

Launching in 2019 with support from the RBC Future Launch program, the Open for Gold Project will enable the Award to invest in more resources to help young Canadians complete their Awards.

Impact: Social Return on Investment

In collaboration with the Award’s International Foundation we will begin to lay the groundwork to develop the metrics and research structure for determining the social value and impact of the Award on Canadian society.

**IN A PRICEWATERHOUSECOOPERS POLL:**

77% of CEOs conclude that the largest threat facing employers is underdeveloped soft skills.

AS A RESULT OF PARTICIPATING IN THE AWARD

83% of Award Achievers developed lasting interpersonal skills.

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Thank you

We would like to sincerely thank the following corporations, governments, foundations and individuals for generously supporting The Duke of Edinburgh’s International Award – Canada. Their donations are important investments in the physical, emotional and social development of young people and Canadian society.

Charter for Business
Jamie and Patsy Anderson
Barrick Gold Corporation
Bell MTS
CIBC
Clearwater Fine Foods Inc.
GMP Capital Inc.
Great West LifeCo Inc.
IAMGOLD Corporation
Anthony Graham
Hardy Family Foundation
Jon and Nancy Love
Kinross Gold Corporation
Magical Dreams Foundation
Midas Touch Foundation
Power Corporation of Canada
Regent Family Foundation
Richardson Foundation
Riley Foundation
Robert Quartermain
Slainte Family Foundation
Scotiabank
Sikka Foundation Inc.
Teck Resources
Von Mandl Family Foundation

Centennial Circle
The O’Born Family

In Kind
The Globe and Mail
The Printing House

Partners
The Federal Government of Canada – Canada Service Corps

Friends of the Award
We welcomed 50 new members to our Friends of the Award giving circle in 2018.

We would like to thank all of the photographers whose work has been included in this document.

“

The Award takes key aspects of life such as physical fitness, sense of social responsibility, the skills we develop in pursuit of an interest through personal discovery, and finally, that sense of adventure that enables us to develop balance in our lives as we mature.

These core values that individuals are able to enhance in the Award program are the same values that our communities and companies are built on.”

Robert Quartermain
Executive Chair and CEO of Pretivm
Gold Award Alumni