Not all learning happens in the classroom

A YEAR IN REVIEW 2016
A MESSAGE FROM THE GOVERNOR GENERAL

As Governor General, I have had the privilege of presenting hundreds of Gold Awards to young Canadians. I have met with these young men and women who are creating a smarter, more caring world and have seen how The Duke of Edinburgh’s International Award has transformed their lives.

The Award program is designed to challenge young people in Canada and around the world to get fit, to stay healthy, to contribute to their community and to discover their place in the world. Throughout their experience, they not only show themselves to be innovative and hardworking, but they also show values of inclusiveness, tolerance and respect. What they achieve with the help of this program is impressive; how they achieve it is inspiring. Nothing is taken for granted.

I want to applaud and recognize the staff, volunteers and supporters of the Award, who are the cornerstones of the organization and whose dedication is helping young people develop into responsible citizens, ready to participate in our society. They are more than administrators; they uphold the highest standards of the Award, keeping it vibrant, relevant and important.

I look forward to the further growth of The Duke of Edinburgh’s International Award in Canada as it leaves its mark on an ever-changing world.

His Excellency the Right Honourable
David Johnston C.C., C.M.M., C.O.M., C.D.
A NOTE FROM NATIONAL

Looking to the future – The road to 2020

Over the past three years, we have been strengthening the bedrock of our organization as we look toward the future, ensuring that we have a strong foothold within Canada as we champion young people to reach their full potential.

In 2015 we officially renamed and rebranded our organization to The Duke of Edinburgh's International Award – Canada in an effort to capitalize on the value and significance of the global brand on our program. By adopting the International logo and brand, we increased the value and recognition of what the Award offers our youth here in Canada.

In November 2015, we officially released our Strategic Plan. This document took over a year to develop and is the road map for the next five years. Our aim is to increase the diversity and number of our participants and award leaders.

We have strengthened our digital capabilities, bringing our Award program online where participants can record, log and achieve the Award in the digital realm. By the fall of 2017, our goal is for all participants to complete their Award digitally. We retooled and enhanced our website to create a responsive site with the functionality to continue to meet our future goals and stay relevant in the digital landscape. This created a platform that unifies our organization, allowing us to engage and connect with our stakeholders online.

In 2016 we turned inwards and found our voice. We developed a document that outlines our brand voice and unifies the language in which we communicate across the country.

With all of these positives changes, we are excited to move into 2017 with a renewed sense of vigour and purpose.

Lou Gizzarelli  
National President  

Rick Ashbee  
National Executive Director
OUR VOICE

INSPIRATIONAL

CONTEMPORARY

INCLUSIVE

INTERNATIONALLY MINDED
OUR MISSION

Give Canadians aged 14 to 24 a supportive, non-competitive platform that deepens awareness, builds confidence and broadens skills and experience to further their development as active responsible citizens.

OUR VISION

Inspire and promote lifelong improvement for all young Canadians by encouraging personal development and achievement.
PSA – NOT ALL LEARNING HAPPENS IN THE CLASSROOM

The mandate: to create a PSA that had global appeal, be reflective of urban centres around the world and showcase our program, participants and award leaders. Developed by our Marketing and Communications team and Eastend Project (a Toronto-based digital creative agency) this PSA was shot entirely in Toronto using local participants and Award Leaders and succeeded in reflecting the global scope and diversity of our program. It currently is being used in 40 countries around the globe.

FORUM 2015

We hosted the International Award family for Forum 2015 which, was a melding of minds, sharing of ideas and a strengthening of the International organization from within. Organized by the International Foundation and led by HRH Prince Edward, International Chairman of The Duke of Edinburgh’s International Award, the Forum gathered some 200 delegates from over 43 countries at the Fairmont Royal York hotel in Toronto. The Forum’s events strengthened our resolve for the work that we do, developed a road map for the future and brought the Award organization closer together.

A NEW BRAND WITH GLOBAL APPEAL

In the fall of 2015 with the launch of our new website we unveiled and solidified the adoption of our new identity and brand as The Duke of Edinburgh’s International Award – Canada. This new brand is part of the sweeping change occurring around the globe to unite the organization into one brand whose identity is recognized beyond borders.
STRATEGIC PLANNING - DEVELOPING OUR FUTURE FOUNDATION

Every good organization needs a plan. We spent a year receiving valuable input from staff and volunteers who shared their diverse experiences and expertise to help us establish a plan of action that was well researched and realistic. Our aim is to increase the diversity and number of our participants and award leaders by 2020 as well as strengthen and broaden our network with like-minded youth organizations, engage more with stakeholders, increase our capacity to meet future developments.

TD BANK - INVESTING IN YOUTH INITIATIVE

Since 2005, this national outreach initiative has been instrumental in supporting over 22,000 inner-city youth and youth with disabilities undertake and more importantly complete the Award program across eight urban centres. TD has pledged their continued support of this initiative until November 2018.

LEAD 2016

This summer 97 participants and 17 staff attended Camp Cedarwood in Manitoba for The Duke of Ed's 2nd tri-annual Leadership development camp. This event was a huge success, as participants were able to meet like-minded youth from across Canada while participating in numerous workshops and outdoor activities. We would like to thank Heritage Canada for the travel grants and TD Bank for their continued support in the development of our young people.
2016
BY THE NUMBERS

3,298
Volunteers

$240M
Social value of hours donated back to communities

15
Gold Ceremonies

974
Gold Awards Presented
51,123
Active Participants

4,343
Awards Earned

3,016
Award Leaders
For me, the Duke wasn’t just a hobby… the Duke of Ed wormed its way into my heart and touched every aspect of my life.

– Kimberley
Gold Award Achiever
For me, the Duke wasn’t just a hobby… the Duke of Ed wormed its way into my heart and touched every aspect of my life.

— Kimberley
Gold Award Achiever

The Award teaches a way of life in which self-reliance, commitments, endurance and knowledge are valued.

— James
Gold Award Achiever

It helps you become a well-rounded person and learn all aspects of what it takes to be a good person.

— Victoria
Bronze Award Achiever

“...It helps you become a well-rounded person and learn all aspects of what it takes to be a good person.

— Victoria
Bronze Award Achiever

“The Award teaches a way of life in which self-reliance, commitments, endurance and knowledge are valued.

— James
Gold Award Achiever

“...The Award teaches a way of life in which self-reliance, commitments, endurance and knowledge are valued.

— James
Gold Award Achiever

“...It helps you become a well-rounded person and learn all aspects of what it takes to be a good person.

— Victoria
Bronze Award Achiever

“The Award teaches a way of life in which self-reliance, commitments, endurance and knowledge are valued.

— James
Gold Award Achiever

“...The Award teaches a way of life in which self-reliance, commitments, endurance and knowledge are valued.

— James
Gold Award Achiever
WHO WE ARE

We champion young Canadians as they take ownership of their present and future by expanding their skill sets and testing their limits.
Leadership Cultivation

Outdoors Adventurous Journeys

Empowering

Practical Skill Development

Big Thinkers

Equip for Life
BRITISH COLUMBIA & YUKON
- Significant growth of the Award in the Yukon. The first Award Ceremony was held in Whitehorse and four Award groups have been established.
- Developed webinars to support independent participants.

4086 Shelbourne Street Victoria, BC V8N 4P6
250-385-4232 | bcyk@dukeofed.org
Charitable Registration Number: 12590 6545 RR0001

SASKATCHEWAN
- Has grown from 550 active participants to over 1,200 in 180 communities.
- Hosted Their Royal Highnesses The Earl and Countess of Wessex in June 2016 for the presentation of 11 Gold Awards.

1870 Lorne Street Regina, SK S4P 2L7
306-780-9278 | 306-781-6021 (Fax)
1-866-319-3853 (Toll Free) | saskatchewan@dukeofed.org
Charitable Registration Number: 87747 8966 RR0001

ALBERTA, NORTHWEST TERRITORIES & NUNAVUT
- 6 newly launched NT Groups.
- Edmonton: re-established Edmonton Young Offenders Centre, First High School groups in Edmonton launch Vimy Ridge and McNally.

4515 Bow Trail SW Suite 111. Calgary, AB T3C 2G3
403-237-7476 (Calgary) 780-490-5008 (Edmonton)
800-668-3853 (Toll-Free) | abntnu@theaward.ca
Charitable Registration Number: 11589 3489 RR0001

MANITOBA
- 230 participants involved in the incarcerated youth project with 26 earning their Bronze Award.
- 97 youth and 17 staff attended Camp Cedarwood for LEAD 2016.

One Lombard Place, Suite 710 Winnipeg, MB R3B 0X3
204-988-3016 | 204-943-7386 (Fax) | manitoba@dukeofed.org
Charitable Registration Number: 85468 2739 RR0001
HIGHLIGHTS FROM ACROSS CANADA

ONTARIO
- Endowment fund established with launch event in October.
- Gold ceremonies with His Excellency this summer: Ottawa and Toronto.

156 Front Street West, Suite 402. Toronto, ON M5J 2L6
416-203-2282 | 416-203-0676 (Fax)
800-929-3853 (Toll Free) | ontario@dukeofed.org
Charitable Registration Number: 12608 1884 RR0001

NEWFOUNDLAND & LABRADOR
- Twenty one percent of all new program participants in 2016 were youth at risk. 20 new groups and 45 new leaders joined in 2016.
- Currently have over 1000 participants and 41 groups completing the Award digitally via the Online Record Book.

31 Peet Street, Suite 202, Tara Place, P.O. Box 13814
St. John’s, NL A1B 4G3
709-753-0423 | nl@dukeofed.org
Charitable Registration Number: 88295 7764 RR0001

PRINCE EDWARD ISLAND
- Launched the Online Record Book. Participants can now track their progress digitally.
- Re-engaged previous sponsors to support the program locally.

40 Enman Crescent Suite 121.
Charlottetown, PE C1E 1E6
902-368-6623 | 902-620-3187 (Fax) | pei@dukeofed.org
Charitable Registration Number: 88843 0667 RR0001

QUEBEC
- Developing the Lower St. Lawrence region with assistance from the International Special Projects Fund.
- Partnership with Project Abroad for brochure distribution and fair attendance.

4765 1st Avenue Bureau S-90, Québec QC G1H 2T3
418-623-0187 | 418-623-8556 (Fax) | quebec@lpde.org
Charitable Registration Number: 10761 3796 RR0001

NOVA SCOTIA
- Award program has been adopted and fully supported by the Municipal County of Queens.
- Established 1st Award Centre in Kentville and 2nd Independent Award Centre in Dartmouth.

5516 Spring Garden Road, 4th Floor
Halifax, NS B3J 1G6
(902) 425-5454 | novascotia@dukeofed.org
Charitable Registration Number: 86872 5961 RR0001

NEW BRUNSWICK
- New Brunswick’s Devyani Ambwani received her Gold Award at UK’s Gold Award ceremony at Buckingham Palace.
- Established the first Award Unit at a French-language high school Award unit in New Brunswick.

65 Brunswick Street Suite 287. Fredericton, NB E3B 1G5
506-453-3662 | 1-800-520-3853 (Toll Free)
506-444-5791 (Fax) | newbrunswick@dukeofed.org
Charitable Registration Number: 13625 6187 RR0001
“Our future rests in the hands of today’s youth. We owe it to them and to ourselves to ensure they are equipped with the right skills and tools to succeed in life.”

– Victor Dodig, President and CEO of CIBC and a Founding Partner of The Duke of Edinburgh’s Award Charter for Business
“It is much harder to launch a career today. Now you need to differentiate yourself even more; you need an edge. Our Award program gives you that edge.”

- Lou Gizzarelli – National President, The Duke of Edinburgh’s International Award – Canada
2016 STATISTICAL REVIEW

12,680 NEW REGISTRANTS

4,590 AWARDS GAINED

51,123 TOTAL PARTICIPANTS

How many young people joined the Award for the first time during the year?

- **1,539** GOLD
- **2,778** SILVER
- **8,363** BRONZE

How many young people completed an Award during the year?

- **594** GOLD
- **1,130** SILVER
- **2,866** BRONZE

How many young people have actively participated in the Award during the year?

- **6,399** GOLD
- **11,187** SILVER
- **33,537** BRONZE
THE CHARTER FOR BUSINESS

Since 1996, The Charter for Business (CFB) has been raising funds within the Canadian business community to expand the Award’s work with marginalized young people. Comprised of more than 60 corporations, individuals and foundations, the CFB has pledged over $23 million since inception to ensure that the Award continues its outreach efforts focused on Aboriginal youth, inner-city youth, young offenders, northern and rural youth, and youth with disabilities.

Managed by a board of Governors, the CFB brings together dozens of Canada’s leading corporations, foundations and individuals to build a strong base of support. Contributions and donations both financial and in-kind are primarily used to:

• Bring the Duke of Ed to young people and community leaders across the country.
• Ensure that no participant faces a financial barrier to enroll and achieve the Award.
• Increase public awareness.
• Empower young Canadians and equip them for life.

THE CHARTER FOR BUSINESS BOARD OF GOVERNORS

**Hartley T. Richardson, OC, OM**
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 International Award – Canada

**Anthony R. Graham**
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**Sarah de Guzman**
National Treasurer - The Duke of Edinburgh’s International Award – Canada

**Donald Lindsay**
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**Gordon M. Nixon, CM, OOnt**
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**John Sleeman**
Chairman - Sleeman Breweries Ltd.

**Paul Mahon**
President & CEO - Great-West Lifeco

**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 International Award – Canada

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

CHAIR’S ADVISORY COUNCIL

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The Honourable J. Trevor Eyton, OC, QC

**Anthony S. Fell, OC**

**James K. Gray, OC, AOE**

**Robert R. McEwen, CM**

**David G. McLean, OBC**

**E. Courtney Pratt, CM**
THANK YOU

We sincerely appreciate and acknowledge the generous contributions of the corporations, governments, foundations and individuals who supported The Duke of Edinburgh’s International Award – Canada. Their donations and project funding are important investments in the physical, emotional and social development of young people and Canadian society.

THE NATIONAL BOARD

Patron
H.R.H The Prince Philip
Duke of Edinburgh

Chairman International Council
H.R.H. The Prince Edward
Earl of Wessex

National Chair
His Excellency the Right Honorable David Johnston
Governor General of Canada

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National President
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Toronto, Ontario

Hartley Richardson
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James Deane
Director - Saskatchewan
Regina, Saskatchewan

Al-Karim Khimji
Director - Alberta, Northwest Territories and Nunavut
Calgary, Alberta

Noordin Karmali
Director - British Columbia & Yukon
Vancouver, British Columbia

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PARTNERS

We would like to take this opportunity to thank the community who help elevate and assist us in bringing the Award to communities across Canada.

The Right Honorable
David Johnston
Governor General of Canada

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