Championing young Canadians to take ownership of their present and future.
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 this team. Eight years later, as I enter my third 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 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 Silver Award, I see just how vital the Award can be, 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.

In 2017 we entered year three of our strategic plan where our focus turned toward people development, embracing the philosophy of Servant Leadership.

Investing in professional development and executive coaching for our senior leadership team across the country, we aligned our efforts and talents, which led to a national collaborative refocus and a renewed passion. The product of this refocus was the development and enhancement of resources such as: Online Record Book, Participant and Award Leader Handbooks, Online Leader Training and Staff Resource Portal. This has enabled us to ensure the Award is more accessible and expands its reach and impact.

2017 was also the year I began my succession planning after 19 years with the Award. It seems fitting that this was the year where we invested in our people, for it is the people who volunteer and work for this organization who will continue to ensure its relevance with young Canadians under the helm of a new National Executive Director, Stephen De-Wint.

I wish the staff, volunteers and supporters of the Award in Canada all the best in the future.

Lou Gizzarelli
National President

Rick Ashbee
National Executive Director

Source: The McKinsey Study 2009
STRENGTHENING OUR REACH

We have a long history of working with the Canadian Cadets to positively develop Canada’s young people. We share many of the same values and objectives and in order to reach more young people, in 2017 we signed a Memorandum of Understanding. This meaningful partnership will enable both our organizations to strengthen the impact we make toward supporting the development of young Canadians.

EXPERIENCE. INFLUENCE. LEAD.

Every three years the International Award Association hosts a global forum for Gold Award Alumni known as the International Gold Event (IGE). IGE is a global leadership program for the future generation of decision-makers and influencers who will help shape and deliver the Award worldwide. This year we had the opportunity to send two Alumni to Prague, Czech Republic to foster future leadership within the international Award community and help us continue to elevate the Award in Canada and ensure its sustainability for the next generation.

ORB - NEXT GENERATION

Continuing our efforts to strengthen our online community, we retooled and enhanced our Online Record Book (ORB). With the next generation launch of ORB, along with the release of our digital mobile app, the online Award experience is faster, simpler and more accessible than ever before, encouraging young people to connect with the Award from anywhere at anytime.

PROTECTING CANADIAN SHORELINES

Environmental conservation is a key part of the Award and a significant component of the ethos of the Adventurous Journey. In an effort to continue broadening our reach, we partnered with The Great Canadian Shoreline Cleanup and signed a Memorandum of Understanding to bring opportunities of environmental stewardship to our participants. In our inaugural partnership year, The Award diverted 350 pounds of trash from entering shorelines across country.

A MILESTONE ON A LIFELONG JOURNEY

Our participants step outside of their comfort zone to achieve the Award, so recognizing and celebrating the accomplishment of achieving the Award is important to us. We host and subsidize Silver and Gold Award Ceremonies with Lieutenant Governors, the Governor General of Canada and members of the Royal Family. In the fall of 2017, HRH Prince Harry joined us in Toronto to celebrate the achievements of young people from across the country at one of our largest Gold Award Ceremonies to date, with 164 Achievers. It was a golden moment as Prince Harry spent time speaking to each of the Achievers about their Award experience.

YOUNG CANADIANS BUILDING A BETTER CANADA

Funding from the Federal Government’s Canada Service Corps program was approved in 2017 in support of an innovative national project that engages young Canadians to serve their community. As part of this partnership we received a $1.7 million grant for a multi-year project that will inspire passion for service and engage young people from communities across the country.
2017
BY THE NUMBERS

4,441
Awards Earned

52,249
Active Participants

$31.4M*
Social value of hours donated back to communities

*cost is $27/hour per volunteer as determined by Volunteer Canada

7,336
Active participants who are considered at-risk young people

5
Gold Award Ceremonies

324
Gold Awards Presented

2,880
Award Leaders
I will live by the ideals of this program and become the best version of myself that I can be.

The Award is not simply a checklist of extracurricular activities, but an **opportunity to explore and learn** in areas that extend beyond a classroom setting.

Ricky
Gold Award Achiever

Completing the program has given me a sense of greater self worth and inner pride.

Lauren
Gold Award Achiever

The Duke of Ed really **made me change as a person**. I was able to progress in all aspects and had an overall great experience.

Jonah
Bronze Award Achiever

I will live by the ideals of this program and **become** the best version of myself that I can be.

Amanda
Gold Award Achiever

WHAT OUR PARTICIPANTS ARE SAYING...
HIGHLIGHTS FROM ACROSS CANADA

BRITISH COLUMBIA & YUKON

- Participant stewardship initiatives succeeded in growing participation from 5,100 youth in 2013 to over 15,000 in 2017.
- Success of our RBC New Canadian Youth initiative resulted in an inspiring video and integration of the Duke of Ed into support programs for new Canadian youth in the Lower Mainland.
- Hired our first Northern Field Officer, based in Prince Albert and Cumberland House, Saskatchewan. This position will work to expand our reach into northern Saskatchewan.
- Nine volunteers were awarded The Sovereign’s Medal for Volunteers by Her Honour Lieutenant Governor Vaughn Solomon Schofield, for their work with the Duke of Edinburgh’s International Award in Saskatchewan.
- The Manitoba Incarcerated Youth project is continuing with great success. In the last 3 years over 475 youth have been involved with 75 Bronze and 13 Silver Awards being earned.
- Partnered with Trails Youth Initiative as a result of funding from the Ontario Trillium Foundation, giving youth one-on-one mentorship, direction on completing the Award and the opportunity to complete an Adventurous Journey in Northern Ontario.
- Partnered with Queen’s University to establish an Open Award Centre to connect with young people in the previously underserved community of Kingston.
- Hosted 3 Award Ceremonies with 260 Bronze, Silver & Gold Award Achievers.
- An increase of 15% in registrations, including both renewals and new registrations.

SASKATCHEWAN

- Hired our first Northern Field Officer, based in Prince Albert and Cumberland House, Saskatchewan. This position will work to expand our reach into northern Saskatchewan.
- Nine volunteers were awarded The Sovereign’s Medal for Volunteers by Her Honour Lieutenant Governor Vaughn Solomon Schofield, for their work with the Duke of Edinburgh’s International Award in Saskatchewan.

ONTARIO

- Partnered with Queen’s University to establish an Open Award Centre to connect with young people in the previously underserved community of Kingston.
- Partnered with Queen’s University to establish an Open Award Centre to connect with young people in the previously underserved community of Kingston.
- 234 participants received their Awards at the Bronze and Silver levels.
- Secured funding for leader training & development focusing on the targeted groups of special needs youth and rural youth.
- Gold Award ceremony with His Excellency the Right Honourable David Johnston in Moncton with 31 achievers representing five provinces.

NEWFOUNDLAND & LABRADOR

- New strategic partnerships with Choices for Youth-Youth Leadership Council, Waypoints Residential Services and the provincial Department of Justice and Public Safety.
- Continuing our partnership with the City of St. John’s, through eight community centres, to support the participation of youth from low-income neighbourhoods.

PRINCE EDWARD ISLAND

- 234 participants received their Awards at the Bronze and Silver levels.
- Granted 19 external high school credits for Award completion.

NOVA SCOTIA

- Established a relationship with Junior Achievement, encouraging their participants to use the Junior Achievement program for the skill section of their Award.
- Hosted 3 Award Ceremonies with 260 Bronze, Silver & Gold Award Achievers.
- An increase of 15% in registrations, including both renewals and new registrations.

NEW BRUNSWICK

- Secured funding for leader training & development focusing on the targeted groups of special needs youth and rural youth.
- Gold Award ceremony with His Excellency the Right Honourable David Johnston in Moncton with 31 achievers representing five provinces.
The receipt of this Award is not a destination but a milestone on a lifelong journey.

Peter Lawless
VP of Canadian Olympic Committee
Gold Award Alumni

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 as Chief of the Defence Staff.

General Jonathan Vance
Chief of the Defence Staff
Gold Award Alumni

This Award means so much because it has taught me valuable lessons, connected me with fellow achievers, and led me on a path to success.

Bibi Hakim
Political Science & Public Administration Major – University of Ottawa
Gold Award Alumni

The Award challenged me to find ways of being active. Little did I know that this would also be the pivotal first step that would lead me to compete at the Olympic Games.

Dr. Jane Thornton
Olympic Rower
Gold Award Alumni
2017 STATISTICAL REVIEW

13,050 NEW REGISTRANTS

4,441 AWARDS GAINED

55,249 TOTAL PARTICIPANTS

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

1,764 GOLD
2,566 SILVER
8,720 BRONZE

How many young people completed an Award during the year?

436 GOLD
1,248 SILVER
2,757 BRONZE

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

7,649 GOLD
11,017 SILVER
36,583 BRONZE

2017 FINANCIAL REVIEW

Statement of financial position as at December 31st, 2017

<table>
<thead>
<tr>
<th>Assets</th>
<th>2017</th>
<th>2016</th>
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<td>Current</td>
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<td>Investments</td>
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<td>Capital</td>
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<td>$4,724</td>
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<tr>
<td>ASSETS TOTAL</td>
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<td>$4,988,382</td>
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<tr>
<td>Liabilities</td>
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<td>Long term</td>
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<td>LIABILITIES TOTAL</td>
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<td>Net assets (deficit)</td>
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<tr>
<td>Unrestricted</td>
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<td>($81,450)</td>
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<td>*Restricted:</td>
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<tr>
<td>Charter for Business Fund</td>
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<td>Anniversary Endowment Fund</td>
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<td>Forum 2015 Fund</td>
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<td>National Contingency Fund</td>
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<td>$51,168</td>
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<td>Invested in Capital Assets Fund</td>
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<td>NET ASSETS TOTAL</td>
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<td>$3,793,716</td>
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<tr>
<td>TOTAL ASSETS AND LIABILITIES</td>
<td>$4,249,943</td>
<td>$4,988,382</td>
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</tbody>
</table>

*These funds were restricted in the 2017 calendar year.
The Award must strive for a day when any young person who wants to do the Award can. I believe that the Charter for Business initiative is the most significant step toward achieving this goal.

HRH The Prince Edward The Earl of Wessex KG, GCVO
Chair of Trustees, The Duke of Edinburgh’s International Award Foundation

A NEW DIRECTION FOR THE CHARTER FOR BUSINESS

In 2017, Anthony Graham, Vice Chair and Director of Wittington Investments Ltd. and Chair and Director of Choice Properties Real Estate Investment Trust, took the helm as Chair for the Charter for Business (CFB). As the father of three daughters who have all participated in the Award, he has witnessed first-hand how the values of the program were put into action by the participants.

Believing that the Duke of Ed can not only be life building, but also life changing, Anthony Graham steps into this new role as CFB Chair to ensure that the financial resources are available to increase access to the Award and in particular attract and support at-risk and marginalized young people. In the coming years as the CFB engages the corporate community to invest in the Award, Anthony Graham wants Canadian corporations to know that they are investing in our country’s future leaders.

The goal of the CFB is to develop the full potential of young Canadians by ensuring the accessibility of the Award, regardless of circumstance, ability or geography. To achieve this goal, there will be particular focus on three key areas: Access, Reach and Impact. With support from a variety of partnerships, the Award intends to help young Canadians from diverse backgrounds become more committed citizens. There are nearly 4.9 million young Canadians who fall within the Award age range, including 1 million who are considered to be at-risk or marginalized.

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

R. Jamie Anderson
Senior Advisor – RBC Dominion Securities Inc.

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Phillip Crawley, CBE
Publisher & CEO – The Globe and Mail

Sarah deGuzman
National Treasurer
The Duke of Edinburgh’s International Award – Canada

Anthony Graham
Chairman - The Charter for Business

Given the breadth of our country, and that demand for the Award continues to grow, it is imperative that the CFB continues to grow as well. Without the generous donations from our corporate and individual donors, we would not have the opportunity to help tens of thousands of young Canadians become better citizens.

Anthony Graham
Chairman - The Charter for Business

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The Award must strive for a day when any young person who wants to do the Award can. I believe that the Charter for Business initiative is the most significant step toward achieving this goal.

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Anthony von Mandl, OBC
Founder – Mission Hill Family Estate
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

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

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The Right Honorable David Johnston - Governor General of Canada

In 2017 the following generous supporters donated to special events, and we extend our thanks for their support.

Goodwood Golf Club
Wyndance Golf Club
John Sleeman
Just Water
Stoney Creek Winery
Bob McCowen
Scott Sutherland
Snapd Media

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

“’
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President and CEO of CIBC