THE AWARD IN NUMBERS

OVERVIEW

21,228 participants across Canada

Gender

45% male
54% female
1% undisclosed

IN 2019 OUR PARTICIPANTS...

DONATED
$2.3M of voluntary service

BROKE A SWEAT FOR
85,322* hours of physical activity

EXPERIENCED
3.4M* hours exploring nature

SUPPORTED BY
1,470+ adult volunteers

*Figures based on the number of participants who completed their Award in 2019

4,279 Awards Earned

10,047 new participants

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
Nova Scotia

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 - Gold and Silver Award Achiever
Ontario

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 - Gold and Silver Award Achiever
Ontario
The approximate amount of time spent volunteering by those who completed an Award in 2019. Does not include volunteering by current participants.

As a result of doing the Award, 95% intend to continue volunteering at least once a month, compared to the 76% who regularly volunteered before doing the Award.

67% now feel part of their community.

BUILDING POSITIVE HABITS...

98% plan to continue regular exercise

100% of those who exercised less than once a month before the Award, now intend to exercise at least once a week.

29% had never done an Adventurous Journey (AJ)-style activity before the Award.

Of those who’d never done an AJ, 90% now intend to do so at least once a year.

69% of those who didn’t practice a skill regularly (or at all) before the Award, now plan to at least once a week.

RECOMMENDING THE AWARD...

88% of Award holders would recommend the Award to others.

The Award has helped me grow in all sectors of my life. I have enjoyed my Award journey and though I am proud to have completed my Gold level, I am sad to see it end.

Gold Award participant, Canada

The Award’s Net Promoter Score (NPS):

40 Overall

58 Gold

* Net Promoter Score (NPS) aims to measure the loyalty that exists between a provider and a user. Scores range from -100 to +100. The overall NPS score for the Award in Canada is 40, with an NPS of 58 for Gold participants.