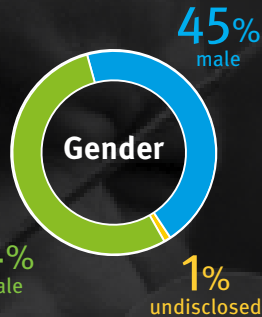


# THE AWARD IN NUMBERS

## OVERVIEW



21,228  
participants  
across Canada



4,279  
Awards Earned



10,047  
new participants

## 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

“

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

”

# AS A RESULT OF DOING THE AWARD...



89%  
felt challenged



92%  
tried something new



65% feel they have made new friends through participating in the Award



52%  
believe they have changed as a person



79%  
felt inspired

Survey of 329 respondents from across Canada. January – December 2019.

# THE AWARD AND VOLUNTEERING...



98,592

hours devoted to volunteering by participants who completed Awards in 2019<sup>1</sup>



7%  
had never volunteered before the Award



95%  
will continue to volunteer regularly (versus 76% who volunteered regularly before the Award)<sup>2</sup>



67%  
now feel part of their community



89%  
of those who volunteered less than once a month now plan to volunteer regularly

<sup>1</sup> The approximate amount of time spent volunteering by those who completed an Award in 2019. Does not include volunteering by current participants.

<sup>2</sup> 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.

# BUILDING POSITIVE HABITS...



**98%**  
plan to continue  
regular exercise<sup>3</sup>



**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

<sup>3</sup> Of those surveyed 98% intend to continue regular physical activity at least once a week.

# RECOMMENDING THE AWARD...



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

The Award's Net  
Promoter Score<sup>4</sup> (NPS):

**40**  
Overall

**58**  
Gold

“

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

”

<sup>4</sup> 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.

## CONTACT US

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**#WORLD  
READY**

Charitable Registration Number: 12391 6751 RR0002

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