HOW WE EQUIP YOUNG PEOPLE FOR LIFE

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

-James - Gold Award Achiever
What is The Duke of Edinburgh’s International Award?

The Award champions young Canadians ages 14-24 as they take ownership of their present and future by expanding their skill sets and testing their limits. The Award is accessible to all, regardless of socioeconomic status, ability, ethnicity, or gender. Divided into four key components (five for Gold), The Award is unique to the individual participant. No two Awards are exactly the same. The Award educates and motivates youth to become well-rounded citizens equipped with invaluable life skills.

As one participant said:

“**The Award has truly opened up the possibilities that are within me.**”

The Award is a registered charity organization and its success is made possible by generous donors from across Canada.

To learn more visit [www.dukeofed.org/bethedifference](http://www.dukeofed.org/bethedifference)

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The Duke of Edinburgh’s International Award was founded in 1956 by His Royal Highness, The Prince Philip, Duke of Edinburgh K.G.K.T. The Award came to Canada in 1963 and currently runs in over 130 countries around the world. To date over 13.1 million young people have challenged themselves by participating in the Award.
The Duke of Edinburgh’s International Award - Canada
Charter for Business

Established in 1996, the Charter for Business (CFB) is a partnership with the business community designed to support the expansion of the Award across Canada - with a particular focus on at-risk youth in five target communities:

- Aboriginal Youth
- Inner-City Youth
- Young Offenders
- Northern & Rural Youth
- Young People living with Disabilities

The Goal of the CFB is to ensure that all young Canadians have access to the benefits of the Award Program regardless of circumstances, abilities or geography.

““ The Award Program must strive for the 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 towards achieving this goal.””  
– HRH THE EARL OF WESSEX, KG, GCVO Hon. Chair
The Duke of Edinburgh’s International Award - Canada Charter for Business

The Charter brings together dozens of Canada’s leading corporations, foundations and individuals to ensure that the Award and its benefits are made available to nearly 5 million young Canadians who fall within the Award’s age range, including 1 million who are considered to be at-risk.

CFB Funds are used to:

- Introduce the Award to young people and community organizations in all areas of the country.
- Hire Community Field Officers to work directly with participants and our community partners.
- Underwrite participant costs to ensure that there is never a financial barrier to participation.
- Increase public awareness of the Award.
- Develop the full potential of Canada’s young people.

““ The Award Program is a do-it-yourself-growing up kit. Its purpose is to help young people broaden their horizons while becoming responsible adults.””

– HRH THE DUKE OF EDINBURGH, KG, KT
Founder of The Duke of Edinburgh’s International Award

The Duke of Edinburgh’s International Award - Canada
Equipping Young People for Life
Where the Money Goes...

Most youth participate in the Award through schools and uniform groups. These youth have a strong volunteer support network to encourage them along their journey.

Thanks to the Charter for Business, the Award receives the crucial funding necessary to hire field officers who work directly with inner city youth, rural youth, aboriginal youth, youth living with disabilities, and young offenders.

With this funding we can create a support network and ensure the necessary financial support to cover the cost of registration, transportation and the adventurous journey so that every young person who chooses to take the Award challenge can do so.

The Charter for Business also provides seed funding for start-up outreach projects in remote communities.

Since 2015, the 10 operating divisions across the country have been recipients of over $1.4 million in funding.

This much needed funding was used to launch new outreach projects and hire field officers to keep the Award programme viable across the country.

Tracey’s Story

I was born in Mauritius and moved to Canada when I was 14. I was forced to leave my home behind, with its vast ocean and pristine beaches and come to a place where the streets were crowded and covered with snow. I felt isolated and lonely and gained a lot of weight in my first few months here. Luckily I found out about The Duke of Edinburgh’s International Award, because it changed my life.

I joined a swim team and started volunteering at a church in our community. These provided opportunities to make new friends, get in shape and experience the value of giving back. Still, what I was missing most about home was the nature—the vast outdoor spaces. I discovered the beauty of Canada on my first Adventurous Journey. Surrounded by towering trees, I was excited and scared as my paddle hit the glistening water for the first time. This was freedom! But, it was also a lot of work: searching for firewood, portaging up steep hills, paddling for hours. It was a huge accomplishment and made me feel proud.

When it came time to fill out university applications this past year, most of my friends had trouble writing about themselves. Thanks to The Award I had an amazing story to tell. For me, The Award truly did make a difference!

– Tracey, Gold Award Holder
The Duke of Edinburgh’s International Award - Canada
Charter for Business

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The Duke of Edinburgh’s International Award – Canada

My goal as Chair is to ensure that all young Canadians are able to take advantage of the benefits of the Award, regardless of circumstance or geography. Given the breadth of our country, and that demand for the Award continues to grow, it is imperative that the Charter for Business 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, Chair, The Charter for Business

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Physical Inactivity is an Epidemic Amongst Canadian Youth

The Issue
The majority of Canadian youth are spending their free time perched in front of screens, making unhealthy food choices, and missing out on opportunities to get fit.

The Numbers
Only 7% of Canadian youth are currently meeting the most recent MVPA (Moderate to Vigorous Physical Activity) guidelines. The average number of hours spent weekly in physical activity increased by 69% for award participants. 87% of participants enjoyed their physical activity. 79% of participants continued in the activity after completing the award requirements. The Award Program helps young people get moving.

The Solution
As a kid I wasn’t the athletic type and didn’t have the chance to excel in sports. Because of The Award, I joined a few teams through Cadets and learned how to run, even though I didn’t always like it. I had the chance to set and achieve attainable goals and learned to believe in my own abilities. Because of this, I have remained active as an adult. I’m currently training for a marathon, which I plan to run this year.

– Rudy, Gold Award Holder

The Duke of Edinburgh’s International Award - Canada
Equipping Young People for Life
A Culture of Giving and Volunteerism is Key to a Successful Society

The Issue
Decreases in government funding for social-, cultural-, and health-related services have made organizations more dependent upon volunteers for help and to raise funds. Canada’s youth gain insurmountable value from community service, but many don’t have the motivation or support to help them get involved.

The Numbers
*Source: Canadian Centre for Philanthropy: The Volunteer Spirit in Canada

49% of Canadians (ages 15 to 24) don’t volunteer because they’ve never been asked."

29% SIMPLY DO NOT KNOW HOW TO GET INVOLVED."

The Solution
To complete my Gold Award, I worked as head of promotions for my school’s Charity Week in support of Spread the Net, an anti-malaria campaign committed to distributing bug nets in Africa. Not only did the experience open my eyes to how privileged I am and how important it is to think of those who don’t have the luxuries we do; it also pushed me to become a more active member of my community.

– Nina, Gold Award Holder

The Duke of Edinburgh’s International Award - Canada
Equipping Young People for Life
At Risk Youth Benefit from Opportunities for Learning and Positive Development.

**The Issue**
Beneficial programming isn’t always available or accessible to at-risk youth, especially those living in Canada’s hard-to-serve and difficult-to-reach communities. Access to these programs in safe and supportive environments can help keep youth off the streets and out of trouble.

**The Details**

**1 PM**

Peak time for the commission of crime by youth is between 3 and 6 p.m.—when they’re left to pursue ‘leisure’ interests.

Source: Statistics Canada – Where and When Young People Commit Crime

**NINE OUT OF TEN**

Teenagers would volunteer to participate in crime-prevention programs if they knew how to get involved.

Source: Centre for Research on Youth At Risk

Possession of problem-solving and communication skills, a sense of belonging, and opportunities to experience success are protection factors for at risk youth.

**The Numbers**


- **MORE THAN 20%** of Award participants are considered at-risk youth.
- Of those **84%** developed the skills to achieve future goals.
- **87%** felt more confident about themselves as a result of The Award.

- The Award Program provides invaluable life skills and improved self-esteem to at-risk youth across Canada.

**The Solution**
The Award allows us to channel youth into activities that boost self-esteem, promote positive lifestyle changes and create well-rounded individuals. Sometimes creating choice is enough to deter kids from unhealthy habits and bad decisions. The Award will help foster the next generation of leaders that are needed in these communities.

– Sky Perly, First Nations Award Field Officer, New Brunswick

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The Duke of Edinburgh’s International Award - Canada
Equipping Young People for Life
Self-Esteem is Developed Through Opportunities to Grow and Succeed in Meaningful Ways.

The Issue
Low self-esteem can impact a young person’s chance of future happiness and success. Because youth are facing increased pressure and stress, they require support and guidance to achieve results that help them feel good about themselves.

The Numbers

Canadian Youth Reporting High Self-Esteem
Source: Statistics Canada

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<th>AGES 12 to 14</th>
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In a study looking at self-esteem in youth, it was found that by Grade 10, those with low self-esteem had:

- 19% greater susceptibility to peer pressure
- 46% greater misuse of alcohol
- 11% lower grades

Source: Journal of Youth and Adolescence, Vol.26; No.2

The Solution
We found out about The Award while at a Down Syndrome Conference, and through it my daughter Teresa embarked on one of the most rewarding journeys of her life. She gained self-confidence as she tackled each component and pushed herself to go further. For her skill, she learned to play piano, then overcame her fears by asking to perform in a recital, which was a huge undertaking and boost to her self-esteem.

– Regan, mother of Teresa, Gold Award Holder

The Award Program provides growth and opportunity for youth.
Access to Nature Provides Invaluable Life Skills and Environmental Awareness.

The Issue
Young people, especially those living in urban centres, have limited exposure to nature. A lack of time spent outdoors in youth has been linked to obesity, attention disorders and depression.

Source: Richard Louv, Last Child in the Woods

The Details
Adventurous activities benefit youth through:

- Physical Development
- Emotional & Mental Health
- Social & Educational Development

Source: OPENspace.eca.ac.uk

Allowing youth to experience risk in a controlled environment helps them become resilient and gives them independence to think for themselves.

The Solution
For my Adventurous Journey I participated in a dog sledding trip in Algonquin Park. It was like nothing I have ever experienced. We were out in the snow, chopping wood, taking care of our own pack of dogs and travelling great distances by sled. While it was hard work, it was totally worth it. I developed an appreciation for the environment and learned that I can accomplish a great deal on my own. This trip really boosted my self-confidence.

– Meaghan, Silver Award Holder

The Numbers

80% of participants found their Adventurous Journey challenging.

70% of participants say they are more adventurous as a result.

65% of participants made lasting friendships on their journey.

The Award Program cultivates a spirit of adventure, discovery and self-reliance while communing with nature.