



The Duke of Edinburgh's Award

MAKE A DIFFERENCE

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A JOINT VENTURE PUBLISHED BY THE GLOBE AND MAIL

Award achievers are leading the way

Starting along a life-long path of leadership, initiative and self-improvement

The competitive and stimulating pace of life that has become the norm for many of us can be even more challenging for young Canadians. Big choices lie ahead as today's teenagers and young adults are deciding where to go to school, the kind of careers they want to have and where their skills and talents fit in a non-stop, connected world.

The Duke of Edinburgh's Award offers a fresh opportunity for contemporary youth, challenging them to achieve goals they choose for themselves. 'Duke of Ed' Award achievers typically report increased self-confidence and expanded comfort zones as a result of their participation in the programme. This has been the goal of The Award since HRH Prince Philip began it more than 50 years ago. "He established The Award to encourage youth to be more connected, to help them consider others and experience what it is to lead," says Brendan Caldwell, President and CEO of Caldwell Investment Management in Toronto.

Mr. Caldwell received his Gold Award in 1987 and credits The Award with fostering a life approach



Left: Brendan Caldwell, of Caldwell Investment Management, received his Gold from HRH Prince Edward in 1987; centre: Joelle MacPhee, Ooka Island Director of Reading Partnerships and 2005 Gold Award achiever; right: Albert Cherng, a current Award participant in Burnaby, BC, started the Tech-Easy technology training group.



that has helped his career and community work many years later, largely due to the leadership training he took to fulfil a part of his Award programme. "On the surface, business can seem like moving a lot of paper around," he comments, "but as the leader of an organization you can help those who work for you to develop as people. You can encourage them to see and understand the value in their work ... then it's not just about getting

a paycheque, but about making a difference in their lives." Leadership and self-development continue well after Award achievers receive their certificate, as Prince Edward Island native Joelle MacPhee attests: "For an entrepreneur especially, being able to consciously take time away to either exercise, volunteer, learn something new or go on an adventure is something that has only proven to be more important to me than ever."

While achieving her Gold Award (completed in 2005), she cultivated skills in photography and marketing, which now serve her well as a Director of Reading Partnerships for Ooka Island, a literacy-education software company. Ms. MacPhee also says the unique achievement of The Award can help young Canadians stand out on applications. The programme "not only stretches you as an individual, but makes you look more interesting

on paper. So when applying for universities, it's a great boost." Starting your Award journey can also propel you to new experiences that might not have happened otherwise, which can focus how you spend your time on activities that are a true match for your talents.

The community service portion of The Award has helped Albert Cherng, a current participant in Burnaby, B.C., to blend his love of technology with peer education. He started Tech Easy, a youth-led group which trains seniors in modern communications technology. Mr. Cherng "felt compelled to do something to help connect other seniors with technology." His biggest lesson so far has been "the importance of taking initiative, such as identifying a social issue in your community and addressing it ... The Award has taught me that personal development is something you have control over, so knowing how to take initiative in your own life is essential."

These stories are just three examples of many Award successes. This year over 44,000 young Canadians will be working toward their The Duke of Edinburgh's Award, joining the over 500,000 Canadians who have already participated since 1963. Anyone aged 14-24 can start at any time. As Ms. MacPhee says, "You have nothing to lose and everything to gain. It's a no-brainer. Just join."

PARTICIPANT PROFILE



Alana Krug-Macleod

Gold Award participant, Silver Award achiever; 2013 Video contest 3rd place; Duke Delegate on social media

SERVICE

Environmental education, activism and research (related to urban agriculture, sustainable transportation, climate change and biodiversity)

SKILL

Photography (two photos selected for display in Get to Know's International Migratory Bird Day 2013 Contest, prize winner at the Saskatoon Exhibition July 2013)

PHYSICAL RECREATION

Running (completed 2 half-marathons in Saskatoon and 1 in Finland), cycling, kick-sledding

ADVENTUROUS JOURNEY

Camped, participated in workshops and conducted hands-on research about permaculture, at Rancho Relaxo near Rocky Mountain House and in Edmonton

RESIDENTIAL PROJECT

Students on Ice Arctic 2012 Expedition in northern Canada and Greenland

Alana says: "I've been to some of the most fascinating parts of my home country and to other captivating places in the world as I've completed my journey to gold. Everywhere I went, I met interesting people who inspired me to take on new challenges and to understand the world in much more meaningful and deeper ways. I know that when I have completed my gold journey, I will continue to be a person who makes this beautiful Earth a better place and who enables others to do the same. Together, we will proceed to a 'platinum' level challenge: protecting the planet and its people."

AWARD PARTNER PROFILE: Spence Diamonds

A sparkling example of philanthropy

The Spence culture is built on a foundation of harnessing the energies of reciprocity, collaboration and continuous learning. By cultivating an environment of success for their customers, team members, suppliers and communities, the vision of Spence Diamonds is to help others achieve their dreams. We spoke to Sean Jones, CEO of Spence Diamonds. Spence Diamonds is a recent Founding Partner of The Duke of Edinburgh's Award Charter for Business

Q: What attributes of The Award led Spence Diamonds to choose it as one of its community partners?

Jones: The Award's focus on exploring potential, taking on new challenges, giving back to the community and achieving success are closely connected with the values of the Spence team. It is an honour to have the opportunity to support The

Award with the amazing work they do, empowering youth.

What roles do the corporate community have to play in organizations like The Duke of Edinburgh's Award?

We are blessed to operate our business in Canada. Part of any business' success is attributable to the quality of the country that society has created. When our guests choose to honour Spence with their business, we consider it our responsibility to in turn support inspiring organizations like The Duke of Edinburgh's Award.

The Charter for Business has a special focus on at-risk youth; why is that important to you and your employees?

It aligns with our vision of empowering people to achieve their dreams in their local communities. The Charter for Business' focus on at-risk

youth in hard-to-serve and difficult-to-reach communities is consistent with our vision and is an inspiring demonstration of commitment to foster the next generation of leaders in all Canadian communities.

A Canadian-owned and operated business since 1978, Spence Diamonds is a specialized, vertically integrated diamond jewelry operation. Based in Vancouver, its retail operations span across BC, Alberta and Ontario. It is the fourth-largest jeweller in Canada and the largest Canadian-owned retailer of diamond jewelry.



Royals to celebrate young achievers



TRH The Earl & Countess of Wessex are Global Ambassadors for The Duke of Edinburgh's Award

Their Royal Highnesses The Earl & Countess of Wessex will undertake a working visit to Canada in September. As Chair of The Duke of Edinburgh's Award's International Council and a Gold Award Achiever himself, The Earl will visit British Columbia and Saskatchewan, presiding over Gold Award Ceremonies, meeting with Award leaders, participants, volunteers and donors, and leading discussions on expanding The Award's work in remote and northern communities.

The Countess, recently appointed The Award's first Global Ambassador, will accompany His Royal Highness in BC, but will make a solo visit to a fly-in First Nations community in Northern Ontario while The Earl visits Saskatchewan.

The working visit from September 12-19 is being hosted by community organizations and

Lieutenant Governors. The Duke of Edinburgh's Award will be the lead host, sharing the programme with several organizations ranging from the RCMP and Canadian Forces to women's shelters and universities. The most regular Royal visitors to the country, this marks The Earl's thirty-sixth visit and The Countess's twelfth, a demonstration of their deep and personal relationship with Canada.

National President of The Duke of Edinburgh's Award and TD Bank Senior Vice President, Jim Kershaw, said, "Their Royal Highnesses are fantastic supporters of Canada and Canadian organizations. The Duke of Edinburgh's Award has benefitted tremendously from the recognition and support generated by their visits, and I look forward to introducing them to many new members of the Award Family in September." Details of the visit will be released in late August.

About the Award

The Duke of Edinburgh's Award is an exciting youth development programme for young Canadians ages 14-24. It is a balanced, non-competitive programme of voluntary activities which encourages:

- Personal discovery and growth
- Self-reliance
- Perseverance
- Responsibility
- Service to the community

Since it began in 1956, The Award has developed into one of the world's most prestigious youth programmes. More than 140 countries now offer The Award, and eight million young people have taken part. The Award is amongst the highest accolades a young Canadian can

receive, and over 40,000 participate each year. In Canada, The Award has been operating since 1963 under the patronage of the Governor General and led by thousands of highly motivated volunteers. It is governed by a voluntary National Board of Directors and operates across the country in all 3 territories and 10 provinces through Divisional Offices and voluntary Regional Boards of Directors.

How does the award work?

All those between the age of 14 and 24 can participate, regardless of their circumstances or abilities. The criteria for achieving an Award are based upon individual effort and self improvement. To achieve an Award,

each participant must complete four sections:

- Community service helps develop a sense of personal and community responsibility
- Physical recreation promotes good health and a sense of achievement and satisfaction through physical activity
- Skills developed by pursuing and persisting in an interest or hobby, develop creativity and personal discovery through passive activities
- Adventurous Journey cultivates a spirit of adventure, teamwork, and an appreciation of the environment

There are 3 levels: Bronze, Silver & Gold. Young people participate either as individuals or through organiza-

tions such as schools, police services and youth groups.

The charter for business

A partnership between The Duke of Edinburgh's Award and the Canadian business community, the Charter for Business was created in 1996 to help expand The Award's work with disadvantaged young people. Some 60 corporations and individuals have become Founding Partners of the Charter, pledging almost \$20 million to deliver the benefits of The Award to at-risk youth in five target communities: inner-city youth, aboriginal youth, young offenders, northern and rural youth, and young people with disabilities.

“The Award empowers Canadian youth to realize their potential and step up to new challenges. They learn the importance of seeing something through from start to finish and it's this dedication and commitment to succeed that sets them head and shoulders above the crowd.”

— Jim Kershaw, National President of The Duke of Edinburgh's Award