



The Duke of Edinburgh's Award

MAKE A DIFFERENCE

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A JOINT VENTURE PUBLISHED BY THE GLOBE AND MAIL

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HRH The Duke of York (front row, middle) is flanked by BC & Yukon Division president Noordin Karmali (right) and Award National Executive Director Rick Ashbee, along with 100 youth who received their Gold Award of Achievement.

Two golden moments for young achievers

It was the moment that many young people from British Columbia had been waiting for, when their dedication, hard work and commitment to make a difference would be recognized and celebrated. On May 18, 100 of them gathered at Government House in Victoria, surrounded by family and friends eagerly awaiting the arrival of His Royal Highness The Prince Andrew Duke of York, to be presented with their Gold Duke of

Edinburgh's Award of Achievement.

The Duke of York, on a working visit to Canada, was delighted to preside over the ceremony, which honours the achievements of youth

"The Duke of Edinburgh's Award is a wonderful tribute to the talent and determination of youth"

— The Governor General, David Johnston

and was founded in 1956 by his father, HRH The Prince Philip Duke of Edinburgh. The Award programme came to Canada in 1963, and as the Award's National Executive Director Rick Ashbee told the crowd, "has grown to become the best youth development program available to young Canadians."

On June 5 in Winnipeg, 25 youth from Manitoba gathered at the Fairmont Hotel to receive their Gold Award from His Excellency the Rt.

Hon David Johnston, Governor General. "It was an evening that many of these young people won't soon forget," said Tom McGrath, past National Award President, who also presided over the ceremony.

His Excellency, who is a champion for The Award, presented the Gold Award of Achievement, which recognizes the dedication and personal accomplishments of the participants. This was one of many Gold Award ceremonies scheduled across

the country during the milestone year of The Award's 50th Anniversary. "The Duke of Edinburgh's Award is a wonderful tribute to the talent and determination of youth," His Excellency told this newest group of Gold Award Achievers. He went on to induct them into, as he remarked, "a massive network of remarkable Canadians."

Before departing, the Governor General left these young people with the following thoughts: "On behalf of all Canadians, I thank and congratulate each of you on your achievements. Keep going. Don't give up. Canada, and the world, need your talent, your imagination and your generosity."

PARTICIPANT PROFILE



Olivia Belcher-Coward

Gold Award Achiever, British Columbia & Yukon Division

SKILL
Piano (Advanced rudiments theory)

FITNESS
Ballet and pointe

COMMUNITY SERVICE
Dedicated over 100 hours at her community soup kitchen

ADVENTUROUS JOURNEY
Canoe and hike expedition in Northern Vancouver Island

RESIDENTIAL PROJECT
Travelled to Costa Rica on a service trip for a local elementary school where she built a bathroom, painted and taught English.

"Participating in the programme [The Duke of Edinburgh's Award] exposed me to a variety of different volunteering opportunities.

Olivia with a young student during her project in Costa Rica.

Each different experience provided me with an outlook and skill that I could take away at the end of the day. Whether it was cheering on runners at a marathon, serving soup at my local soup kitchen or figuring out how to build an outdoor bathroom in Costa Rica, volunteering helped me learn more about myself as a person. I truly believe The Duke of Edinburgh's Award taught me the true meaning of commitment. It ensured that I was always busy doing something to better myself as a person, as well as enabling me to explore my full potential. It gave me the confidence that if I want to do something, than I have the ability to do so."

Another important milestone

Charter for Business approaches \$20 Million

In 1995, The Charter for Business was created to ensure that at-risk youth across Canada would have access to the benefits of The Duke of Edinburgh's Award. By the end of 2013, The Charter will have provided \$20-million in programme and outreach funding to the Award, dramatically increasing the participation of inner-city youth, young offenders, young people with disabilities, aboriginal youth, and northern and rural youth.

Chairman of The Charter for Business, and President & CEO of James Richardson & Sons, Limited, Hartley Richardson stated, "My goal is to ensure that



Chairman of The Charter for Business Hartley Richardson (right), receives his Queen Elizabeth II Diamond Jubilee Medal, in recognition of a lifelong commitment to community service, from Ontario Lieutenant Governor David Onley (centre) and HRH The Earl of Wessex.

all young Canadians are able to take advantage of The Duke of Edinburgh's Award. 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 support of our corporate and individual donors, we would not have the opportunity to help tens of thousands of young Canadians become better citizens."

A Message from the National President, The Duke of Edinburgh's Award – Jim Kershaw



"A Difference" to the volunteers and employees who dedicate countless hours. It is these individuals who make The

I am honored to have been elected National President of The Duke of Edinburgh's Award; it is a privilege to be given the opportunity to work in this capacity on behalf of Canadian youth. I am looking forward to the years ahead as we continue to strengthen and expand The Programme across Canada. As I look to the future, I would like take a moment to salute Peter Melanson, who has provided tremendous leadership over the past three years as National President. I will draw upon his experience and expertise, as his work will continue as the Immediate Past President.

I am continually amazed with the calibre of people The Award attracts, from the young people who enroll in The Award to "Make

A Difference" to the volunteers and employees who dedicate countless hours. It is these individuals who make The Award such a unique organization and what makes me proud to step into this role and have the opportunity to work with them on a national level. I would like to extend a warm welcome to some new faces on our National Board: Noordin Karmali, British Columbia & Yukon President; Susan Murdoch, Manitoba President; Melissa MacAdam, Nova Scotia President; as well as James Bartram, who joins us as Director-at-Large. I would also like to thank all of our incredible donors; individuals, organizations and corporations for their continued support. I look forward to the years ahead and all we will accomplish together.



This year the RCMP has selected The Duke of Edinburgh's Award to be its theme during the 2013 Sunset Ceremony.

Half a century of making a difference

This year marks a milestone for The Duke of Edinburgh's Award in Canada: The Award celebrates its 50th year of making a difference in the lives of Canadian youth. For half a century, The Award programme has strived to encourage young people to take on new challenges, set goals and strive for success. With over 500,000 young people motivated to participate since it began, The Award is one of Canada's most prestigious youth development programs. Over the next few months across the country, The Award will be involved in many festivities that encourage alumni, current participants, leaders and volunteers to re-engage and connect with The Award. Here is a look at some of the activities and highlights on the horizon:

JUNE 26-JUNE 30 – RCMP SUNSET CEREMONY, OTTAWA

The Duke of Edinburgh's Award 50th Anniversary has been selected to be the theme during this year's RCMP Sunset Ceremony Celebration. The event, which takes place in Ottawa on the grounds of the RCMP Musical Ride Centre and stables at the Canadian Police College is open to the public and held from 7:30 -9:00 pm every evening rain or shine. We are encouraging all Canadians who are or have been involved with The Award to take part in this amazing event if they happen to be in the Ottawa area. We can't think of a greater way to honour our 50th Anniversary than with the RCMP.

AUGUST 4-11 – EXPEDITION 50 - JASPER NATIONAL PARK

This event will bring together 50 current participants of the Award for a week in Jasper National Park to be part of three once-in-a-lifetime adventurous journeys. Twenty Bronze participants will learn about aquatics and be part of a kayak journey on Lake Maligne. Twenty Silver

participants will focus on wildlife and will horseback through the Tonquin Valley in search of the Woodland Caribou, an icon of Canada. Ten Gold participants will set out to hike the Columbia Ice fields and climb Mount Castlegard. Thanks to Parks Canada and Canadian Wildlife Foundation, who are part of this event.

AUGUST 17 – 23 LEAD 2013, KENORA, ONT.

This amazing event will bring 100 participants and current Award Achievers from across Canada together at a camp in Northern Ontario for a week-long event filled with Award activities. The focus of LEAD is Leadership, Experience, Achievement and Adventure and gives participants the opportunity to help shape the future of The Award for future participants.

TRANS CANADA TRAIL CHALLENGE – ALL YEAR, ACROSS CANADA

The Duke of Edinburgh's Award is challenging participants, alumni, staff, volunteers and donors to hit the Trans Canada Trail and engage in an Award activity during 2013. The Trans Canada trail links over 1000 communities across Canada and is a great way to connect all those who are involved with The Award together through nature. Those who take on the challenge are invited to document and share their experience via photographs using social media channels such as Twitter and Instagram.

These are just some of the events going on to celebrate The Duke of Edinburgh's Award 50th Anniversary. If you would like more information on these and other exciting events, please visit us on the web at www.dukeofed.org or 50years@dukeofed.org. You can also stay connected with the 50th Anniversary by using the hashtag #Duke50.

A Royal celebration

50th Anniversary Gala planned for Toronto

National celebrations of The Duke of Edinburgh's Award 50th Anniversary will culminate with a major gala in Toronto on November 1, 2013. Their Royal Highnesses The Earl & Countess of Wessex will make a flying 24-hour visit to join The Governor General, Lieutenant Governor of Ontario, and Award supporters from across Canada, to celebrate the important national milestone.

The Earl, who achieved his own Gold Duke of Edinburgh's Award in 1986, is the Chairman of the Award's International Council, and Honorary Chair of the Canadian Award's Charter for Business. His attendance at this Gala demonstrates his longstanding dedication to Canadian youth.

Honorary Gala Chairs The Hon. Hilary and Galen Weston, and Gala Chair Janice O'Born, anticipate that the 450 guests will raise in excess of \$1-million for The Award, helping fund The Award's commitment to make its benefits available to all young Canadians, regardless of their circumstances or abilities.

Janice O'Born, who also serves as Chair of The Printing House Charitable Office, says "For any Canadian organization, 50 successful years is an important cause for celebration, especially when you consider the hundreds of thousands of young people



TRH Earl and Countess of Wessex will be the guests of honour at The Award's November 1 Gala.

who have benefited from their participation in The Award. This Gala is truly a joyous occasion. I cannot imagine a better tribute to this great Canadian institution than having The Earl and Countess, The Governor General and The Lieutenant Governor of

Ontario, celebrate with us." To enquire about Gala sponsorship opportunities or to learn more about The Award, please contact The Duke of Edinburgh's Award National Office at 416-203-0674.

Back in Time

On Tuesday March 22, 1966, the first Gold Award Ceremony was held in Ottawa with 18 participants from across Canada. Pictured is Donald Todd of St. John, N.B., receiving his Gold Award Certificate of Achievement from HRH The Prince Philip. Mr. Todd, was an active National and Nova Scotia Provincial Board member until 2013. His dedication and commitment to Canadian youth has been ongoing since 1966.



A great Canadian partnership

The Keg celebrates The Award's 50th Anniversary

The Keg Spirit Foundation, along with The Keg Steakhouse & Bar employees across Canada, recently made a substantial contribution in celebration of The Duke of Edinburgh's Award's 50th Anniversary. As part of their annual feature menu, The Keg donated \$2 from the sale of special entrees to its charitable arm – The Keg Spirit Foundation. This resulted in a \$150,000 donation to The Award. Although The Keg has a long history of charitable giving, the establishment of The Keg Spirit Foundation was the vision of The Keg's President and CEO, David Aisenstat. Given the importance that mentoring has played within The Keg culture since 1971, the focus of The Keg Spirit Foundation has been to recognize organizations that mirror this mentorship while benefiting

the development of youth. Since its inception in 2001, the Foundation has raised more than \$6.7-million for over 300 youth charities across the country. This is focused on charities that encourage youth to explore their potential, take on new challenges, and give back to their communities. The Duke of Edinburgh's Award is a natural fit with this mandate.

"We have been thrilled to support The Duke of Edinburgh's Award since 2009," said Mr. Aisenstat, "Last year, we used our annual national promotion to highlight their 50th anniversary

and the 500,000 Canadian young people who have been inspired and recognized since its inception. It's an amazing program that has benefited both the young people who are empowered by it, and the communities in which they live. We are proud of our continuing partnership with The Duke of Edinburgh's Award, and congratulate them on the inspiration they have provided to young Canadians for over 50 years."



About the Award

The Duke of Edinburgh's Award is an exciting youth development program 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 programs. 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 Cana-

dian can receive, and over 400,000 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 organizations 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