



The Duke of Edinburgh's Award

MAKE A DIFFERENCE

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Royal tour celebrates Award's success



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From September 12-17, The Duke of Edinburgh's Award was the lead host of a royal visit to Nunavut and Ontario by TRH The Earl & Countess of Wessex. Over the last decade, The Earl has made it a priority to visit the Canadian Award on an almost annual basis, traveling to all 10 provinces and one territory for Award events over the years.

In September, his travels saw him preside over Gold Award Ceremonies in Ottawa and Toronto; meet with federal and territorial leaders to discuss Award issues; attend information sessions hosted by Award sponsors TD Bank and CIBC; kick off the Kinnear Duke of Edinburgh's Cup Fundraising golf tournament; chair meetings of the Award's National Leadership and Charter for Business Board of Governors; and along with HRH The Countess of Wessex, serve as guest of honour at a special Charter for Business Dinner to welcome new founding partners.

The results of the visit were outstanding. Some \$1.6-million was pledged for the Award's Charter for Business, 175 Gold Awards were presented, celebrations of the Canadian Award's 50th Anniversary were announced, Queen Elizabeth II Diamond Jubilee Medals were presented to long-serving volunteers, and the "Make a Difference" public awareness campaign was launched.



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CLOCKWISE FROM TOP: Prince Edward presented 134 Gold Award certificates to Award Achievers from across Canada at a ceremony at the Ottawa Convention Centre; His Royal Highness speaks with a group of Gold Award participants about their recent expedition in Northern Ontario at the Award Celebration event held at The Design Exchange in Toronto; Gold Award participant Liphaytte Hilado flanked by her mother and TD Bank Group President John See. Liphaytte, part of The TD Investing in Youth Initiative, which helps bring The Award to at-risk urban youth, was keynote speaker at an Award event hosted by TD; Prince Edward, shown with Former Charter for Business Chairman John Sleeman's foursome, officially started the Kinnear Duke of Edinburgh's Cup fundraising golf tournament at the Ottawa Hunt and Golf Club; Prince Edward and The Countess of Wessex, who attended a dinner to welcome new Founding Partners of The Duke of Edinburgh's Award Charter for Business, is pictured with host Rebecca MacDonald and Charter for Business Chairman Hartley Richardson.

Fifty years of making a difference

In the presence of HRH The Earl of Wessex, The Duke of Edinburgh's Award officially kicked off its 50th Anniversary celebration on September 12.

With the aid of social media, National Award President Peter Melanson officially launched the celebrations with a tweet. He declared the 50th anniversary officially underway to a live Twitter feed that was broadcasted during the event, allowing people from across the country to be part of the event in real time.

The Duke of Edinburgh's Award, which came to Canada in 1963, is celebrating 50 years of making a difference to the lives of young

Canadians across the country throughout 2013. As The Award celebrates this milestone they are looking to reconnect and engage with Award Alumni that have achieved The Award over the past 50 years.

If you are an Award Achiever or know someone who is, send us an email at 50years@dukeofed.org. Please visit dukeofed.org for information on upcoming events and highlights about the 50th Anniversary or be part of the conversation on Twitter using the hashtag #Duke50.



About the Award

The Duke of Edinburgh's Award is an exciting personal challenge for young Canadians. 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 130 countries now offer The Award, and seven million young people have taken part. The Award is amongst the highest

accolades a young Canadian can receive, and some 37,000 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 through Divisional Offices and voluntary Regional Boards of Directors.

How does the award work?

All those between the age of 14 and 25 can participate, regardless of their circumstances or abilities. The criteria for achieving an Award are based upon indi-

vidual effort and improvement. To achieve an Award, each participant must complete four sections:

- Community service helps develop a sense of personal and community responsibility.
- Skills developed by pursuing and persisting in an interest, develop creativity and personal discovery.
- Physical recreation promotes good health and a sense of achievement and satisfaction.
- 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 over \$17 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 transforms not only the young people who participate in it, but also the communities they live in. The evidence is both overwhelming and indisputable.”

— Peter Melanson, National President of The Duke of Edinburgh's Award