NOT ALL LEARNING HAPPENS IN THE CLASSROOM
ABOUT THE DUKE OF EDINBURGH’S INTERNATIONAL AWARD

The Duke of Edinburgh’s International Award is the world’s leading youth achievement award. The Award empowers young people to make a difference in their own lives and the lives of others by taking on new challenges, learning new skills and giving back to their communities.

The Duke of Edinburgh’s International Award believes that not all learning happens in the classroom. The Award is an experiential learning platform that aims to develop the untapped potential that exists in all young people aged 14-24, doing so outside the boundaries of formal education. It provides the opportunity and framework to set goals and achieve results in a fun and challenging way.

The Award is a personal journey of discovery and learning. Criteria for gaining an Award is based on individual improvement through persistence and achievement, taking into account the participant’s capabilities, without any element of competition between participants. Because of this, the Award is truly accessible to all youth, regardless of ability or other life circumstances.

OUR MISSION

To provide young Newfoundlanders and Labradorians between the ages of 14 - 24 with a supportive, non-competitive framework for self-development that will deepen their self-awareness, and broaden their skills and experiences for a lifelong positive impact in themselves and their community.

OUR VISION

To make Canada better by empowering and supporting young Newfoundlanders and Labradorians to be all they can be.

BOARD OF DIRECTORS & STAFF

Honorary Provincial Chair
The Honourable Frank F. Fagan
Lieutenant Governor of Newfoundland and Labrador

President
Ron Ellsworth

Vice President
Des Whelan

Honorary Solicitor
Glenda Best

Honorary Treasurer
Lynn Zurel

Chair, Fundraising
Cassie Pittman

Chair, Marketing & Communications
Brad Power

Director
Toby Barnes

Director
Tami MacDonald

Director
Peter McDonald

Director
George Murphy

Director
Charles Stacey

Director
Kim White

Honorary President
John Perlin

Youth Representative/Gold Achiever
Emily Butler

Executive Director
Trudy Carlisle

Development Manager
Amy Penney

Program Manager
Rebecca Bergshoeff
A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Despite a year of ‘Challenge and Change’ we were able to achieve many of our 2016 objectives:

• We re-refreshed our strategic plan and updated our board succession strategy and our by-laws
• Our outreach programs for at risk youth surpassed our expectations with a dramatic increase in the number of new registrants from low socio-economic backgrounds and youth with disabilities
• We made a full transition to the Online Record Book System and trained 65 Award leaders in its functionality
• 20 new Award units and 45 new Award leaders joined the Award family
• 100 youth were presented with their Gold Award Certificates by Her Royal Highness, The Princess Royal

It is evident there is lots of be thankful for and to celebrate; however, I would be remiss if I did not note our challenges.

• We were faced with a 49% cut to one of our major grants
• We generated 30% less revenue from our annual fundraiser
• We had to relocate the Provincial Award Office because of commercial re-zoning

In dollars and cents, and direct impact this meant a loss of nearly $45,000 and one staff layoff.

As we move into 2017, our efforts will focus on:

• Ensuring accessibility and inclusiveness
• Increasing our community profile
• Stakeholder engagement and recognition
• Raising the funds necessary for continued program growth

If you or someone you know is interested in using your talent, position, or networks to help us in our efforts, please reach out to me personally. I would love to hear from you!

Finally, I would like to thank our grass roots volunteers, our corporate and private supporters, and our Board of Directors and Award staff. The valuable contributions from these groups enable the Newfoundland and Labrador Division to be one of the strongest divisions in the country.

Thank you for your commitment and investment to the young people of this province.

Sincerely,

Trudy Carlisle, Executive Director
OUR 2016 HIGHLIGHTS

AWARD UNITS & LEADERS

20 & 45
NEW UNITS
NEW LEADERS

576 NEW REGISTRANTS

21% OF NL REGISTRANTS ARE AT-RISK YOUTH

64 LEADERS TRAINED

TOTALS: 58 UNITS / 150 LEADERS / 288 AWARDS / 3366 PARTICIPANTS

INFRASTRUCTURE

BOARD OF DIRECTORS
STRATEGIC PLANNING SESSION

IMPLEMENTATION OF A PARTICIPANT ONLINE RECORD BOOK

UPDATED BOARD SUCCESSION STRATEGY

IMPLEMENTATION OF A NATIONAL CONTENT RELATIONSHIP MANAGEMENT DATABASE

REVISED BY-LAWS
OUTREACH & MARKETING

NEW COMMUNICATIONS & MARKETING COMMITTEE

UNUNITED WAY 2016-2017 CAMPAIGN KICKOFF
AN IMPACT PRESENTATION FOR DELoitTE EMPLOYEES
ABOUT OUR LOW-INCOME YOUTH INITIATIVE

PRESENTED AT RECREATION NL’S 45TH ANNUAL GENERAL MEETING & CONFERENCE

PARTICIPATED IN ABORIGINAL CULTURAL DIVERSITY TRAINING

THE TELEGRAM ACTIVE PRINT MEDIA PARTNERSHIP

AWARD EXPERIENCE AND IMPACT

JUNE 30, 2016
100 AWARDS PRESENTED
AT THE GOLD AWARD CEREMONY BY THE PRINCESS ROYAL

MAY 14, 2016
42 AWARDS PRESENTED
AT THE SILVER AWARD CEREMONY BY THE LIEUTENANT GOVERNOR

NOVEMBER 8, 2016
27 AWARDS PRESENTED
AT THE BRONZE AWARD CEREMONY FOR LOW-INCOME YOUTH BY THE MAYOR OF ST. JOHN’S

NOVEMBER 29, 2016
22 AWARDS PRESENTED
AT THE SILVER & BRONZE AWARD CEREMONY FOR YOUTH WITH SPECIAL NEEDS BY THE LIEUTENANT GOVERNOR
## OUR STATS

### FIRST TIME REGISTRANTS

<table>
<thead>
<tr>
<th>Award</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>237</td>
<td>300</td>
<td>537</td>
</tr>
<tr>
<td>Silver</td>
<td>7</td>
<td>10</td>
<td>17</td>
</tr>
<tr>
<td>Gold</td>
<td>9</td>
<td>13</td>
<td>22</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>253</strong></td>
<td><strong>323</strong></td>
<td><strong>576</strong></td>
</tr>
</tbody>
</table>

### TOTAL PARTICIPANTS

<table>
<thead>
<tr>
<th>Award</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>1067</td>
<td>1356</td>
<td>2423</td>
</tr>
<tr>
<td>Silver</td>
<td>218</td>
<td>354</td>
<td>572</td>
</tr>
<tr>
<td>Gold</td>
<td>153</td>
<td>218</td>
<td>371</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1438</strong></td>
<td><strong>1928</strong></td>
<td><strong>3366</strong></td>
</tr>
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</table>

### AWARDS COMPLETED

<table>
<thead>
<tr>
<th>Award</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>82</td>
<td>104</td>
<td>186</td>
</tr>
<tr>
<td>Silver</td>
<td>33</td>
<td>40</td>
<td>73</td>
</tr>
<tr>
<td>Gold</td>
<td>16</td>
<td>13</td>
<td>29</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>131</strong></td>
<td><strong>157</strong></td>
<td><strong>288</strong></td>
</tr>
</tbody>
</table>
VALUE AND IMPACT

What are Award participants, parents, community leaders, and teachers saying about the impact the Award is having on young people?

IMPROVING COMMUNITY INTEGRATION

ACCESS TO DEVELOPMENTAL OPPORTUNITIES

INCREASING PHYSICAL FITNESS

EMOTIONAL AND MENTAL WELL-BEING

ACCEPTANCE OF INDIVIDUAL DIFFERENCES

ABILITY

PRIDE

CHALLENGE

We have never let our son’s disability define his ability. One of the best things about this award is that it recognizes and celebrates personal accomplishments. It doesn’t matter what others can do, it’s what he can do and we really like that. When my son got his Bronze Award he was being recognized for his abilities!

-Father of a Bronze Award Achiever, NL

I learned that I can walk for six hours and that I am strong enough.

-Bronze Award Achiever, New Canadian, NL

At 20 years old and only 2 years out of high school I have a 200 kilometer International bike trip, a diploma in aircraft maintenance, and a private pilot’s license. When I hear people talking about the things I’ve accomplished I have to stop and think, “That was me?” But that’s The Duke of Edinburgh’s Award.

-Gold Award Achiever, NL

The trail was challenging, but I made it through. My overall feeling about my journey is feeling great and proud of myself.

-Bronze Award Achiever, NL

It challenged me by getting me determined. I would probably tell someone doing it to always push through and not give up.

-Bronze Awards Achiever, St. John’s Boys and Girls Club
2016 FINANCIAL SUMMARY

Year ended December 31, 2016
The financial statements have been audited by the chartered professional accounting firm of Coombs & Associates and, in common with many non-profit organizations, except for the possible effects of the completeness of revenue from donations not being susceptible to satisfactory audit verification, present fairly, in all material respects, the financial position of The Duke of Edinburgh’s International Award Canada – Newfoundland and Labrador Inc. – Combined Funds as at December 31, 2016 and the results of its operations and its cash flows for the year then ended.

Copies of the complete financial statements, including the notes thereto, can be obtained by contacting the Provincial Award office.

The Duke of Edinburgh’s International Award Canada – Newfoundland and Labrador Inc.

Summary of Operations – Combined Funds
For the Year Ended December 31, 2016

<table>
<thead>
<tr>
<th>Revenues</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special projects funding</td>
<td>$66,466</td>
<td>$10,650</td>
</tr>
<tr>
<td>Government grants</td>
<td>56,510</td>
<td>67,010</td>
</tr>
<tr>
<td>Fundraising – Volunteer Hall of Fame</td>
<td>39,338</td>
<td>50,457</td>
</tr>
<tr>
<td>Support-in-kind</td>
<td>35,393</td>
<td>69,187</td>
</tr>
<tr>
<td>Registration fees</td>
<td>24,549</td>
<td>20,754</td>
</tr>
<tr>
<td>CFB general distribution</td>
<td>21,623</td>
<td>21,602</td>
</tr>
<tr>
<td>CFB National Outreach funding</td>
<td>14,000</td>
<td>9,571</td>
</tr>
<tr>
<td>Donations</td>
<td>8,487</td>
<td>5,600</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>2,500</td>
<td>12,750</td>
</tr>
<tr>
<td>Other</td>
<td>442</td>
<td>479</td>
</tr>
<tr>
<td>Amortization of deferred capital contributions</td>
<td>59</td>
<td>72</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>269,367</strong></td>
<td><strong>268,132</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditures</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and benefits</td>
<td>144,060</td>
<td>114,474</td>
</tr>
<tr>
<td>Program expenses</td>
<td>30,226</td>
<td>22,086</td>
</tr>
<tr>
<td>Administration, office and telephone</td>
<td>29,543</td>
<td>29,095</td>
</tr>
<tr>
<td>Marketing and promotion</td>
<td>20,000</td>
<td>53,768</td>
</tr>
<tr>
<td>Fundraising – Volunteer Hall of Fame</td>
<td>15,825</td>
<td>15,498</td>
</tr>
<tr>
<td>Travel and meetings</td>
<td>11,870</td>
<td>6,165</td>
</tr>
<tr>
<td>Award ceremonies</td>
<td>6,590</td>
<td>19,876</td>
</tr>
<tr>
<td>Other</td>
<td>4,848</td>
<td>4,410</td>
</tr>
<tr>
<td>Professional fees</td>
<td>3,000</td>
<td>3,000</td>
</tr>
<tr>
<td>Fundraising – Summer Sizzle, net</td>
<td>1,266</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>267,228</strong></td>
<td><strong>268,372</strong></td>
</tr>
</tbody>
</table>

Excess (Deficiency) of revenues over expenditures

<table>
<thead>
<tr>
<th>Expenditures</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>$191,170</td>
<td>$201,381</td>
</tr>
<tr>
<td>Administration</td>
<td>76,058</td>
<td>66,991</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$267,228</strong></td>
<td><strong>$268,372</strong></td>
</tr>
</tbody>
</table>
Launched in 2012, by The Duke of Edinburgh’s International Award Newfoundland and Labrador, the Volunteer Hall of Fame embraces one of the core values and key components of The Duke of Edinburgh’s International Award – service to others.

The purpose of the Volunteer Hall of Fame is:

• To recognize the outstanding efforts of life long volunteers who have made significant impact in their communities and in the lives of others

• To show the youth of this province the value and impact of community service

Volunteer Hall of Fame inductees are shining examples of individuals and organizations that giving selflessly of their time for the benefit of others. Their generosity, compassion and commitment to their communities demonstrate to our youth that social responsibility and community engagement are an important part of self-development but also contribute to the very fabric of society. The value of volunteers and their work knows no limit.

In the words of Margaret Mead, “Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

CRITERIA

• Individuals or organizations with a longstanding history of volunteering
• Who have made a significant impact
• Who made a difference in the lives of others
• Who are known in their communities for giving selflessly of themselves
• Max of 8 inductees per year
• Max of 2 per year can be posthumous
• Must complete an application form that includes a narrative on the role, reach, impact, inspiration and engagement of the nominee
• Summit at least 1 letter of support from someone in the community who is aware of the nominee’s service

INDUCTEES

2012 INDUCTEES
GEOFFREY CARNELL
THE COMMUNITY SECTOR COUNCIL
THE EAST COAST TRAIL ASSOCIATION
BROTHER JIM MCSHEFFREY
VERA PERLIN
MARGOT REID
NOEL RIDEOUT
MALCOLM MAX WINTERS

2013 INDUCTEES
RALPH BARRETT
JOYCE CHURCHILL
DON GLADNEY
JAMES KELLY
FELIX MALONEY
ANTHONY REARDON
GERALD THOMAS

2014 INDUCTEES
FRANK BERKSHIRE
CECILIA CARROL
GEOFF EATON
BRIDGET LYE TE
THOMAS MADDOX
WILLIAM MAHONEY
DOUGLAS MOORES
RITA PENNELL
BRUCE TEMPLETON

2015 INDUCTEES
PATRICIA BOUZANNE
DEBORAH POWERS
DOREEN BURTON
MARIE RYAN
ROSEMARY FINN
LEWIS STOYLES
SUSAN PATTEN
VOWR RADIO

2016 INDUCTEES
ELI BISHOP
THE ROYAL ST. JOHN’S REGATTA COMMITTEE
PATRICK HAYWARD
MARGIE STEAD
ROSEMARY MARSHALL
PATRICIA SUVAK

LEARN MORE AT: VOLUNTEERHALLOFFAME.CA

All proceeds from The Volunteer Hall of Fame Awards Gala help ensure that any young person age 14-24 in Newfoundland and Labrador has the opportunity to participate barrier free in The Duke of Edinburgh’s International Award.
COLLABORATION

Working in collaboration with like-minded service organizations allows us to reach a diverse population of youth. It also facilitates a stronger, more effective delivery method.

FINANCIAL SUPPORTERS

“Coming together is a beginning. Keeping together is progress. Working together is success.”

Henry Ford
OUR FOUNDERS

“The Award is a do-it-yourself growing up kit.”

HRH Prince Philip, The Duke of Edinburgh
Founder, The Duke of Edinburgh’s International Award

“Our foremost task is to ensure the survival of these qualities: an enterprising curiosity, an undefeatable spirit, tenacity in pursuit, readiness for sensible self-denial, and above all, compassion.”

Kurt Hahn, educator
Co-founder, The Duke of Edinburgh’s International Award

The Duke of Edinburgh’s International Award was founded by HRH The Duke of Edinburgh KG, KT in 1956, in conjunction with Kurt Hahn, a German educationalist.

“There is more to us than we know. If we can be made to see it, perhaps for the rest of our lives we will be unwilling to settle for less.”

- Kurt Hahn
**SERVICE**

**KELLY, GOLD AWARD ACHIEVER**

Kelly was raised in a single parent home and was referred to a Duke of Ed group by a social agency because of difficulties experienced during childhood. Kelly signed up for the Award and rapidly advanced to the Gold level. Through the Award, Kelly learned the importance of helping others and is now a highly respected police officer and also a volunteer Award leader running a Duke of Ed group. Kelly describes the Award journey as, “A life-changing experience.”

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**SKILL**

**TAYLOR, BRONZE AWARD ACHIEVER**

Taylor has been described by Award leaders as a lively and cheerful individual who has Asperger’s syndrome. Taylor’s greatest wish was to fly an airplane. Many hours were spent on a simulator and Taylor was convinced that if given the opportunity, flying for real was a possibility. Taylor signed up for the Bronze Award and soon fulfilled this dream, using aviation for the Skill section and earning a radio operator’s license in the process. Taylor’s mother confided that learning to fulfill Duke of Ed challenges were a significant step in managing Taylor’s Asperger’s and overall quality of life.

---

**PHYSICAL RECREATION**

**SYDNEY, SILVER AWARD ACHIEVER**

New to Canada and from a family with very little income, Sydney didn’t let that be a barrier. Through the Award, Sydney qualified as a junior range safety officer, which led to an interest in biathlon. The equipment is expensive and Sydney had to make do with borrowed items. One time, Sydney finished first in a race, despite wearing boots with worn-out soles. Now in the running to represent Newfoundland in biathlon at the next Canada Games, Sydney has become a Canadian citizen, completed the Silver Award, and is planning on walking the breadth of England for the Gold Award expedition.

---

**ADVENTUROUS JOURNEY**

**VIC, GOLD AWARD ACHIEVER**

Vic has a congenital disability, making it hard to walk. Duke of Ed progress was difficult as long periods were spent in the hospital or in a wheelchair. Vic was determined and there was no giving up. With crutches fastened to the gunnels, Vic did a three-day canoe expedition to qualify for the Silver Award. Vic later mastered riding a bike and reasoned that if a canoe trip could be done for Silver with bad legs, then a Gold expedition on a bike was possible. Vic completed the Gold expedition by cycling to Saint Pierre.