Mission Statement

To promote the Award in Newfoundland and Labrador

To provide the Award to all young people in Newfoundland and Labrador between the ages of 14 – 25, regardless of circumstances or abilities

To preserve the quality of the Program by assuring appropriate standards of management

Vision

To be the personal development Program of choice for young people and for the youth agencies that deal with young people in Newfoundland and Labrador, as reflected in quality, growth and external perceptions.

Overview

The Duke of Edinburgh’s Award was founded by His Royal Highness Prince Philip, to encourage personal development and community involvement for young people. The Program has Bronze, Silver and Gold awards, and is open to any person between the ages of 14 and 25. Participants achieve the Award by attaining personally established goals, in the areas of Community Service, Skill Development, Physical Recreation and Adventurous Journey.

First established in the United Kingdom in 1956, the Award Program is now active in over 140 countries. Currently, over 3400 young people in Newfoundland and Labrador are involved in the Program through affiliation and membership in youth organizations such as cadets, guides or scouts, youth leadership initiatives in schools, university or church groups or the youth justice system. A number of young people also participate as independents.
President's Message

In 2012 our goal was to maintain our service offering to youth engaged in The Award while also achieving objectives outlined in the strategic plan. It is important to highlight that we continued to build capacity while also undertaking our first major fundraising event. We will be continuing the levels of energy and enthusiasm we have invested so that The Award, much like award participants, will complete the personal goals we have set ourselves.

While not achieving growth in all of the pillars of measurement, which is perfectly acceptable, we did make significant progress in some key areas, which will lay the cornerstone to build upon significant growth and strength, and with this momentum it will carry The Award as a whole forward. Our fundraising event was a huge success, which also led to us being able to begin the process of formally setting up an endowment fund. We maximised many opportunities with the resources we had available to us.

We had more Field Officers positioned across the province to service and setup groups, to address the needs of the youth who wished to participate in The Award, while also dealing with the challenge of engaging volunteers to mentor these youth.

The Financial Times has identified that there is a global crisis facing under 25s, “Not taking advantage of the skills, passion and energy that young people bring is enormously costly for global growth.” says Mattias Lundberg, senior economist in the World Bank’s social protection and labour team, The Duke of Edinburgh’s Award is positioned to be part of the solution to recognise the achievements of young people, to develop their life skills, and prepare them for the world which faces them so they can be contributing members of society.

As a board we will continue to personally invest our energy and enthusiasm to grow The Award so that more youth can participate in The Duke of Edinburgh’s Award, make a difference to their community and to put it succinctly, help equip youth for life.

With kind regards,

Toby J.W. Barnes, President
Newfoundland and Labrador
Strategic Priorities

Developing Partnerships
Meetings and discussions with Senior Education Officer and the Assistant Director of Education for Eastern School District
Meetings and discussions with the Deputy Minister of Advanced Education and Skills
Meetings and discussions with Assistant National Youth Commissioner, Scouts
Meetings and discussions with NL Cadet Detachment Commander

Raising Support (include Fund Raising)
Attended and made a submission at the Provincial Pre-Budget Hearings
Appointment of new Fundraising Chair and an actively engaged fundraising committee
Received funding from Provincial Government – Grants to Youth Organization
Received Funding through Advancing Non-Profit and Voluntary Investments in Learning (ANVIL) to hire a Commerce Marketing student for Winter Work term (January 4- April 20, 2012) and fall work term (September 4-December 21, 2012).
Received Funding from AES for five week summer student
Proposals for funding: Workplace Health and Safety Compensation Commission, National Crime Prevention, RCMP Klondike
Fundraising event - First annual Newfoundland and Labrador Volunteer Hall of Fame Induction Gala held on Oct 12, 2012

Raising the Profile (include Public Relations)
Through the efforts of the commerce and marketing student we developed a Facebook page and an on-line merchandise store (http://www.imprintspec.ca/duke)
Phase two of our marketing campaign began in March 2012 with a radio campaign and cinema ads in Empire Theatres
Steele Communications signed on as radio sponsor for the fall 2012 fundraising event
TC Media signed on as print media sponsor for fall 2012 fundraising event
Press Conference on April 20, 2012, to announce Annual Fundraising event
Silver Award Ceremony May 10, 2012, seventy-three achievers, good media coverage
Attended Memorial University Orientation Sept. 6, 2012
Participated in Eastern Health Addictions Maze on November 19-23, 2012 (a venue to encourage healthy decision making among youth and showcase leisure, recreational and social opportunities available to youth)
Leader and Volunteer Recognition –7 certificates of recognition and 25 blue volunteer pins

Extending the Award
Central - school visits (21), Cadet visits (4), youth group visits(13), presentations(70).
Approximate number of youth reached (1350). Staffing - moved from 1 full time position to 2 part-time positions in the fall.
TD Waterhouse – participants/groups: Community Youth Network Rogers Breakthrough Program, St. John Bosco school, Easter Seals, NL Housing community centers, and the YM-YWCA of Northeast Avalon. Five TD youth attended Tim Horton’s Camp in Nova Scotia as junior camp councilors to assist our special needs participants and to qualify for their residential project. Awards earned: 13 Bronze, 5 Silver, 5 Gold
COSTA (an initiative for youth with cognitive and physical disabilities) – 12 youth attended Tim Horton’s Camp In Tatamagouche, Nova Scotia from May 3-8, 2012.
Strategic Priorities

Assuring the Quality (include training)
Award Holders Society Expedition Panel Training: October 9-10, 2012
2 Leader Orientation Workshops

Strengthening the Structure (include governance and financial health)
Active marketing and fundraising committees in place
Active Risk Management and governance Committees in place
Developed and approved HR manual
Approval of Social Media Guidelines

Participant Statistics

<table>
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<tr>
<th>Level</th>
<th>Boys</th>
<th>Girls</th>
<th>Total</th>
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<tbody>
<tr>
<td>Bronze</td>
<td>206</td>
<td>258</td>
<td>464</td>
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<tr>
<td>Silver</td>
<td>31</td>
<td>31</td>
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<td>Gold</td>
<td>7</td>
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<td>24</td>
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<td>Total</td>
<td>244</td>
<td>306</td>
<td>550</td>
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<table>
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<tr>
<th>Level</th>
<th>Boys</th>
<th>Girls</th>
<th>Total</th>
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<tbody>
<tr>
<td>Bronze</td>
<td>961</td>
<td>1335</td>
<td>2296</td>
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<tr>
<td>Silver</td>
<td>234</td>
<td>374</td>
<td>608</td>
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<tr>
<td>Gold</td>
<td>209</td>
<td>288</td>
<td>497</td>
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<tr>
<td>Total</td>
<td>1404</td>
<td>1997</td>
<td>3401</td>
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<table>
<thead>
<tr>
<th>Level</th>
<th>Boys</th>
<th>Girls</th>
<th>Total</th>
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<tbody>
<tr>
<td>Bronze</td>
<td>63</td>
<td>112</td>
<td>175</td>
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<tr>
<td>Silver</td>
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<tr>
<td>Gold</td>
<td>22</td>
<td>39</td>
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<td>Total</td>
<td>129</td>
<td>198</td>
<td>327</td>
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The Queen Elizabeth II Diamond Jubilee Medal

2012 marked the 60th anniversary of Her Majesty Queen Elizabeth II’s accession to the Throne as Queen of Canada. A new commemorative medal was created to mark this occasion. The Queen Elizabeth II Diamond Jubilee Medal is a tangible way for Canada to honour Her Majesty for her service to this country. At the same time, it serves to honour significant contributions and achievements by Canadians. During the year of celebrations, 60 000 deserving Canadians were recognized for their contributions to Canadian society.

The following individuals were awarded The Queen Elizabeth II Diamond Jubilee Medal for outstanding contributions to The Duke of Edinburgh’s Award:

Mrs. Rosemary Finn, Stephenville, NL
Mr. Roger Andrews, Corner Brook, NL
Mrs. Eileen Andrews, Corner Brook, NL

Mrs. Trudy Carlisle, Mount Pearl, NL
Ms. Felicia Pickard, St. John’s, NL
Mr. Toby Barnes, Mount Pearl, NL

Mrs. Maureen Harvey, St. John’s, NL
2012 Silver Award Recipients

To qualify for the Silver Award participants must be at least 15 ½ years of age and:
Develop one Skill for 6-12 months
Complete no less than 40 hours of Physical Recreation over a minimum of 20 weeks
Complete a minimum of 30-45 hours of Community Service over a minimum of 6-12 months.
Complete an Adventurous Journey through personal effort covering approximately 50kms and camp in a wilderness setting for 3 days and 2 nights.

Volunteer Hall of Fame
2012 Inductees

Leadership is an extremely important part of building and strengthening the future of our communities and the province. The people who do great work without seeking notoriety or public awareness must be acknowledged so that others may seek to emulate their selfless contributions to society. The Volunteer Hall of Fame aims to enshrine the achievements of both individuals and organizations that have set the standards for selfless giving without reward or gain.

A maximum of eight awards (no more than two posthumously) per year will be awarded with recipients nominated from two categories; Individuals and Organizations.

Nomination and Selection Process
Nominators must complete the VHOF nomination form and provide clear evidence that the nominees' contributions have excelled in six areas: Role, Impact, Reach, Engagement, Challenges and Inspiration.

The Selection Board will review the nominations and present their list of outstanding nominees at the Annual NL VHOF Gala, scheduled for the fall of each year.
Provincial Council for The Duke of Edinburgh’s Award
Statement of Operations
December 31, 2012

<table>
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<tr>
<th>Revenue</th>
<th>2012</th>
<th>2011</th>
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<td>Government grants</td>
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<td>99,850</td>
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<td>Charter initiatives</td>
<td>80,342</td>
<td>67,885</td>
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<td>Support in kind</td>
<td>47,620</td>
<td>33,674</td>
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<td>Fundraising - Volunteer Hall of Fame</td>
<td>50,885</td>
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<tr>
<td>Donations</td>
<td>100</td>
<td>15,000</td>
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<tr>
<td>Registration fees, book sales, etc.</td>
<td>12,883</td>
<td>17,669</td>
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<td><strong>Total Revenue</strong></td>
<td>264,090</td>
<td>234,068</td>
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<tr>
<th>Expenditures</th>
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</thead>
<tbody>
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<td>Salaries and benefits</td>
<td>114,405</td>
<td>106,771</td>
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<tr>
<td>Marketing and promotion</td>
<td>40,001</td>
<td>34,646</td>
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<tr>
<td>Program costs</td>
<td>22,969</td>
<td>16,566</td>
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<tr>
<td>Administration, office and telephone</td>
<td>23,687</td>
<td>23,687</td>
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<tr>
<td>Fundraising - Volunteer Hall of Fame</td>
<td>18,815</td>
<td>-</td>
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<tr>
<td>Travel and meetings</td>
<td>9,726</td>
<td>15,219</td>
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<td>Professional fees</td>
<td>8,175</td>
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<tr>
<td>Award ceremonies</td>
<td>400</td>
<td>3,628</td>
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<tr>
<td>Other</td>
<td>5,404</td>
<td>7,395</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td>243,582</td>
<td>214,911</td>
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| Excess (deficiency) of revenue over expenditures                     | 20,508 | 19,157 |

The financial information was extracted from the Audited Financial Statements examined by Grant Thornton, Chartered Accountants.

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

The Duke of Edinburgh’s Award
Provincial Award Office
Kenmount Business Centre
66 Kenmount Road, Suite 307
St. John’s, Newfoundland and Labrador
The Duke of Edinburgh’s Award
Newfoundland and Labrador
Provincial Council

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Lieutenant Governor of Newfoundland and Labrador

HONOURARY PRESIDENT
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PRESIDENT
Mr. Toby Barnes

VICE-PRESIDENT
Mr. Adam Stead

TREASURER
Mr. Greg Warren

HONOURARY SOLICITOR
Mrs. Glenda Best

DIRECTOR AT LARGE
Mrs. Pinki Kumar

DIRECTOR AT LARGE
Mrs. Tami MacDonald

DIRECTOR AT LARGE
Mr. Charles Stacey

GOLD ACHIEVER
Ms. Victoria Morgan

EX-OFFICIO
Mrs. Aisling Gogan

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Mrs. Trudy Carlisle
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