Annual Report 2013

MAKE A DIFFERENCE

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MISSION

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.

It has long been acknowledged that self-development programs contribute to a young person’s long-term physical well-being and healthy emotional, social and intellectual development.

BACKGROUND

First established in the United Kingdom in 1956, under the patronage of His Royal Highness, Prince Philip, The Duke of Edinburgh’s Award now operates in over 140 countries. The Award presents a formal program that actively engages youth in opportunities for growth and development. It builds on individual ability and challenges youth age 14-25 to become responsible citizens through volunteer work, skill development, active living and awareness of the natural environment. The program, led by volunteer adult leaders, offers youth a balanced, non-competitive program which encourages personal discovery and growth, self-reliance, as well as a responsibility to themselves and their community.

There are three award levels, Bronze, Silver and Gold, each requiring an increasing level of commitment from the participant. Youth must complete activities in four areas of personal development: Community Service, Skill Development, Physical Recreation and Adventurous Journeys. Awards are presented in the following manner:

Bronze—presented by local dignitaries such a mayor or a Commissioner or Officer with a youth organization

Silver—presented by the Lieutenant Governor

Gold—Presented by a member of the Royal Family or the Governor General

Patron
H.R.H The Prince Philip, Duke of Edinburgh

Chairman - International Award Association
Gregory Belton

Chairman - International Council
H.R.H The Prince Edward, Earl of Wessex

National Chair
His Excellency the Right Honourable, David Johnston
Governor General of Canada

National President
Jim Kershaw
PRESIDENT’S MESSAGE

As in previous years, The Duke of Edinburgh’s Award is facing challenging times. However, The Award teaches us it is essential to face challenge, embrace change and seek a solution. The clear way to continue to move the organization forward is through planning. We have made significant progress with our strategic plan. Our increase in registration, an endowment fund, fundraising events and the creation of a highly engaged board, demonstrates the long term approach we are taking to expand and develop The Award.

It is our responsibility to inspire others to get involved in The Award as participants, volunteers or community champions raising support. We have to continue our mission of reaching out to the people of our province to advocate the value The Award delivers to the community, our youth and our future.

We are making a difference. It is my hope that the Provincial Council, as well as our staff will continue to inspire as many people as possible to get involved, so that more youth can achieve The Duke of Edinburgh’s Award.

Toby J.W. Barnes, President
2013 HIGHLIGHTS

- Partnerships developments with RCMP, Cadets and Nalcor
- Made first major investment into an endowment fund
- VHOFA Annual Fundraiser (year II) a success
- Two Silver Award ceremonies. 150 Awards presented
- New International Program Requirements effective September 2013
- 15 leaders took part in Leader Orientation Workshops
- Recognized 50 leaders/volunteers
- Presented to 1800 youth

Special Projects & Initiatives

TD Investing in Youth Initiative
10 Bronze and 5 Silver Awards achieved

Central Outreach Initiative
27 presentations, 55 contacts in 21 communities, The award showcased at: Nova Central School Board Principal’s meetings, Youth Leadership Conference, Provincial School Council AGM, CS4L Sport and Fitness Summit

Western Outreach Initiative
trained 8 leaders, started 1 new group

STRATEGIC DIRECTION 2014

- Review and re-refresh our 2010 Strategic Plan
- Hire a Fund development manager to secure new funding sources
- Develop strategic partnerships to support the participation of non-traditional participants particularly northern/aboriginal youth
- Create strategies to increase Award completion rates for all participants
- Establish a partnership with the Department of Education and newly re-structured provincial school districts for the delivery of The Award in schools throughout the province
FINANCIAL SUMMARY

YEAR ENDED—DECEMBER 2013

The financial statements have been duly audited by the chartered accounting firm of Coombs & Associates and present fairly, in all materials respects, the financial position for the Provincial Council of The Duke of Edinburgh’s Award, Newfoundland and Labrador, at December 31, 2013, and the results of its operations and the changes in its cash flows in accordance with generally accepted accounting principals.

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

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<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
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<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government grants</td>
<td>59,800</td>
<td>72,260</td>
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<tr>
<td>Charter initiatives</td>
<td>20,000</td>
<td>80,342</td>
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<td>Support in kind</td>
<td>58,731</td>
<td>47,620</td>
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<td>Fundraising - VHOFS</td>
<td>69,943</td>
<td>50,885</td>
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<tr>
<td>Donations</td>
<td>750</td>
<td>100</td>
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<td>National office grant</td>
<td>10,000</td>
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<tr>
<td>Reg. fees, book sales, etc.</td>
<td>17,143</td>
<td>12,672</td>
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<tr>
<td>Other</td>
<td>812</td>
<td>211</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>237,179</td>
<td>264,090</td>
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<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
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<tbody>
<tr>
<td><strong>Expenditures</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries and benefits</td>
<td>92,892</td>
<td>114,405</td>
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<tr>
<td>Marketing and promotion</td>
<td>43,309</td>
<td>40,001</td>
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<tr>
<td>Program costs</td>
<td>20,002</td>
<td>22,969</td>
</tr>
<tr>
<td>Adm. office and telephone</td>
<td>28,366</td>
<td>23,687</td>
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<tr>
<td>Fundraising - VHOFS</td>
<td>34,883</td>
<td>18,815</td>
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<tr>
<td>Travel and meetings</td>
<td>9,153</td>
<td>9,726</td>
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<tr>
<td>Professional fees</td>
<td>7,909</td>
<td>8,175</td>
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<tr>
<td>Award ceremonies</td>
<td>4,550</td>
<td>400</td>
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<tr>
<td>Other</td>
<td>5,966</td>
<td>5,404</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td>247,030</td>
<td>243,582</td>
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Excess (deficiency) of revenue over expenditures

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<tr>
<th></th>
<th>2013</th>
<th>2012</th>
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<tr>
<td>(9,851)</td>
<td></td>
<td>20,508</td>
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**Expenditures**

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<tr>
<th></th>
<th>2013</th>
<th>2012</th>
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<tbody>
<tr>
<td>Program cost</td>
<td>212,630</td>
<td>207,216</td>
</tr>
<tr>
<td>Administration cost</td>
<td>34,400</td>
<td>36,366</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td>247,030</td>
<td>243,582</td>
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IMPACT

In 2010 McKinsey and Company conducted a Canadian survey of present and past Awards participants. The results show that participants have been impacted positively in four personal growth areas:

Life Skills – Participants reported gaining a variety of life skills to prepare them for their adult life, such as interpersonal skills, time management and teamwork.

Leadership – Participants report developing the core components of leadership, such as personal decision making and conflict resolution.

Life Enrichment – Participants take away lasting memories, relationships and lessons that provide them with new perspectives.

Achievement – A series of accomplishments during their participation motivates them towards further accomplishments in their adult lives.

SUPPORTERS

A. Harvey and Company
Bennett Group of Companies
Crombie REIT
Lynn & Jo Mark Zurel
Office of Public Engagement
Penney Group
Steele Communications
Roebothan McKay Marshall
TC Media
Spark Media

In addition to receiving a government grant and financial support from the business community and individuals, The Award also receives significant in-kind donations for office space, and marketing and promotion. The Provincial Council gratefully acknowledges the support of all those who contributed to The Duke of Edinburgh’s Award in Newfoundland and Labrador.

MAKE A DIFFERENCE

The Duke of Edinburgh’s Award
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www.facebook.com/DukeNL

Award participants are 34% more likely to graduate high-school and 20% more likely to enrol in university than the average Canadian

McKinsey & Company 2010