



Annual Report 2019

Championing young Canadians to take
ownership of their present and future.



President's Message

A reflective look on 2019

As I reflect on 2019, I am proud of what we accomplished, because it has put us in an enviable position to adapt and grow the Award. Last year the Award focused on enhancing our reach and rolled out a number of technology initiatives, including the continued roll out of Microsoft 365, the selection and purchase of a new CRM, and on-line Award Leader training. The National office, through its Canada Service Corps funding, was able to engage all our Divisions in the training of young leaders and provided support to the next generation of not-for-profit success stories through the second Passion to Purpose youth leadership forum held in Nova Scotia. There were significant achievements in supporter engagement, including a thank you event in London, UK and a luncheon in Toronto with HRH The Countess of Wessex to promote the empowerment of girls and young women through the Award; participant satisfaction research; and the awarding of Gold Awards by Lieutenant Governors and Commissioners at various events across the country.

This report is a testament to the hours worked by dedicated staff, selfless volunteers and committed supporters to provide an opportunity for young Canadians to find mentors, challenge themselves to achieve, and receive acknowledgment for their success. We can see today that resilience, perseverance and the ability to adapt and cooperate are essential tools that we all need to survive and thrive. The Award allows every single young person, regardless of where they start, to develop these skills, and so many more. I am proud to represent this Award program as we support young people to put all those skills into practice to help them achieve remarkable things.

Melissa MacAdam

Melissa MacAdam - National President and Gold Award Holder

Financial Summary

As of December 31, 2019.

Statement of Financial Position

	\$ 2019	\$ 2018
ASSETS		
Current	1,450,336	893,608
Investments	3,708,466	3,370,002
Capital Assets	31,410	30,390
	5,190,212	4,294,000

LIABILITIES

Current		
(incl.due to operating Divisions)	618,664	519,647
Long-term	0	46,250
	618,664	565,717

NET ASSETS (DEFICIT)

Unrestricted	(340,965)	(215,460)
Restricted		
Investment Fund	3,708,466	3,370,001
Other	1,204,047	573,742
	4,571,548	3,728,283
	5,190,212	4,294,000

Statement of Revenue and Expenses

	\$ 2019	\$ 2018
REVENUE		
Donations	683,931	806,718
Grant Revenue	2,031,224	1,065,728
Other Revenue	638	632
	2,797,584	1,873,078

EXPENSES

Distrabutions to Divisions	321,872	350,575
Program Expenses	1,163,456	727,577
Other Expenses	942,256	668,247
	2,427,584	1,746,398
Excess of (expenses over) revenue before the under-noted	370,000	126,680
Changes to unrealized gain (loss) on investments	473,265	(65,910)
Excess (deficiency) of revenue over expenses	843,265	60,770



in 2019 there were ...



It's not a Donation It's an Investment

Three levels of giving ensures the access, reach and impact of the Award is available to all young Canadians, so they can develop their full potential.

Centennial Circle

is a small, dedicated group of donors who support and fund core areas of work within the Award. Areas such as IT, quality management, research and evaluation and brand development and awareness help to grow and strengthen the Award's work.

— “ —

The Award is a superb way to start at the grass roots of character development. The process brings out the best in every individual, whether all three levels are achieved or not. Centennial Circle membership allows a level of giving that can be the most effective at reaching young people in their formative years.

Erica O'Born - The Printing House

— ” —

The Charter for Business

is a signature corporate giving program that recognizes businesses and individuals who want to champion young Canadians, giving them the opportunity to develop their full potential. By engaging the Canadian business community, the Charter for Business helps expand the Award's work geographical reach and work with at-risk and marginalized young people. Donations at this level allow the Award to create a support network that eliminates financial barriers for young Canadians who need it most.

— “ —

Today's young people are tomorrow's customers and employees. By investing in the Award, Canadian corporations are investing in the future community leaders of our country.

Anthony Graham - Chair Charter for Business, Vice Chair Wittington Investments Ltd

— ” —

Friends of the Award

is our newest giving level with over 60 supporters. Primarily these supporters donate through the end of Year “It Starts with You” campaign and also provide advice and gifts-in-kind throughout the year. The support at this level helps grow the access, reach and impact of the Award across Canada.

— “ —

The Award is more relevant today than it has ever been in the past.”

Peter Melanson - Longtime Award Supporter

— ” —

In 2019 our participants...



DONATED

\$2.3M

of voluntary service



BROKE A SWEAT FOR

85,322

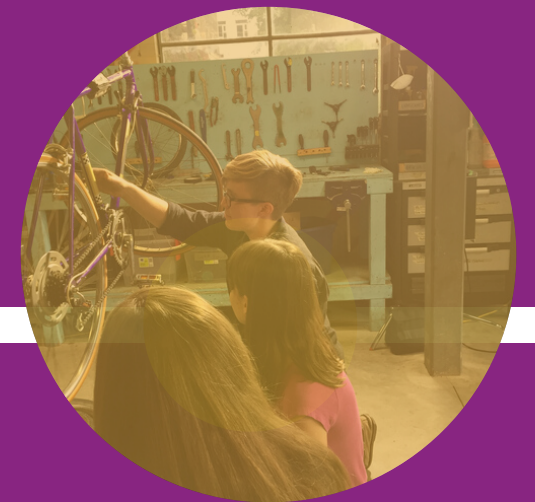
hours of physical activity



EXPERIENCED

3.4M*

hours exploring nature



SUPPORTED BY

2,690+

adult volunteers

*Figures based on the number of participants who completed their Award in 2019

We Believe not all learning happens in the classroom...

In fact, we believe some of life's biggest lessons happen in the least likely locations. This is how our framework helps young people discover a talent, trait or passion at which they can excel, giving them the character and confidence to take their future in stride.

Focusing on four key sections, the Award encourages young people to learn new skills, get physically active, volunteer within their community and discover a sense of adventure outside the classroom.

Every Award journey is as unique as the Award Participant, empowering them to find their own purpose, passions and place in today's world.



The Award is not simply a check list of extracurricular activities, but an opportunity to explore and learn in areas that extend beyond the classroom setting.

Ricky, Gold Award Holder Nova Scotia



THE AWARD FRAMEWORK

YOUNG CANADIANS AGED: **14 to 24**

DISCOVERING NEW PASSIONS IN FOUR SECTIONS



SERVICE

Giving back to their community in a meaningful way.



PHYSICAL RECREATION

Breaking a sweat and leading a healthy active lifestyle



SKILL DEVELOPMENT

Improving an existing skill or trying something completely new.



ADVENTUROUS JOURNEY

Exploring nature and gaining a sense of adventure.

WORKING TOWARD THEIR GOALS 1 WEEK AT A TIME

BRONZE

13 WEEKS

SILVER

26 WEEKS


GOLD

52 WEEKS

KEY ACHIEVEMENTS IN 2019

Our mission is to ensure that all young Canadians are aware of the Award, the life skills it brings and through strong delivery partners, have the opportunity to participate. In 2019 we continued to strengthen the foundation of the Award by focusing on three key strategic areas.

EXPANDING OUR ACCESS

 Increasing access to the Award, regardless of socio-economic factors, attracting and providing support to at-risk and marginalized young people.

Digital expansion to ensure access by all

In 2019 we strengthened the foundation of the Award by developing digital tools to ensure access to our framework is easier than ever. The Online Record Book was rolled out in every province and territory with over 10,000 new entrants using the platform to record their Award digitally. This has enabled us to ensure that the Award is truly accessible, regardless of geographical location.

As part of our digital expansion, over 48 Virtual and Open Award Centers were launched across Canada. This enabled young people who do not have a formal Award Centre in their region to access Award Leaders who can mentor them through their Award journey.

Strengthening our foundation, has increased access of the Award, which resulted in the following outcomes in 2019:

- 2% increase of young people from marginalized or at-risk communities accessing the Award.
- 7% increase of young people who intend to pursue the next level of the Award.
- 29% increase of young people viewing the Award as non-competitive.

AT A GLANCE IMPACT OF ACCESS...



48+

Award Centres
provide access to a mentor.



10,000+

young people are now
logging their Award
journey online.



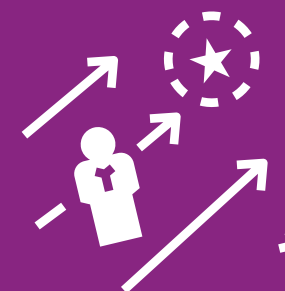
10%

are considered
marginalized or at-risk.
2% increase from 2018

23%



of donations support outreach
initiatives which make the Award more
accessible.



74%

of participants plan to continue on to the
next level of the Award.
7% increase from 2018

ENHANCING OUR REACH

Increasing the reach of the Award to all areas and groups across Canada.

Growing our Adult volunteer base

To enhance our reach, we need to grow our adult volunteer base which will enable us to reach more young Canadians and truly scale the Award. Award Leaders play a crucial role in the delivery of our framework and this past year we standardized our Award Leader training, making the new Level 1 course accessible via an online Award Leader training platform. We held four in-person Level 2 Award Leader training sessions for 58 longtime volunteers to train and induct them onto our new standardized approach. These workshops were held in Toronto, Ottawa, Calgary and Vancouver. Since launching, over 200 new Award Leaders have completed our Level 1 online training.

Expanding our Award Leader training into the digital space is enabling us to reach and train more volunteers in rural and remote regions across Canada. Initiatives such as our Newcomer project and Northern Saskatchewan outreach initiative have seen positive uptake as a result of this online training. The Newcomer project trained 8 settlement workers which resulted in 4 Award Centres being established for immigrant youth in Moose Jaw, Estevan, Regina and Saskatoon. In La Ronge Saskatchewan, 16 Award Leaders have been trained from various Indigenous communities, which is driving our growth within Indigenous communities.

Whole Grade Entry

Across the country we have begun to promote whole grade entry within secondary schools which will enable us to reach more young people. Working closely with several leading schools, pilots are being rolled out in Manitoba, Saskatchewan and Quebec.

— “ —

Being an Award Leader is one of the most rewarding roles I play as a teacher. The observable growth in confidence students experience as they progress through the Award is for me, what teaching is all about”

Peter Himmelman - Award Leader Nova Scotia

— ” —

We surveyed Adult volunteers in 2019 and here is what they had to say about their experience volunteering for the Award



92%

feel they benefit from being involved with the Award.



72%

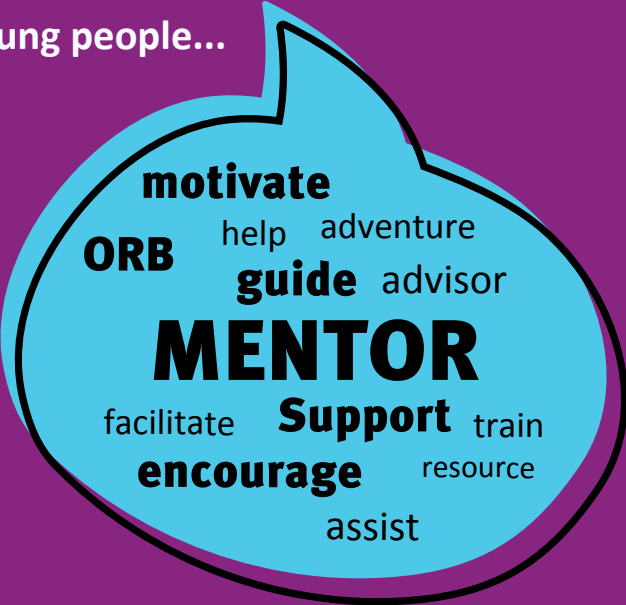
of those who received Award training felt it gave them additional skills for work.



77%

spend 1-2 hours a week mentoring young people.

How Award Leaders see their role helping young people...



Recommending the Award to a colleague: Net Promoter Score (NPS)*



82%

The majority of adults surveyed indicated that they would recommend supporting the delivery of the Award to others.

**The Net Promoter Score (NPS) aims to measure the loyalty that exists between a provider and a user.*

STRENGTHENING OUR IMPACT



Increasing the Impact of the Award, ensuring more young Canadians complete their Award and bring benefit to their communities.

Building impact driven partnerships

Building national partnerships with key organizations has enabled us to broaden our impact. In 2019 our partnership with the Federal Government through the Canada Service Corps Initiative was renewed for an additional 18 months. This \$2.193M grant enables us to continue hosting Passion to Purpose – a comprehensive five-day youth forum designed to further foster civic leadership among Canadian youth – and will also enable us to scale and grow our impact by offering mentorship opportunities to young people by becoming Level 1 Award Leaders.

We partnered with the Royal Bank of Canada Future Launch Initiative to develop the Open for Gold Initiative which has enabled the Award to invest in developing resources to help young Canadians complete their Gold Award. This partnership also allowed us to develop and launch Shape your Future; an online resource portal which provides support and resources for alumni as they move into the next phase of their work-life career.

As we continue to scale, we restructured the format of our Gold Award Ceremonies enabling us to celebrate the achievements made by young people regularly. We partnered with provincial Lieutenant Governors and territorial Commissioners to preside over Gold Award Ceremonies, developing a standardized schedule to celebrate the achievements of young people in all parts of the country. This past year over 200 Gold Award holders were recognized for their accomplishments at 4 ceremonies across Canada.

RESEARCH

Quantifying our value within Canadian Society

In collaboration with the Award's International Foundation and PwC (PricewaterhouseCoopers), we launched two new research surveys in 2019 to discover the full impact of the Award on young Canadians and local communities.

- **Award Outcomes research survey - measures participant growth during their Award in areas such as confidence, planning and problem solving, resilience and determination, personal and social well-being.**
- **The Social Value research survey - measuring the value of change participants, alumni and adult volunteers experience as a result of the Award**

AT A GLANCE **IMPACT** OUR PARTNERSHIPS MADE ...



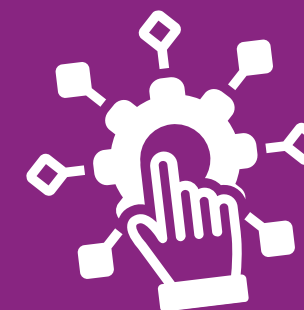
\$45,000+

in community service grants were awarded to young people to make an impact in their local community through our Canada Service Corps partnership.



97%

of participants through our RBC Open for Gold developed critical thinking skills.



78%

of participants through our RBC Open for Gold enhanced their adaptability.



200

Gold Award Holders were recognized for their achievements at ceremonies.



70%

of participants feel prepared for the workforce after completing their Gold Award.

Looking to the future

2020 will be about reviving and strengthening the Award for the next decade. With the launch of our new six year strategic plan we will be focusing on three key areas:

- **Improving access for new and diverse groups of young people, by removing barriers to enroll.**
- **Increasing the social infrastructure and geographic reach by taking the Award to our audiences.**
- **Improving the impact and quality of delivery – proving we are the program we say we are.**



Thank you

We would like to recognize the following corporations, government departments, foundations and individuals for generously supporting The Duke of Edinburgh’s International Award – Canada. Their contributions are important investments in the physical, emotional and social development of young people and Canadian society.

CHARTER FOR BUSINESS

- Jamie and Patsy Anderson
- BMO
- Barrick Gold Corporation
- Bell MTS
- CIBC
- John C. Eaton II
- Anthony Fell
- George Weston Ltd.
- Great West LifeCo Inc.
- IAMGOLD Corporation
- Anthony Graham
- The Gordon and Ruth Gooder Foundation
- Hardy Family Foundation
- Colleen Johnston
- Jon and Nancy Love
- Kinross Gold Corporation
- Magical Dreams Foundation
- Midas Touch Foundation
- Power Corporation of Canada
- Regent Family Foundation
- Richardson Foundation
- Robert Quarterman
- Slaight Family Foundation
- Scotiabank
- Sikka Foundation Inc.
- Teck Resources
- Von Mandl Family Foundation

We would like to thank all of the photographers whose work has been included in this document.

CENTENNIAL CIRCLE

- The O’Born Family

PARTNERS

- The Federal Government of Canada – Canada Service Corps
- The RBC Foundation – Future Launch Initiative
- 100 Women in Finance

IN KIND

- The Globe and Mail
- The Printing House
- BMO
- Sleeman Breweries
- Seven Numbers
- Muskoka Brewery

FRIENDS OF THE AWARD

We welcomed 60 new members to our Friends of the Award giving circle in 2019.

— “ —

I am looking forward to spreading the word about what the Award is all about and all the amazing things that come out of it for young Canadians.

Craig Lawrence - Bell MTS, Community Investments & Communication

— ” —

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