



2020 Award

Impact Report

CELEBRATING OUR IMPACT

The Duke of Edinburgh's International Award - Canada

SPARK
FOUNDATION

SPARK
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**EMPOWER
INSPIRE**

SPARK
FOUNDATION

OUR IMPACT

Throughout 2020, we strived to ensure that no young person was left behind. As the international community came together to fight this pandemic, the Award adapted to the circumstances by becoming agile in our delivery so that our staff, participants, and volunteers could thrive.

During the pandemic, one thing became certain. That the Award was built for times like these. We worked to develop virtual tools and resources that enabled young people to continue their Award journey, feel empowered and provide them with a sense of purpose at a time when many felt the complete opposite.

In this report, we have highlighted the impact and accomplishments we made during 2020 reporting what we accomplished across three aims and objectives. During COVID-19, we provided young Canadians the opportunity to build life skills and develop their infinite potential, regardless of circumstance, ability, or geography, and ensure that young people have the opportunity to discover and develop themselves in ways that will serve them for the rest of their lives.



Photo on the Cover - Rochelle a Gold Award Holder from British Columbia who put together food packages for front-line workers at the start of the pandemic.

Photo on the right: Jessica a Silver Award Participant from Brampton, ON dropping off feminine care kits for the Queens Street Youth Centre during COVID-19.

IN 2020 WE . . .

REACHED



6,019 young people who signed up for the Award

ENGAGED



over 1,200 adults to volunteer, mentor & support participants

SUPPORTED



2,645 young people to help them achieve their Award

ESTABLISHED



1,327 Award Centres to deliver the Award across Canada

PARTNERED



with over 150 organizations and schools, bringing the Award to new communities

GREW



participants from at-risk and marginalized backgrounds by 2%



Aim 1:

EXPANDING ACCESS

Improving access for new and diverse groups of young people, removing barriers to participation.

2020 Objectives

Address the personal barriers faced by young people in Canada to access and complete the Award.

Develop and implement a standard model for Virtual Award Centres.

Drive and maintain growth in Francophone and Indigenous communities.

Aditi - Ontario

A Gold Award Participant who created care kits for youth facing homelessness and women facing violence. During the pandemic, she launched a digital support platform to help those experiencing domestic violence during lockdown.

How we Expanded our Access

Our key focus in 2020 was on removing barriers to participation so that young people regardless of their circumstance thrived. Some of the key highlights include:

- Development of 10 Virtual Award Centres that supported over 200 participants. These virtual Award Centres supported young people who had lost contact with their Award Leader during the pandemic when youth groups and schools were no longer meeting in person.
- Partnered with BGC Ottawa to pilot the development of a Virtual Open Award Centre. The Virtual Award Centre enabled young people from all backgrounds and life experiences to engage in the Award and BGC programming.
- Partnered with a market research firm to engage Francophone communities across Canada. Reaching over 700 Francophones enabled us to have a deeper understanding of the resources and tools required to best serve their community.
- Launched surveys to quantify personal barriers faced by young Canadians in accessing and completing the Award.

AT A GLANCE HIGHLIGHTS



are considered
marginalized or at-risk
2% increase from 2019



of donations support outreach
initiatives which make the
Award more accessible

INCREASING DIVERSITY. REMOVING BARRIERS.

In the spring of 2020 we began to better track the diversity of new entrants in the Award, giving us a firm foundation from which to grow over the next five years, ensuring the Award is more accessible than ever.



self-identify as coming from a diverse
background



self-identify as Indigenous



self-identify as a new-comer to Canada within
the last five years



self-identify as persons with a disability

Photo on the right: A group of participants from across Canada attending our virtual Passion to Purpose Leadership forum in the summer of 2020. The theme was making a difference during COVID-19 and how to maintain your mental wellness during lockdown.

A YEAR OF CHANGE

RESEARCHING EFFECTS OF THE PANDEMIC ON YOUNG PEOPLE

Extensive challenges have already emerged because of COVID-19 and the long-term implications are yet to be seen. However, one thing is certain: young people will be among those to experience the greatest impact. It has never been more important to invest in our young people; to help ensure they are ready to face the challenging and changing times ahead. The need for the Award has never been greater. The pandemic has had a devastating impact on education, mental health, personal development, and career prospects for many young Canadians. In 2020 we surveyed participants to learn more about their Award experience during COVID-19 so we could continue developing the right resources to help them thrive. This is what we learned:

61% stated the Award provided relief during the COVID-19 lockdown

60% claimed the Award provided structure during the last year

63% stated the experience of living through the coronavirus lockdown increased the value they place on doing their Award

68% claim the temporary changes introduced by the Award during the lockdown helped them to continue their Award

71% of participants surveyed stated the Award assisted with their fitness and health

49% stated the Award assisted with their mental health and wellbeing

59% stated the Award helped them develop personally during the last year

“Young people can and do rise to the challenge. If given the opportunity, they will discover there is more in them than they think. With the necessary skills and experiences, they will become resilient, adaptable, ready for change, ready for our new normal.” **HRH The Earl of Wessex**



IN THEIR WORDS...

“

During the pandemic the Award empowered me to take control of my life and figure out how to handle what was happening around me.

“

Doing the Award during lockdown was very weird at first, but it allowed me to become independent, responsible and learn to work with what I have.



Aim 2:

EXTENDING REACH

Increase the social infrastructure and geographic reach, taking the Award to new audiences.

2020 Objectives

Develop digital platforms for participant engagement, staff and volunteer learning, relationship management, engagement of Award Holders and general information.

Grow the number of Award Leaders from diverse backgrounds.

Provide learning and support for adult volunteers and staff.

Establish a national network for Award Holders.

Lauren - Ontario

A Gold Award Holder and under 30 Award Leader who created food and clothing kits for homeless shelters during winter as many shelters could no longer support the numbers of people living on the streets due to social distancing measures.

How we Extended our Reach

Like so many organizations across Canada, the pandemic shuttered offices and thrust people into a virtual work setting. The Award used this opportunity to become agile and refocus our priorities through a digital, virtual lens. We developed digital platforms for participant engagement, staff and volunteer learning, relationship management, and engagement of Award holders. We harnessed the power of technology to reach our strategic objective of extending the reach of the Award. Key highlights include:

- Launched the Award@Home COVID-19 support hub. This platform provides opportunities for young people to complete their Award in a virtual setting safely from home. We partnered with several like-minded organizations sharing activities and opportunities that align with each pillar of the Award as well as providing mental health resources and tips.
- Launched an online Award Leader and Participant resource portal.
- Partnered with LinkedIn Learning to provide ongoing digital professional development for staff across Canada.
- Launched the Global Award Holders Network platform, re-engaging over 450 Alumni within the first 4 weeks.
- Developed the Young Award Leader program for young people under 30. Over 384 young people were trained as Award Leaders in 2020 to provide peer-to-peer mentorship and support to young people. This was a critical piece of our work to ensure that young people felt supported and continued to build key skills such as reliance, adaptability, and leadership.

AT A GLANCE HIGHLIGHTS

10K 

visits to our online Award@Home support portal within the first 6 weeks of launch

700+ 

Award Leaders went through our new online internationally accredited Award Leader training program.



45,080 HOURS

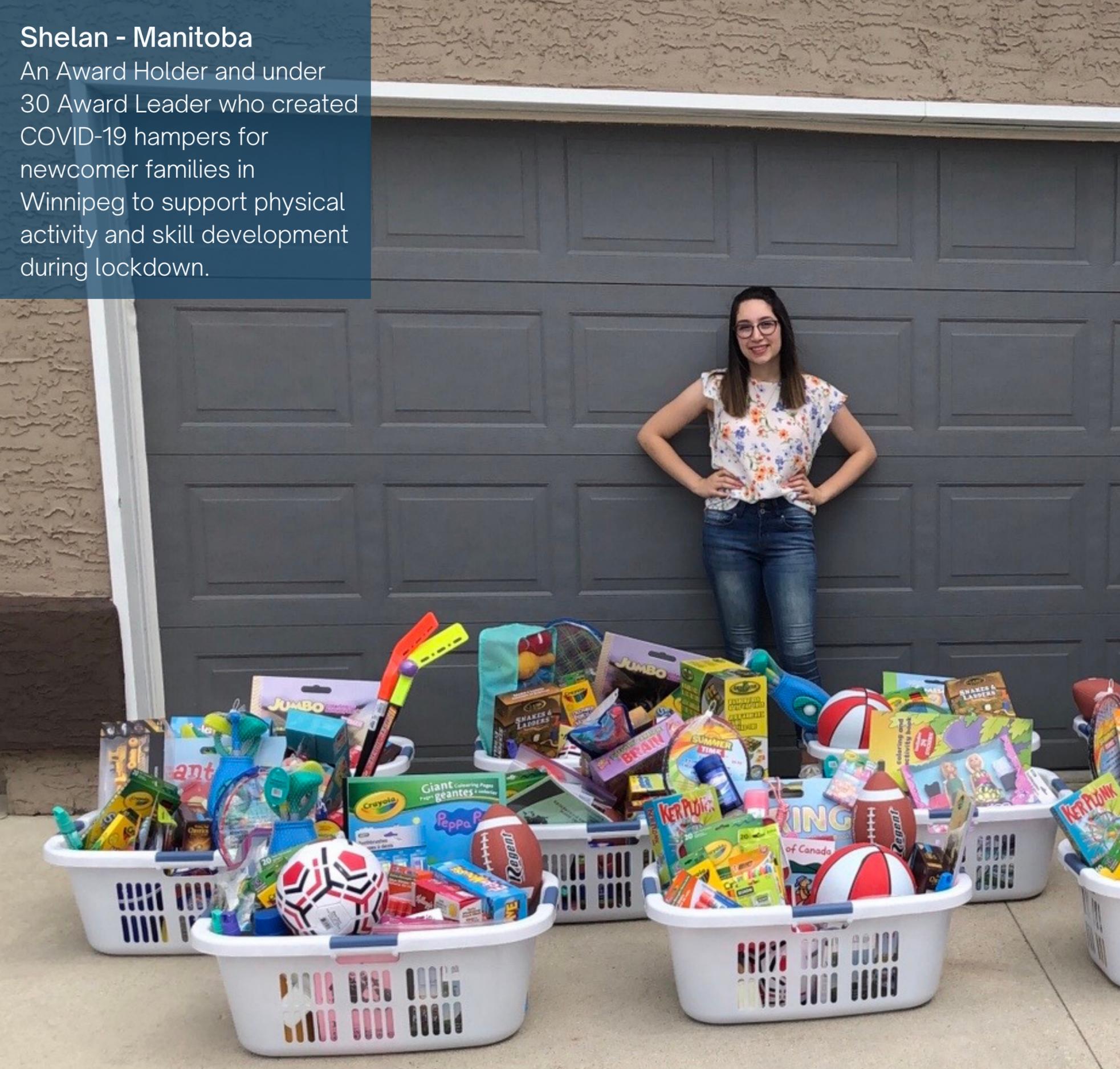
of peer-to-peer mentorship was provided by our under 30 young Award Leaders to participants

450+ 

Award Holders re-engaged with the Award via our new global Award Holders platform

Photo on the right: Ola - Gold Award Participant from Red Deer, Alberta sharing her story on how the Award gave her the confidence to feel a part of her new Canadian community as a refugee from Syria.

Shelan - Manitoba
An Award Holder and under 30 Award Leader who created COVID-19 hampers for newcomer families in Winnipeg to support physical activity and skill development during lockdown.



Aim 3:

STRENGTHENING IMPACT

Improve the impact and quality of the delivery, proving we are the program we say we are.

2020 OBJECTIVES

Publish regular reports on the personal satisfaction and outcomes for Award participants, staff, and volunteers, and the impact and social value of the Award.

Launch phase two of Social Value impact research

How we Strengthened our Impact

Our impact focus was to ensure that more young people not only completed their Award but also contributed to their communities. Award participants donated \$1.65M of voluntary service back into local Canadian communities. We saw a steady increase in our Passion to Purpose microgrant community service initiative, with over 181 young people delivering COVID-19 focused service projects within their community.

The Award is striving to help build a better Canada through our framework. In 2020 we received the Social Value analysis of the Award in Canada. Following a robust methodology set up by PricewaterhouseCoopers (PwC), the findings illustrate the direct, positive financial and non-financial impact of the Award on the people and the communities it touches. The analysis determined that the social value over one year of participants completing their Award is:

- **Bronze:** CND \$1,900
- **Silver:** CND \$2,100
- **Gold:** CND \$2,700

At the end of 2020 we launched phase two of our social value research study, with the findings to be delivered towards the end of 2021. These findings will continue to quantify the impact the Award makes, but more importantly the quality of the program we deliver.

Photo on the right: Zachary - Gold Award Participant from Belleville, Ontario who for his Award started a knitting group during lockdown to make hats, scarves, and socks for the homeless shelter in his community.

SOCIAL VALUE HIGHLIGHTS

SROI \$1.90 : \$1 For every dollar invested in the Award, \$1.90 in social value was generated

THE SOCIAL VALUE OF THE AWARD IN CANADA



 **\$6.6M** Social value of increased engagement with charitable and community causes

 **\$1.7M** Social value of improved mental health and wellbeing

 **\$2.7M** Social value of improved physical health and fitness

A participant reflection

Today, young people are flooded with expectations through social media, uncertainty in fake news, and a lack of motivation with mental illness rates rising. We are growing up in the 'loneliest' and 'most technologically advanced generation, proving how important it is to develop essential life skills to overcome challenges unseen by any generation prior. The skills developed through The Duke of Edinburgh's International Award enable our generation to grow in confidence, establish a positive mental attitude and well-being and make a difference in charitable and community causes.

Participating in the Silver Award program, I provided twenty-six weeks of service in my community through an after-school kids camp, fifty-two weeks of physical activity through yoga classes, thirty-five weeks of skill development in voice lessons, and completed my Adventurous Journey at Elk Falls Provincial Park, B.C.

I believe the Award program was an amazing opportunity because it forces you to step out of your comfort zone which opens so many doors. At the after-school kids camp, I developed leadership and confidence from leading activities on my own. In yoga, I learned how to attain a peaceful mindset during difficult poses, allowing me to evolve a calm mindset to situations that appear challenging and stressful. During my voice lessons, I learned the importance of persistence for steady growth. And finally, camping at Elk Falls taught me independence by making my own shelter and food for the journey. Without this program, I would not have learned all of these essential skills and I think more young people should get involved to establish a united society in the future.

Sasha P.

Silver Award Holder - British Columbia



Investing in our young people, our communities, and our future.

Over 16,000 young Canadians took ownership of their present and future by actively participating in the Award in 2020. Our like-minded partners and supporters are key to helping us continue to champion young people across Canada and ensure that the Award remains accessible so all young people have the opportunity to find their passion, place, and purpose in today's world. In 2020 we helped equip young people to become ready for the world. Ready for a new normal.

If you have any questions or would like to discuss our impact in further detail, please don't hesitate to contact us.

Contact

Victoria Selano
Director of Development & Marketing
vselano@dukeofed.org

 215 Niagara Street
Suite 100
Toronto, ON M6J 2L2

 416-203-0674 | Toll Free : 800-872-3853

 vselano@dukeofed.org

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12391 6751 RR0002



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