



# AWARD HOLDERS NETWORK

## Revival 2021 – 2026

Connect | Explore | Grow



[www.dukeofed.org](http://www.dukeofed.org)

# OVERVIEW

The Duke of Edinburgh's International Award is an educational framework for young people between the ages of 14 and 24. Since 1963 in Canada, this framework has been used to help motivate young Canadians to set goals and challenge themselves to step outside of their comfort zone and to learn from those experiences. To date in Canada over 500,000 young people have embarked on the Award since 1963. The Award remains as relevant to young people today as it did when it all began, and we look forward to more great achievements by Canadian youth over the next 50 years.

The 2020 – 2026 strategy is about “Revival” of the Award, refocusing all our people on a simple vision and mission. Refocusing on the very essence of our founder Kurt Hahn’s words...

*“There is more in us than we know if we could be made to see it; perhaps, for the rest of our lives we will be unwilling to settle for less.”*

*-Kurt Hahn*

*Co-founder - The Duke of Edinburgh's International Award*



[Read the 2020-2026 Strategic plan here](#)

## Our Goal

To develop an Award Holders Network to keep connected with achievers, improving the Award's brand value and gaining support for our Network by committing to our three key values:

### Connect



*Keep in touch with other Award holders and the Award community*

### Explore



*Discover local and global networking opportunities and membership benefits*

### Grow



*Stay informed about local and global employment, internship and volunteering opportunities*



# OUR GUIDING PRINCIPLES

The following principles aligned with the four key metrics in the 2020 – 2026 Strategic Plan will direct and guide the activities of the Canadian Award Holders Network.



1. Individual



6. Balanced



2. Non-competitive



7. Progressive



3. Achievable



8. Inspirational



4. Voluntary



9. Persistence



5. Developmental



10. Enjoyable



Read more about our guiding principles here

## IMPACT OF THE AWARD IN CANADA

The Award in Canada will monitor progress of the 2020 -2026 Strategy through the metrics highlighted in the plan below. We will provide evidence of our impact and value to society through four key impacts:



Improved ***physical health and fitness***



Improved ***employability and earning potential***



Improved ***mental health and emotional wellbeing***



Improved ***engagement with charitable and community causes***



# 1

# IMPROVED PHYSICAL HEALTH AND FITNESS

## Strategic Aim

Set policy and standards of conduct for the Award Holders Network activities and develop standard tools to enable Award Holders to develop their own activity to support improved physical health and fitness.



of Award holders continue to regularly engage in physical recreation related activities at least once a week.

## SUPPORTING AWARD HOLDERS BY...

- Developing the Canadian Award Holders Network Engagement and Standard Operating Framework to establish and support policies and procedures for Alumni based events and activities across the country
- Establishing a strategy and engagement plan to govern and support the Award Holders Network in meeting its goals.



This award and organization means so much to me, it empowered a little brown girl from (Rexdale) Toronto, to chase her dream

*Bibi*

Bronze, Silver & Gold Award Holder, 2016



# 2

## IMPROVED EMPLOYABILITY AND EARNING POTENTIAL

### Strategic Aim

Develop a simple, standard model of operations and develop resources for all Award Holders to better understand how the Award has helped them and how they can demonstrate their worth to employers and others to support improved employability and earning potential.



68%



of Award holders feel better prepared for the workforce after completing their Award.

### SUPPORTING AWARD HOLDERS BY...

- Supporting the career development of Award Holders
- Supporting volunteering within the Award
- Enabling Award Holders to convene and network with each other
- Preparing Award Holders to become donors
- Deepening relationships with engaged and somewhat engaged Award Holders
- Cultivating one-on-one relationships with key Award Holders
- Strategically aligning our financial and human resources in a way that optimizes our impact and return investment



**Christian**

Bronze Award Holder, 2018

# 3

# IMPROVED MENTAL HEALTH AND EMOTIONAL WELLBEING

## Strategic Aim

Facilitate and foster a culture of connection and contribution among Award Holders to support improved mental health and emotional well being.



**61%** of Award holders surveyed stated the Award provided relief during the covid-19 lockdown.

## SUPPORTING AWARD HOLDERS BY...

- Enhancing professional development, learning and networking programs
- Encouraging first-time volunteering through a robust volunteer program
- Supporting events that connect Award Holders in communities across Canada
- Publicly acknowledging and celebrating Award Holders and participant achievements and bring both Award Holders and participants together to celebrate
- Focusing on our strengths so we can invest effectively in our programs and services



The Award is still one of my most cherished accomplishments, because of the way that it inspired, challenged and motivated me to progress to where I am today.

**Brian**

Gold Award Holder, 1978



# 4

# INCREASED ENGAGEMENT WITH CHARITABLE AND COMMUNITY CAUSES

## Strategic Aim

Enhance digital content to support Award Holders. Collect and analyze data to better understand our Award Holders, target our communications efforts, tailor our approach and effectively measure our progress to support increased engagement with charitable and community causes.



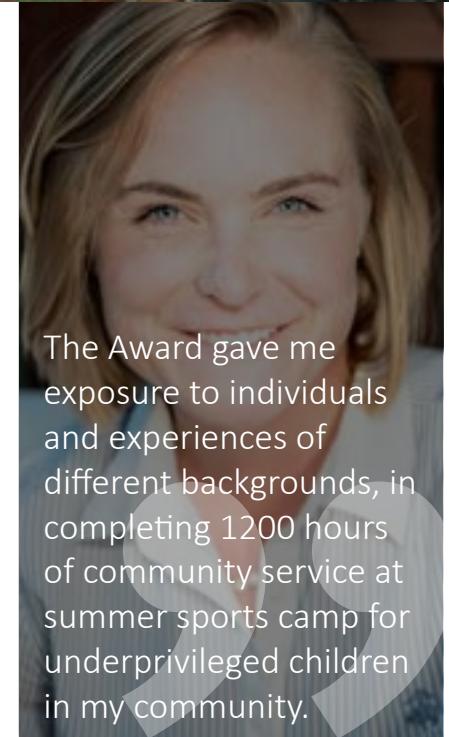
In 2020

**\$1.5M**

worth of voluntary hours was donated back into Canadian communities through Award Holders participation in service related activities.

## SUPPORTING AWARD HOLDERS BY...

- Employing digital ambassadors
- Leveraging social media and other platforms, such as LinkedIn and the Global Award Alumni Network (GAAN) to learn more about our Award Holders
- Inspiring first-time donors to give by collaborating with annual giving on strategic digital campaigns
- Fostering first-time engagement through enhanced, innovative and specific communications
- Obtaining the best possible data to make evidence-based decisions and optimize effectiveness



The Award gave me exposure to individuals and experiences of different backgrounds, in completing 1200 hours of community service at summer sports camp for underprivileged children in my community.

*Jenna*

*Gold Award Holder, 2012*



# 5

## LOOKING TO THE FUTURE EXPANDING OUR ACCESS, REACH AND IMPACT

With a renewed focus on “Revival” of the Award in Canada, our strategic priorities will refocus all our people on a simple mission and vision.

In turn, this renewed focus and guiding principles of the Award Holders Network will help the Award be successful in accomplishing the vision outlined in our aims and objectives:



Expand Access-Improve access for new and diverse groups of young people, removing barriers to participation



Extend Reach-Increase the social infrastructure and geographic reach, taking the Award to new audiences



Strengthen Impact-Improve the impact and quality of delivery, proving we are the program we say we are

## JOIN OUR ALUMNI NETWORK

Sign up to join the Global Alumni Network here:

 [alumni.intaward.org](http://alumni.intaward.org)

Have questions?

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Connect with us | [@dukeofedcanada](#)

