



Building Infinite Potential

The Duke of Edinburgh's International Award - Canada

2021 Annual Report



A New Path Forward

Building a stronger Award so more young people can thrive.

2021 was a significant year of change for The Duke of Edinburgh's International Award - Canada. The pandemic revealed our need to think bigger and forge a new path to ensure we continue to achieve our vision – that all young people in Canada from all backgrounds and life circumstances are equipped to succeed in life.

As a result, we began the process of restructuring our governance, management, and operating model to transition into a nationally unified pan-Canadian organization. This bold and comprehensive project was no small feat to undertake during a pandemic, however, this new path forward would ensure we were building a stronger organization. One that would better serve our Award Centres, Award Leaders, and ultimately the young people who embark on the Award journey. On July 1st, 2021 we relaunched as a single unified entity, with a continued focus on working towards achieving the milestones and aims outlined in our Strategic Plan which we launched in 2020. Our Strategic roadmap remains the same, however, with our new national model in place, we had the opportunity to accelerate the achievement of our goals. As a result, we rolled out online training and support for adult leaders and staff a year ahead of our initial timeline. We also launched a national support centre which is staffed by Award Specialists supporting our volunteers, participants, and parents with questions they have about the Award framework. We also continued enhancing our Virtual Open Award Centres so young people who found themselves without an Award Leader could continue working towards completing their Award. Our Virtual Award Centres are run by 32 under 30 Award Leaders, all of whom are Award Holders and support over 3500 young people across Canada. Throughout this report, we will report on the impact we made in 2021 across the aims and objectives of our Strategic Plan, illustrating how the Award is helping to build the infinite potential of young people through our framework and network of Award Centres and adult volunteers.

This report is also a testament to the hours worked by dedicated staff, selfless volunteers, and committed supporters to provide an opportunity for young people in Canada to find mentors, challenge themselves to achieve, and gain recognition for their success. We can see today that resiliency, perseverance, and the ability to adapt and cooperate are the 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. We are incredibly proud to have achieved so much during this immensely difficult time and look forward in 2023 to continuing to celebrate our successes as we move into our 60th year of serving young people and their communities across Canada.



Melissa MacAdam

National President &
Gold Award Holder



Stephen De-Wint

National Executive Director

A New Path Forward

Key three areas of focus in 2021

Expanding our Access

Nationally our team continued to develop processes and partnerships that would improve access for new and diverse groups of young people to access the Award. Our primary focus; remove barriers to participation.

We worked to strengthen our resources and virtual platforms by making our framework more accessible to all. We began internal training on Diversity, Equity, and Inclusion, with a focus on Truth and Reconciliation. This is part of a bigger piece of work that will continue to grow in the coming year and will be driven by our newly formed working groups that are comprised of both internal staff and external partners from BIPOC, Indigenous, and Newcomer communities. As we work to expand access to diverse communities our aim is to work in partnership with them to build a stronger community impact.

Building key strategic partnerships that would enable us to maximize our impact to expand access was critical. Our partnerships with BMO, Scotiabank, and RBC ensured that we had the resources and tools to expand into key newcomer, BIPOC, and Indigenous Communities.

Extending our Reach

Bringing the Award to new geographical areas and audiences enhanced through our transformed national structure. By realigning our internal structure we strengthened and grew our staff presence across Canada, enabling us to reach new communities across the country.

Thanks to our partnership with the Federal Government, we were able to enhance our social infrastructure and provide online training and mentorship workshops for our volunteers and staff focusing on mentorship and Award delivery. This was especially important during the pandemic, to ensure that no young person was left behind.

We also built strong regional partnerships which would see 100% of funds directly impact work in local communities. With thanks to PEI Ministry of Education, Newfoundland Provincial Government, City of St. Johns, Halifax Youth Foundation, Nova Scotia Communities, Culture, Tourism and Heritage, The Toronto Foundation, The Winnipeg Foundation, The Richardson Foundation, SPAR, The Calgary Foundation, SaskMilk, The Vancouver Foundation, The Victoria Foundation and the David and Dorothy Lam Foundation we were able to expand our reach across the provinces and impact the lives of more young people.

Strengthening our Impact

Illustrating our impact and the value the Award brings to communities across Canada was an important focus in 2021. We recognized with our merger we needed to continue to communicate the value the Award brings and how our impact is strengthened in this new organizational structure.

We developed a communication plan for our merger which engaged all of our stakeholders, bringing them along with us during every aspect of our journey to building a stronger unified Award.

We published reports on the impact the Award is making on communities through the lens of our participants and the adult volunteers who mentor them. In 2021 we began to convey the impact the Award framework has on building the infinite potential of young people long after they have completed the Award. Working with RBC and using research from HR firms across Canada we mapped out how the Award framework helps build the key skills employers are looking for.

In 2021 we hired an Award Holders Network Manager to begin working to re-engage our extensive network of Alumni and leverage their experience to illustrate the impact the Award continues to make in the lives of people across Canada into adulthood.



Melissa MacAdam

National President &
Gold Award Holder



Stephen De-Wint

National Executive Director

Our Vision

Young people in Canada from ALL backgrounds and life circumstances are equipped as individuals to succeed in life.

Our vision is simple to understand: whoever you are, wherever you come from and whatever you define as success, the Award can be used to help you develop essential skills that only come through experience. As a young person, a high school diploma, college certificate or university degree shows your technical prowess. An Award certificate testifies to your character and represents the life skills you have developed, including confidence, a sense of purpose, resilience, problem-solving, compassion, and respect for diversity.

Our Mission

To ensure all people in Canada are aware of the Award, the life skills it brings and, through strong delivery partners, have the opportunity to participate.

Our mission drives our people to work towards our vision. Working hard to ensure we generate greater awareness and understanding of the Award through our networks of Award Holders and supporters. Working hard to highlight the life skills the Award develops in individuals for the long-term and the benefits Award Holders bring to their communities. Working hard to build a network of partners who use the Award locally to impact their network of young people.

THE AWARD FRAMEWORK

YOUNG PEOPLE 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

One of the great things about the Award is that you can apply goals to current or new activities to meet the requirement and nothing feels better than achievement.”

- Brenna, Bronze Achiever

Statement of Financial Position

For year end of Dec 31, 2021, with comparative information from 2020.
Note the 2020 comparative information is prior to the Award merger into a national entity and reflects only the National figures exclusive of our former Divisions.

	\$ 2021	\$ 2020
ASSETS		
Current Assets	1,428,175	1,489,385
Investments	4,011,200	3,759,721
Capital Assets	148,057	45,133
	6,333,631	5,294,239
LIABILITIES		
Current Liabilities	1,202,401	1,193,030
Long-term Liabilities	0	40,000
	1,202,401	1,233,030
NET ASSETS		
	5,131,230	4,061,209
	6,333,631	5,294,239

Statement of Revenue & Expenses

For year end of Dec 31, 2021, with comparative information from 2020.
Note the 2020 comparative information is prior to the Award merger into a national entity and reflects only the National figures exclusive of our former Divisions.

	\$ 2021	\$ 2020
REVENUE		
Contributions - unrestricted	1,059,178	507,607
Contributions - restricted	1,857,197	1,334,651
Earned income	160,005	21,666
Miscellaneous revenue	20,194	25,804
	3,096,574	1,889,728
EXPENSES		
Remuneration	1,978,962	788,579
Operating Expenses	497,294	919,980
Professional Fees	107,383	38,430
Distributions to Operating Divisions	0	277,751
	2,583,639	2,024,740
Excess of (deficiency) revenue before the under-noted	512,935	(135,012)
Other Income	557,086	758,936
Excess of revenue over expenses	1,070,021	623,924
Net assets, beginning of year	4,061,209	3,437,285
Net assets, end of year	5,131,230	4,061,209

In 2021 we...

REACHED



6,136 young people who signed up for the Award

ENGAGED



over 10,249 adults to volunteer, mentor & support participants

SUPPORTED



2,073 young people to help them achieve their Award

ESTABLISHED



1,102 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%

The Award was built for times like these

Across Canada, the Award continues to play an important role in helping young people develop the skills that will help them transition from youth to adult and become world-ready. There are decades of anecdotal evidence that highlights the impact of the Award on young people and their communities. Since 2019 the Award has been working to research and understand the story of our impact through the lenses of our stakeholders and on society as a whole. Building on the research projects of the last two years, in 2021 this is what we learned:

Our impact generated in Social Value

\$18.6M Total Social Value

\$52.8M Estimated Future Social

\$3.50 : \$1 Every dollar invested in the Award has a social return on investment of \$3.50

Including two new Impact Categories:

\$2.2M of social value from increased Social Cohesion

\$8.8M of social value from improved Mental Health & Wellbeing

Confidence in Soft Skills

of Award Holders surveyed in 2021

72%

were confident with speaking or presenting in front of a group

19% higher than the Canadian national benchmark of 53%

76%

were confident in their ability to think out of the box and develop new ideas

14% higher than the Canadian national benchmark of 62%

86%

were confident in their ability to consider viewpoints that are different from their own

10% higher than the Canadian national benchmark of 76%

90%

were confident working cooperatively in groups

17% higher than the Canadian national benchmark of 73%

Empowering life-long Postive Habits

of Award Holders surveyed who completed their Award on average 8 years ago

66%

regularly engage in skill-related activities at least once/week

69%

regularly engage in Voluntary service at least once/month

83%

regularly engage in physical recreation-related activities at least once/week



In Their Words...

One of the best and most rewarding sensations this Award has given me is the utter happiness and sheer sense of joy I feel after spending a small portion of my day to effect change and improve someone else's

- Roma, Silver Achiever and under 30 Award Leader

Our impact through the lens of a participant

Each year we survey the young people who achieve an Award level on their Award experience and how the Award impacted them, and in 2021 here is what they had to say...

Providing structure & routine

41%

of those who volunteered less than once a month before the Award now plan to volunteer regularly

49%

stated the Award helped them develop personally during the last year

60%

stated the Award provided relief during the COVID-19 lockdown

68%

claimed the temporary changes introduced by the Award during the lockdown helped them to continue their Award

91%

felt challenged

95%

tried something new

Support in maintaining healthy lifestyles & social connections

43%

stated the Award encouraged them to stay in touch with friends during the Covid-19 lockdown

58%

feel they have made new friends through participating in the Award

68%

stated the Award assisted with their fitness and health.

76%

plan to continue regular skills practice at least once a week

87%

will continue to volunteer regularly at least once a month

90%

intend to continue regular exercise at least once a week

Empowering growth & personal development

71%

feel inspired

84%

feel more confident

85%

feel more determined

86%

now see challenges as opportunities to develop

87%

feel strongly they can be a good group leader

88%

feel they made a difference in their local community

Strategic Aim 1:

Expand Access

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

2021 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.

Grow the number of new entrants to the Award from diverse backgrounds.

Connect and communicate the benefits and value of the Award, increasing brand awareness and value.



Chimdinma

Chimdinma is a Silver Award Holder and current Gold Award Participant. She started her Award when she arrived in Canada from Nigeria. She is thankful for having access to the Award as it helped her meet new friends and adjust to life in Canada. Chimdinma continues to use the skills she developed through the Award to give back to her community.

How we Expanded our Access

In 2021 we focused on improving access to the Award for new and diverse groups of young people. We established partnerships and developed processes that will support expanding the access to the Award. Some of the key highlights include:

- We continued to leverage the findings from our Participant and Award Leader satisfaction surveys to build resources and processes that will help us reduce barriers to participating in the Award. This included developing and launching online leader training modules, and launching a comprehensive resource portal with materials and resources for our Participants and adult volunteers.
- We also established working groups to support our outreach work with BIPOC, Newcomers, and Indigenous communities.
- In 2021 we developed and implemented a standardized model for our Virtual Award Centres (VACs). As a result, we have 19 Virtual Award Centres in operation and saw a 1650% growth in young people accessing this innovative way to complete the Award. Our Virtual Award Centres currently support 3500 young people, up from 200 the year prior during our pilot year.
- In order to better understand the diversity of participants and adult volunteers, we launched an enhanced registration process that allowed for people to voluntarily share self-identifying information with us. This new process allows us to better enhance access to the Award delivery going forward. It also revealed that 39% of participants self-identify as coming from a diverse background.
- In 2021 we launched a campaign to connect with our volunteers and participants on how the Award builds infinite potential. This campaign is the building block of collecting case studies which will be coupled with our social value research and quantitative research data to be part of a bigger national awareness campaign on the Award's impact on communities across Canada in the coming year.

AT A GLANCE HIGHLIGHTS



12%

of participants are considered marginalized or at-risk



23%

of donations support outreach initiatives which make the Award more accessible

of Award participants in 2021...

3%

self-identify as Indigenous

6%

self-identify as persons with a disability

10%

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

39%

self-identify as coming from a diverse background

Strategic Aim 2:

Extend Reach

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

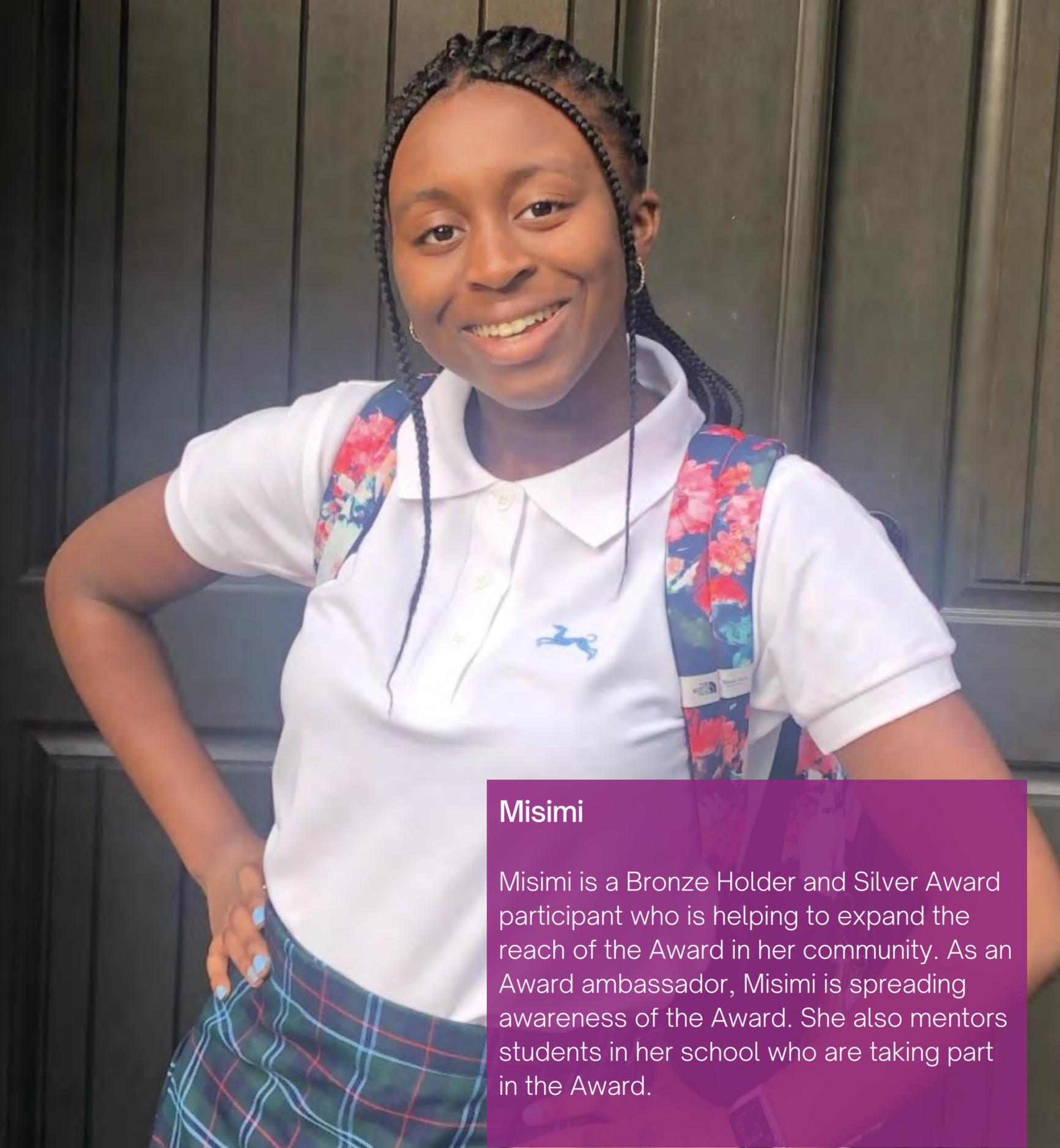
2021 Objectives

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.

Grow the number of partners who deliver the Award Framework to their network of young people by becoming an Award Centre.

Renew and retain our existing philanthropic donor base to support the sustainability of our work.



Misimi

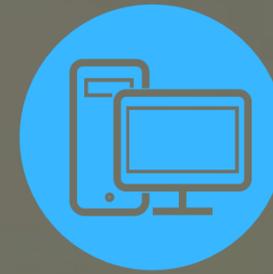
Misimi is a Bronze Holder and Silver Award participant who is helping to expand the reach of the Award in her community. As an Award ambassador, Misimi is spreading awareness of the Award. She also mentors students in her school who are taking part in the Award.

How we Extended our Reach

With the Covid-19 pandemic and lockdowns continuing for a second year, the Award maintained its strategic focus of supporting the continued development of individuals in the Award community. Through expanding and enhancing the digital learning tools and opportunities set up in 2020, we took a giant leap forward as an organization in building a strong online community for all stakeholders of the Award. Here are some of the key highlights of how we continued to extend our reach in 2021:

- Continued to enhance our Award @ Home COVID-19 hub which provided young people with ways to complete their Award during the pandemic. By engaging our network of partners to share activities and volunteer ideas, this hub saw over 12,000 visits in 2021.
- Developed and launched an online participant resource portal with volunteering opportunities, learning materials, and resources to support them in continuing their Award
- Launched the Award Support Centre in September 2021, providing direct assistance to Award participants and Award Leaders on all Award-related inquiries. In the first month, it fielded over 3200 calls, emails, and live chats from a variety of stakeholders.
- Expansion of the Award Leader Resource Portal with resources to assist Award Leaders in mentoring young people through their Award from home.
- Trained 769 Award Leaders and Award Centre Coordinators through our level one and level two training modules. With 15% self-identifying as a visible minority.
- Grew the network of community partners to become Award Centres that deliver the Award Framework to their network of young people.

AT A GLANCE HIGHLIGHTS



12,400 +

visits to our online Award@Home support portal.



OVER
54,540 HOURS

of peer-to-peer mentorship was provided by our under 30 young Award Leaders to participants, each individually mentoring a minimum of 15 hours/month on average.



760 +

Award Leaders completed our internationally accredited online Award Leader training program.

Strategic Aim 3:

Strengthen Impact

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

2021 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.

Enhance and grow development and networking opportunities for Award Holders and Adult Volunteers.

Establish a national network for Award Holders.



Tinklyn

Tinklyn is a Bronze Award Holder who was motivated through the Award to make an impact in her local community. Using her art skills, she taught classes during the pandemic to raise over \$600 for her community.

How we Strengthened our Impact

To better understand the full impact of the Award we increased our research efforts by conducting three surveys with over 800 Award participants and 149 Adult volunteers participating. Additionally, we continue to enhance the impact of the Award for Award Holders and adult volunteers through professional development and networking opportunities. Here are some of the key highlights of how we continue to strengthen the impact of the Award:

- Completed phase two of the Social Value Research project which saw an increase in the Social Return on Investment of the Award from \$1.90 in 2019 to \$3.50 of Social Value for every dollar invested in the delivery of the Award in 2020. This also included the measurement of two new impact categories: \$8.8M of social value from improved mental health and wellbeing and \$2.2M of social value from increased social cohesion.
- Award Holders continue to report high levels of satisfaction with their Award experience, with a Net Promoter Score of 42 and 87% indicating they would recommend participating in the Award to a friend.
- Registered over 162 new members to the Canadian Award Holder Network, with over 600 Award Holders actively engaged with us. We partnered with LinkedIn Learning to provide 250 free 1 year LinkedIn Learning memberships to Award Holders so they can continue building skills. We also launched a new keynote speaker and networking event series for Award Holders called Alumni Spotlight Sessions.
- Successful return to in-person Gold Award Ceremonies with strict Covid-19 safety protocols, with 113 Award Holders receiving their Gold Awards.
- Launched quarterly Continued Professional Development training sessions for Award Leaders and Coordinators in both French and English. Over 700 volunteers attended these workshops in 2021. Some training session topics included: Participant Onboarding & Support & Virtual & Semi-Virtual Adventurous Journey options.

AT A GLANCE HIGHLIGHTS

42

The Award's Net Promoter Score (NPS):
Net Promoter Score (NPS) aims to measure the loyalty that exists between a provider and a user. Scores range from -100 to +100. The overall NPS score for the Award in Canada is 42.

87%

of Award Holders in 2021 say they would recommend the Award to a friend.

113

Gold Awards
presented

@

6

Gold Award
Ceremonies in person
and virtual

"The Duke of Edinburgh's International Award has changed me for the better and encouraged me to become a leader."

- Abhi, Bronze Achiever

Award Holder Spotlight

Meet Efran Nourae, a 20-year-old Bronze Award Holder who is currently working on achieving his Silver Award.

Born and raised in Tehran, Iran, Efran joined the Award when he immigrated to Canada. *"It's been an amazing experience participating in The Duke of Edinburgh's International Award - Canada. I loved achieving my Bronze Standard, and I learned many important skills, such as time management, setting SMART goals, how to make a difference in society, and being actively engaged within our community to make positive contributions. "*

An inventor and mental health advocate, Efran has used the skills he developed through the Award to continue building his infinite potential. At 16, Efan won the Khwarizmi Youth Award at National Science Fair, the 23rd RoboWorld Cup in 2018 for designing an Olympics Robot, and recently won the UN's International Federation of Inventors' Associations (IFIA) Inventions Award with his solution to support worldwide optical communication.

As a mental health advocate, Efran hosted the Youth Mental Health Summit with more than 300 young people to normalize the discussion around youth mental health.

Efran credits the Award with being the driving force to help him take on challenges that exist in inventing. *" It [the Award] has changed my outlook on goal settings and the importance of taking on new experiences and helped me acquire leadership, teamwork, and communication skills."*

Efran

Bronze Award Holder



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

Over 10,000 young Canadians took ownership of their present and future by actively participating in the Award in 2021. 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 develop their Infinite Potential. In 2021 we helped equip young people to become ready for the world.

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

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