

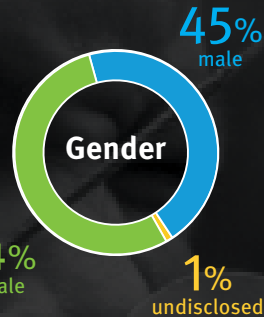
IMPACT OF THE AWARD IN CANADA BY THE NUMBERS 2019



OVERVIEW



21,228
participants
across Canada



4,279
Awards Earned



10,047
new participants

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

1,470+
adult volunteers

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

“

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

Ricky - Gold Award Achiever
Nova Scotia

”

“

This Award means so much because it has taught me valuable lessons, connected me with fellow achievers, and led me on a path to success.

Bibi - Gold and Silver Award
Achiever - Ontario

”

AS A RESULT OF DOING THE AWARD...



89%
felt challenged



92%
tried something new



65% feel they have made new friends through participating in the Award



52%
believe they have changed as a person



79%
felt inspired

Survey of 329 respondents from across Canada. January – December 2019.

THE AWARD AND VOLUNTEERING...



98,592

hours devoted to volunteering by participants who completed Awards in 2019¹



7%
had never volunteered before the Award



95%
will continue to volunteer regularly (versus 76% who volunteered regularly before the Award)²



67%
now feel part of their community



89%
of those who volunteered less than once a month now plan to volunteer regularly

¹ The approximate amount of time spent volunteering by those who completed an Award in 2019. Does not include volunteering by current participants.

² As a result of doing the Award, 95% intend to continue volunteering at least once a month, compared to the 76% who regularly volunteered before doing the Award.

BUILDING POSITIVE HABITS...



98%
plan to continue
regular exercise³



100%
of those who exercised less than
once a month before the Award,
now intend to exercise at least once
a week



29%
had never done an Adventurous
Journey (AJ)-style activity before
the Award



Of those who'd never done an AJ
90%
now intend to do so at least once
a year



69%
of those who didn't practice a skill regularly (or at all)
before the Award, now plan to at least once a week

³ Of those surveyed 98% intend to continue regular physical activity at least once a week.

RECOMMENDING THE AWARD...



88%
of Award holders would
recommend the Award to others

The Award's Net
Promoter Score⁴ (NPS):

40
Overall

58
Gold

“

The Award has helped me grow in all sectors of my life. I have enjoyed my Award journey and though I am proud to have completed my Gold level, I am sad to see it end.

Gold Award participant, Canada

”

⁴ 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 40, with an NPS of 58 for Gold participants.

CONTACT US

The Duke of Edinburgh's International Award - Canada
215 Niagara Street
Suite 100
Toronto, ON M6J 2L2

✉ info@dukefed.org



**#WORLD
READY**

Charitable Registration Number: 12391 6751 RR0002

All images © 2020 The Duke of Edinburgh's International Award Foundation