

IMPACT OF THE AWARD IN CANADA BY THE NUMBERS 2020

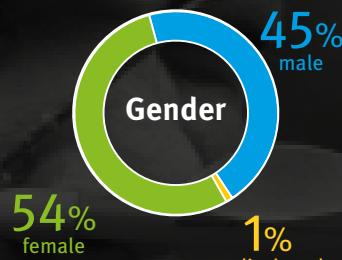


Overview

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 which highlight the impact of the Award on young people and their communities. In 2020, this was the story of our impact by the numbers.



16,340
participants
across Canada



2,645
Awards Earned



6,019

In 2020 our participants...

DONATED

\$1.9M
of voluntary service

BROKE A SWEAT FOR

64,924*
hours of physical activity

EXPERIENCED

60,320*
hours exploring nature

SUPPORTED BY

1,200+
adult volunteers

*Figures based on the number of Canadian participants who completed their Award in 2020

“

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

”

Social Value of the Award in 2020

By measuring the Social Value of the Award, we are able to illustrate the personal impact the Award framework makes on our participants and adult volunteers as well as the overall positive impact the Award plays on society and communities across Canada. In 2020 we measured two new areas of social value impact relating to improved mental health and wellness and social cohesion. As a result, the Social Return on Investment increased from \$1.90 to \$3.50 for every dollar invested in the Award.

\$18.6M

Total Social Value Generated

\$52.8M

Total Future Social Value

\$3.50:\$1

Social Return On Investment*

*Based on the social value analysis of The Duke of Edinburgh's International Award Canada in 2020, we estimate that for every \$ 1.00 that was invested in the Award, \$ 3.50 in social value was generated

THE SOCIAL VALUE IMPACT WE GENERATED



\$6.5M

Social value of support to charitable and community causes



\$922K

Social value of improved physical health and fitness



\$8.8M

Social value of improved mental health and emotional wellbeing



\$2.2M

Social value of improved social cohesion



\$74K+

Social value of improved employability and earning potential



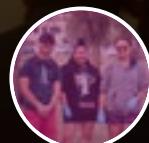
\$15.2M

Total social value of impact for and by Award holders



\$1.4M

Total social value of impact for and by adult volunteers



\$1.9M

Total value of impact on society as a whole through Award generated activities

“

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

Building Confidence in 21st Century Skills

Each section of the Award nurtures and helps young peoples build the 21st century or soft skills that employers and post-Secondary institutions are seeking. These soft skills give young people the edge when entering the workforce or the next level of their academic life. Through our partnership with RBC Future Launch we surveyed Award Holders to learn how doing the Award helped them develop the 21st century skills in contrast to the Canadian average. Below is a snapshot of how the soft skills gained through the Award helps young people thrive and be ready for the world.

Thinking Critically

86%

were confident in their ability to think through and identify causes of problems, and were 10% higher than the Canadian average of 76%*

Problem solving

86%

were confident in their ability to consider viewpoints that are different from their own, which was 10% higher than the Canadian average of 76%*

Collaborating

90%

were confident working cooperatively in groups to complete tasks, projects, or activities, which was 17% higher than the Canadian benchmark of 73%*

Communicating

72%

were confident with speaking or presenting in front of a group, which was 19% higher than the Canadian average of 53%*

Adaptability

71%

stated they adapt to change easily or very easily, which was 21% higher than the Canadian average of 50%*

Being Creative

79%

were confident in their ability to thinking outside of the box and developing new ideas, 14% higher than the Canadian benchmark of 65%

Persevering

84%

indicated regardless of obstacles, they finish what they begin, 22% higher than the Canadian benchmark of 62%*

*Canadian baseline based on an average score of all respondents to the RBC Future Launch Survey

Providing Support Through the Covid-19 Pandemic

The Covid-19 pandemic has had a devastating impact on young people, with 50% of young people reporting high levels of stress and anxiety, and over half of young people indicating they are concerned for their physical health and fitness. Below is a snapshot of how the Award provided support during a time when their lives were so drastically changed.



Providing structure & routine



Support in maintaining healthy lifestyles & social connections



Supporting mental health & wellbeing

• **60%**

stated the Award provided structure during the Covid-19 lockdown.

• **71%**

stated the Award assisted with their fitness and health.

• **68%**

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

• **49%**

stated the Award helped them develop personally during the last year.

• **49%**

stated the Award assisted with their mental health and wellbeing.

• **61%**

stated the Award provided relief during the Covid-19 lockdown.

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

”

Impact from a participants point of view

So far we have highlighted the impact of the Award through the lens of different impact measures, but what do our participants say about how the Award impacts them personally? Each year we survey the young people who achieve an Award level on their Award experience and how the Award impacted them, and in 2020 here is what they had to say...

AS A RESULT OF DOING THE AWARD...



91%
felt challenged



95%
tried something new



58% feel they have made new friends through participating in the Award



52%
believe they have changed as a person



77%
felt inspired

THE AWARD AND VOLUNTEERING...



64,924

hours devoted to volunteering by participants who completed Awards in 2020¹



10%

had never volunteered before the Award



87%
will continue to volunteer regularly



88%

feel they made a difference in their local community



41%

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

BUILDING POSITIVE HABITS...



90%
plan to continue
regular exercise³



64,924
hours devoted to exercising by
participants who completed
Awards in 2020⁴



29%

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



76%

intend to practice a skill at least once
a week after completing their Award

RECOMMENDING THE AWARD...



89%

of Award holders would
recommend the Award to others

The Award's Net
Promoter Score⁵ (NPS):

48
Overall

63%

of Bronze & Silver Award holders
plan to continue to the next level

“

I feel as if I proved to myself
that if I put my mind to
something, I can truly succeed
or make a dent in my goal of
pursuing something much
more difficult than what I
thought it was to be.

Gold Award participant, Canada

”

³ Of those surveyed 90% intend to continue regular physical activity at least once a week.

⁴ The approximate amount of time spent exercising by those who completed an Award in 2020. Does not include physical recreation hours by current participants.

⁵ 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 48.

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