



# Celebrating Your Impact

The Duke of Edinburgh's International Award - Canada

**2021 - 2022 Donor Report**

# A New Path Forward

## Your Impact. Our Gratitude.

Because of **your** investment we have been building a stronger Award so more young people can thrive.

2021 and 2022 have been significant years 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 ensured 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. And give you, our donors, a stronger organization that makes an impactful difference in the lives of young people. 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. 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.

Throughout this report, we have highlighted the impact we made in 2021 and into 2022 because of your investment. With your continued support, the Award continues to build the infinite potential of young people through our framework and network of Award Centres and adult volunteers.

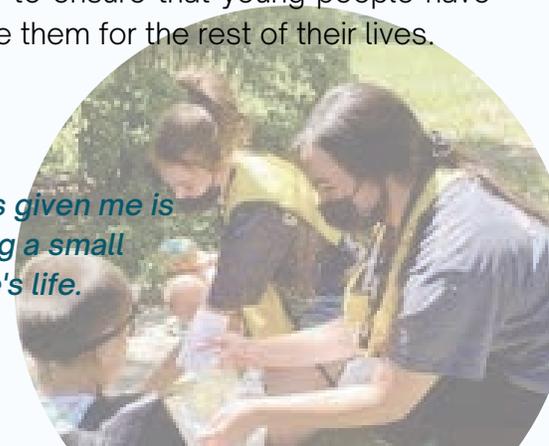
This report is a testament to your investment in the work we do. **Because of you, our committed supporters,** our dedicated staff, and selfless volunteers were able to provide opportunities for young people in Canada to find mentors, challenge themselves to achieve, and gain recognition for their success. 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 young person to develop these skills, regardless of where they start. We are incredibly proud to have achieved so much during this challenging time and look forward in 2023 to continuing to celebrate our successes together as we move into our 60th year of serving young people and their communities across Canada.

We can't **thank you** enough for entrusting your investment to the Award, to ensure that young people have the opportunity to discover and develop themselves in ways that will serve them for the rest of their lives.

### 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 life.”

- Roma, Silver Achiever & under 30 Award Leader



# Last year in **2021** we...

## REACHED

**6,136** young people who signed up for the Award

## ENGAGED

**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

**150+** organizations and schools, bringing the Award to new communities

## GREW

participants from at-risk and marginalized backgrounds by **2%**

# So far in **2022** we...

## REACHED

**2,996** new young people who registered for the Award

## ENGAGED

**1,183** new adults to volunteer, mentor & support participants

## SUPPORTED

**1,381** young people to help them achieve their Award

## ESTABLISHED

**68** licensed Award Centres to deliver the Award across Canada

## PARTNERED WITH

**582** organizations and schools, bringing the Award to new communities

## INCREASED

the number of new registrants who identify as BIPOC to: **50%**

# 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 2021/2022 here is what they had to say...

## Provided 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 week

90%

intend to continue regular exercise at least once a week

## Empowering growth & personal development

71%

felt inspired

84%

felt more confident

85%

felt more determined

86%

now see challenges as opportunities to develop

87%

feel strongly they can be a good group leader

88%

felt 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 /2022 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.

## Strategic Aim 1:

# How we Expanded our Access

In 2021 and into 2022 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 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 the fall of 2022 we will be launching the VAC's nationally, for young people who don't have access to the Award in their school or youth group.
- 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 and into 2022 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

*of Award participants in 2021 and into 2022...*

 **12%**  
of participants are considered marginalized or at-risk

 **23%**  
of donations support outreach initiatives which make the Award more accessible

**3%** self-identify as Indigenous  
**10%** self-identify as a new-comer to Canada within the last five years

**6%** self-identify as persons with a disability  
**39%** self-identify as coming from a diverse background

## Strategic Aim 2:

# Extend Reach

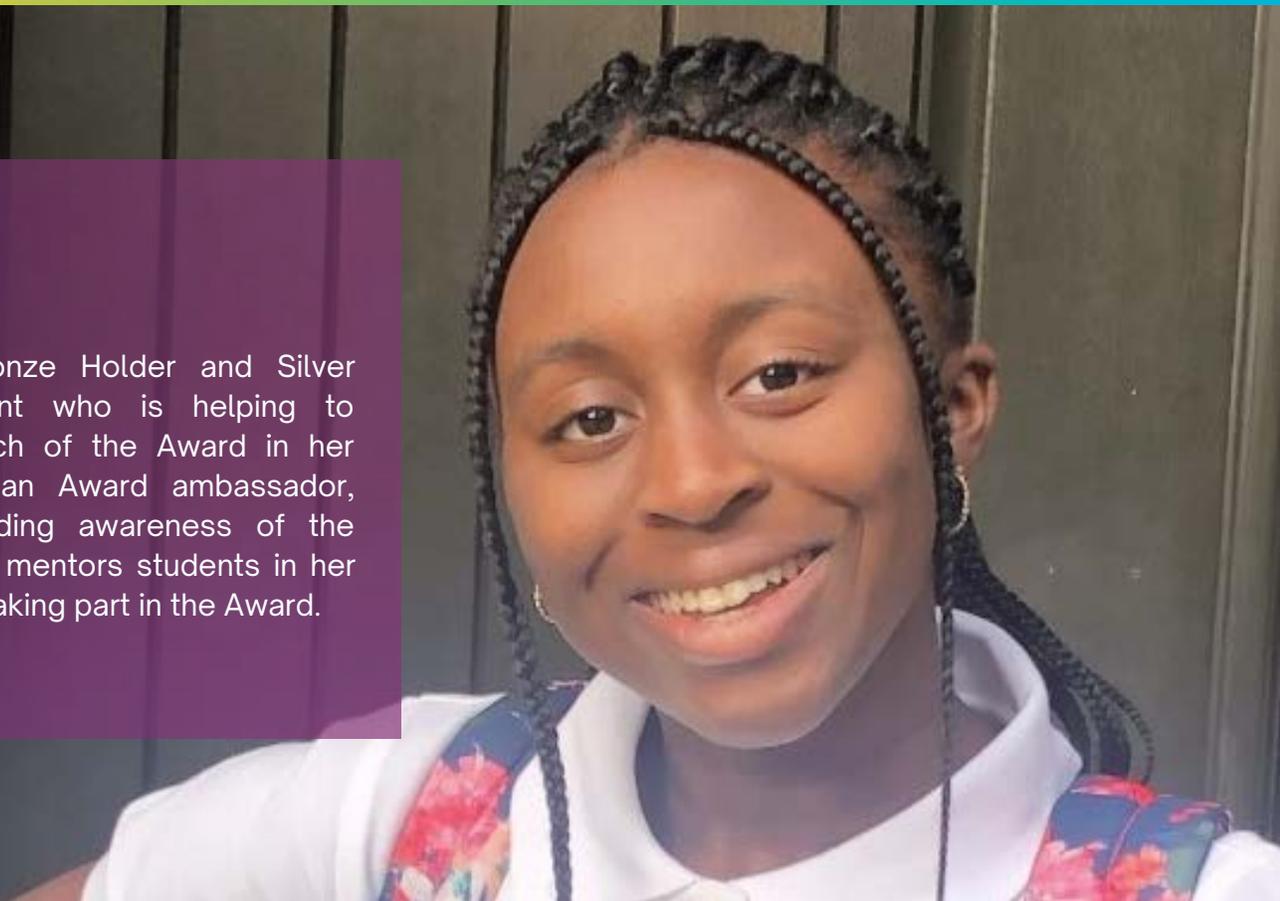
Increase the social infrastructure and geographic reach, taking the Award to new audiences.

## 2021 /2022 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.

### 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.



## Strategic Aim 2:

# How we Extended our Reach

Throughout the pandemic, 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 and 2021, we took a giant leap forward this year 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 and into 2022:

- 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 20,000 visits in 2021 and 2022.
- 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 over 1000 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



**20,000 +**

visits to our online  
Award@Home support portal.



OVER

**80,500 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.



**1,000 +**

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

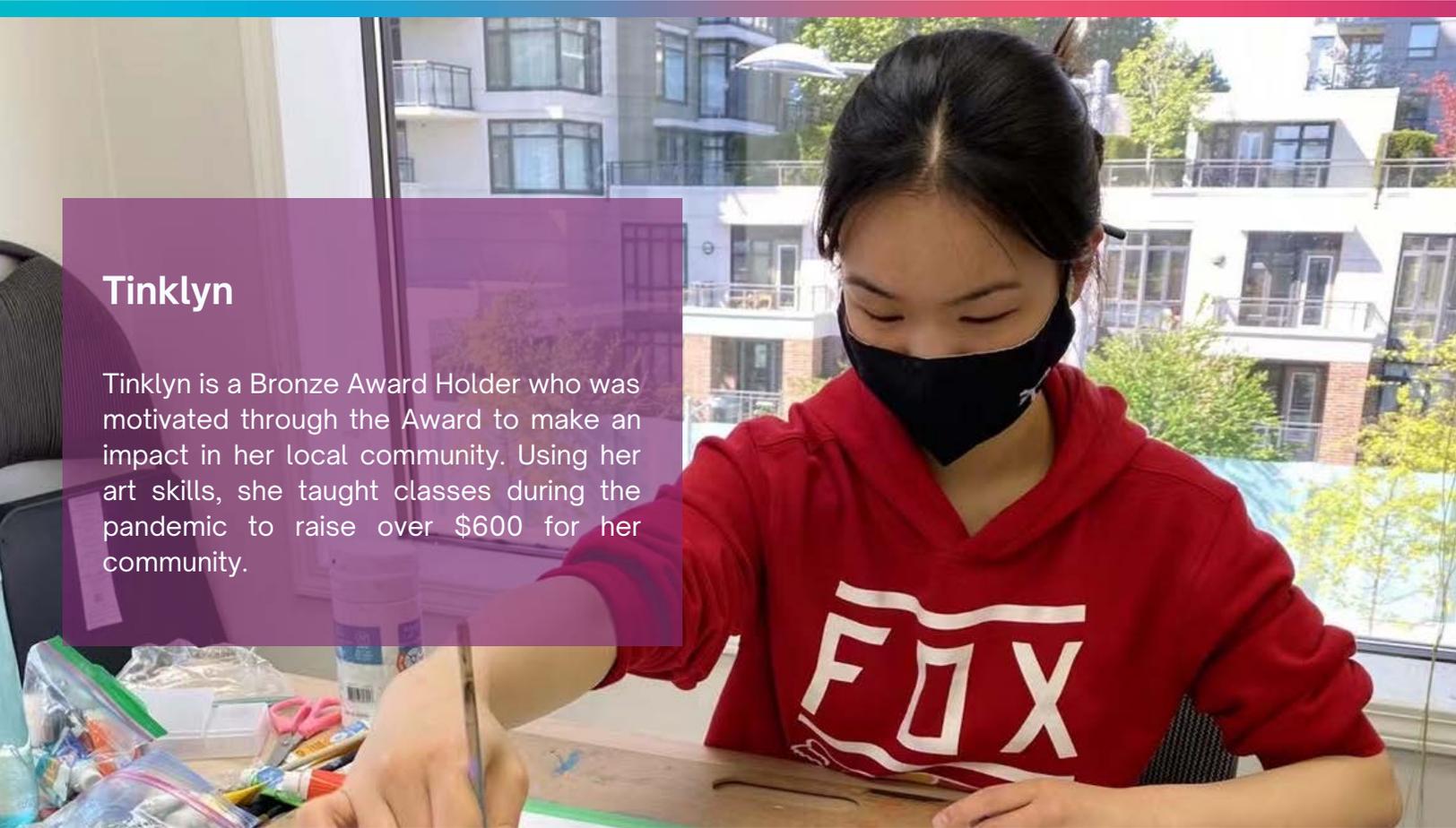
## Strategic Aim 3:

# Strengthen Impact

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

## 2021 /2022 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.

## Strategic Aim 3:

# 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 2022. 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 175 Award Holders receiving their Gold Awards.
- Launched quarterly Continued Professional Development training sessions for Award Leaders and Coordinators in both French and English. Over 1000 volunteers attended these workshops. 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.

175 @ 9

Gold Awards presented

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

# 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 few years, in 2022 this is what we learned:

## Our impact generated in Social Value

**\$18.6M** **\$52.8M**

Total Social Value

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 Positive 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

# Thank you

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

### Because of you...

Over 12,000 young people in Canada took ownership of their present and future by actively participating in the Award in 2022. Your donation ensured the Award remains accessible to all young people, so they have the opportunity to find their passion, place, and purpose in today's world. Throughout 2022 your support helped us continue to expand the Award's reach to help equip young people to become ready for the world and discover their infinite potential, and for that we are eternally grateful.

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

### Contact



215 Niagara Street  
Suite 100  
Toronto, ON M6J 2L2



437-290-8376



development@dukeofed.org

Charitable Registration Number  
12391 6751 RR0002



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

Follow us on social media  
[@dukeofedcanada](https://twitter.com/dukeofedcanada)

2021 Audited financial statements  
[dukeofed.org/keypublications](http://dukeofed.org/keypublications)