

# Media Kit

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Celebrating 60 Years of Impact



# Our Mission and Vision

## Our Mission

Our mission is to ensure the Award, and its benefits, are known and embraced by institutional and individual partners and used as a tool to inspire and guide young people into life enhancing experiences

## Our Vision

Our vision is to equip every young person in Canada regardless of background and life circumstance, with the necessary skills and experience to succeed in life. Put simply: 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.

## Our Philosophy

The Award is about individual challenge and developing a sense of commitment. With guidance from Award Leaders, Assessors, or other Award volunteers, each young person is encouraged to examine themselves, their interests, abilities, and ambitions, then set challenges in the four sections of the Award. These challenges become the goals young people aspire to reach and require persistence and determination to overcome.

## Our Three Aims

To be successful in our vision, we have committed to work towards the following three aims in partnership with our delivery partners:

1

### Expand Access

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

2

### Extend Reach

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

3

### Strengthen Impact

Improve the impact and quality of delivery of the Award, proving the Award is an essential youth program in Canada.

# Who we are



## A Learning Framework Empowering Young People To Reach Their Infinite Potential

The Duke of Edinburgh's International Award is a global program that challenges, empowers, and recognizes young people between the ages of 14 and 24. By recognizing the amazing things young people can do and learn outside the boundaries of formal education, the Award empowers them to discover hidden talents, develop untapped leadership potential and make a difference in their community.



## A Programming Framework For Adult Mentors Working With Young People

The Award is delivered by adults who work with young people and is used to enhance existing programming. We offer an experiential learning framework that supports the work done to build young people's skills and develop the confidence they need to take their future in stride.



## 60 Years of Impact

Since 1963, we have helped motivate young people in Canada to set goals and challenge themselves to take control of their lives and futures. Today, The Duke of Edinburgh's International Award can be found coast to coast to coast, engaging over 11,000 young people and over 600 adult volunteers annually.

# What we do

We challenge young people to enhance their community in meaningful ways. The lessons they learn from developing transferable skills, increasing their fitness levels, cultivating a sense of adventure and volunteering will benefit them for the rest of their lives. Our inclusive philosophy champions a diverse array of youth to evolve as leaders by teaching them lessons they can employ in all aspects of their lives.

## How we work:

We support young people as they challenge themselves in the following areas:

### Community Service

Aims to encourage young people to volunteer their time so they may better understand the benefit of service to their community.

### Skill

Aims to encourage the development of personal interests and practical and social skills.

### Physical Recreation

Aims to encourage young people to participate in sports and other physical recreational activities for the improvement of health and fitness.

### Adventurous Journey

Aims to encourage young people to participate in sports and other physical recreational activities for the improvement of health and fitness.

### Gold Project

Aims to broaden horizons, experiences and outlooks through involvement with others in a residential setting. For Gold level only.

We recognize Participants' milestones and achievement across three levels:



### Bronze

For young people aged 14 years+



### Silver

For young people aged 15 years+



### Gold

For young people aged 16 years+

# Our Facts

The Duke of Edinburgh's International Award is the world's leading youth development Award. We believe that not all learning happens in the classroom and our program is available to all young people ages 14-24. Our aim is to equip young people for life. To date over 750,000 young people from Canada and 10 million youth in more than 130 countries and territories have been motivated to undertake a variety of voluntary and challenging activities.

- The Duke of Edinburgh's Award was founded by His Royal Highness The Prince Philip, Duke of Edinburgh, in 1956 in the United Kingdom and was started in Canada in 1963.
- We give **young people aged 14-24**, regardless of circumstance or ability, an opportunity to experience unique challenges, adventures, and to acquire new skills while making new friends.
- The Patron of the Award is HRH The Prince Edward, Earl of Wessex. The Canadian Patron is Melissa McAdam, from Nova Scotia.
- In Canada, Gold Awards are presented provincially by either the Governor General of Canada or a Lieutenant Governor or the Commissioner.
- The Award now operates in more than a **130 countries and territories**, as The Duke of Edinburgh's International Award.
- Over **11,000** young Canadians are currently participating in the Award Program.
- Last year over **5,000** young people in Canada started The Award and over **1,900** young people achieved their Award.

# Media Enquiries

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