

ACTION



# Celebrating Our Impact

The Duke of Edinburgh's International Award - Canada

## 2022 Impact Report

# Our **Impact** A New Path Forward

Building a stronger Award so more young people can thrive.

2022 has been 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 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. 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 2022 and what we accomplished across our three aims and numerous objectives. As we merged into a pan-Canadian entity, we continued to focus on providing young people with opportunities to build life skills and develop their infinite potential, regardless of circumstance, ability, or geography so they can discover and develop themselves in ways that will serve them for the rest of their lives.

This report is a testament to the work we do. With the support of our partners, donors, dedicated staff, and selfless volunteers, we were able to provide opportunities for young people in Canada to find mentors, challenge themselves to achieve, and gain recognition for their successes. We can see today that resiliency, perseverance, and the ability to adapt and cooperate are 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 these challenging times. We look forward to 2023 to continue to celebrate our successes as we move into our 60th year of serving young people and their communities across Canada.

## **In Their Words...**

**66** *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*



# 2022 We...

## REACHED

**5,073**

young people who signed up  
for the Award

## ENGAGED

**6,100+**

adults to volunteer, mentor &  
support participants

## SUPPORTED

**1,956** young people to help  
them achieve their  
Award

## ESTABLISHED

**1,102**

Award Centres to deliver the  
Award across Canada

## PARTNERED WITH

**450+**

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 Alumni surveys and feedback 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 measured by Social Value

**\$18.9M**

Total Social Value

**\$41.7M**

Estimated future Social Value

**\$1 : \$3.20**

Every dollar invested in the Award has a social return on investment of \$3.20

## Impact category highlights

**\$2.6M**

of social value from increased Social Cohesion

**\$7.7M**

of social value from improved Mental Health & Wellbeing

## Confidence in Soft Skills

of Award Holders surveyed

**73%**

were confident with speaking or presenting in front of a group

20% higher than the Canadian national benchmark of 53%

**86%**

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

16% higher than the Canadian national benchmark of 70%

**90%**

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

14% higher than the Canadian national benchmark of 76%

**89%**

were confident working cooperatively in groups

17% higher than the Canadian national benchmark of 72%

## 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

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

## Provided structure & routine

66%

stated the Award helped them develop personally during the last year

70%

stated the Award provided relief during the COVID-19 lockdown

89%

felt challenged

95%

tried something new

## Support in maintaining healthy lifestyles & social connections

55%

feel they have made new friends through participating in the Award

79%

stated the Award assisted with their fitness and health

86%

will continue to volunteer regularly at least once a week

96%

intend to continue regular exercise at least once a week

## Empowering growth & personal development

66%

felt more confident

75%

felt more determined

74%

now see challenges as opportunities to develop

74%

felt more resilient

# 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:

# Expand Access

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

## 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.

## How we Expanded our Access

In 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 the access to the Award.

## 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 2022...*

4%

self-identify as Indigenous

7%

self-identify as persons with a disability

10%

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

43%

self-identify as coming from a diverse background

# 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:

# Extend Reach

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

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

## 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.

## AT A GLANCE HIGHLIGHTS



**20,000 +**

visits to our online Award@Home support portal.



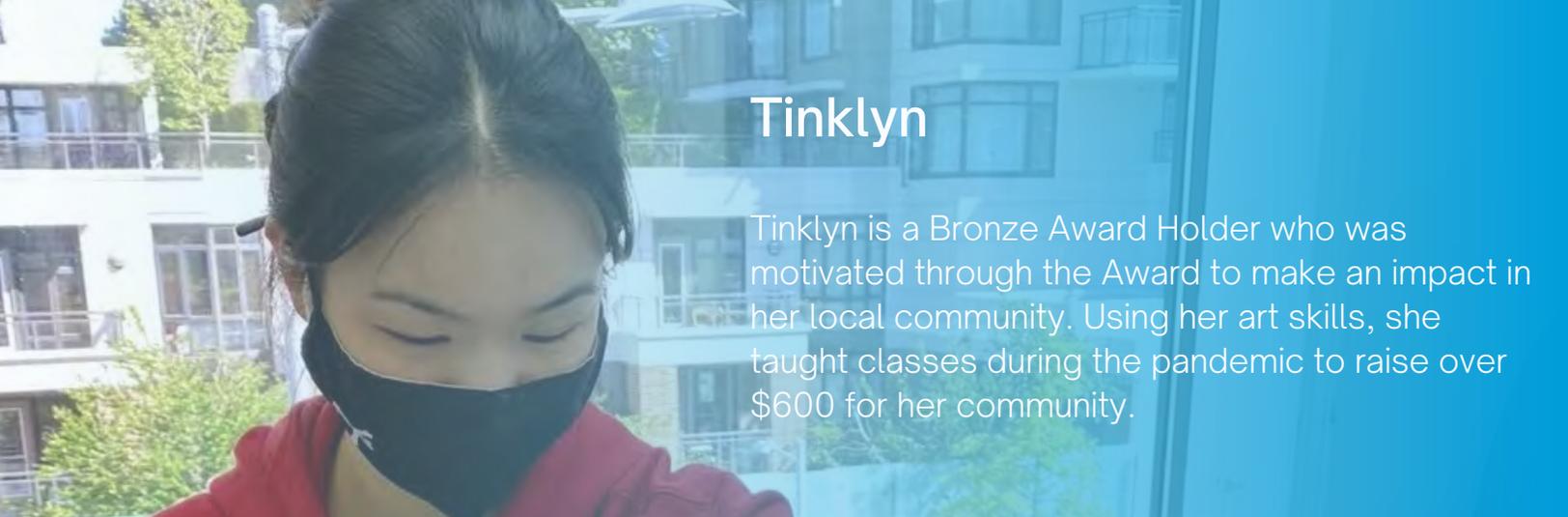
**OVER 80,500 HOURS**

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.



## 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:

# Strengthen Impact

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

## 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.

## 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 continued to enhance the impact of the Award for Award Holders and adult volunteers through professional development and networking opportunities.

## AT A GLANCE HIGHLIGHTS

26

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 26.

83%

of Award Holders in 2022 say they would recommend the Award to a friend.

200+

Gold Awards presented

@ 7

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

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

Over 12,000 young people in Canada took ownership of their present and future by actively participating in the Award in 2022.

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.

Together we are helping equip young people to become ready for the world and discover their infinite potential.

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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