

IMPACT OF THE AWARD IN CANADA BY THE NUMBERS 2022



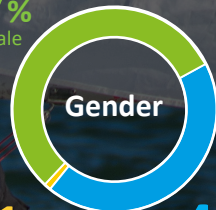
Overview

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 2022, this was the story of our impact by the numbers.



11,100 +
participants across
Canada

57%
female



1%
undisclosed

41%
male



1,956
awards earned



5,073
new participants
this year

Our participants...

DONATED

\$2.2M

of Voluntary Service

Spent

39,520*

Hours Developing a Skill

EXPERIENCED

44,512*

hours working with a team

SUPPORTED BY

6,100+

Adult Volunteers

FROM

452

Award Centre's

*Figures based on the number of Canadian participants who completed their Award in 2022

“

As both a Silver and a Bronze Award Recipient, I can say with 100% certainty that the Duke of Edinburgh program is a program many should seek to partake in. Though it may seem challenging at times, it teaches participants valuable skills along with priceless life lessons.

”

Jacintha - Bronze & Silver Award Holder

“

I never really appreciated nature and time away with my friends, but now, **because of the Duke of Edinburgh Award**, I have expanded my horizons.

”

Vito - Bronze & Silver Award Holder and Gold Participant

Social value of the Award

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. Since 2019, the total social value impact of the Award has increased by **\$7.5 million** to **\$18.9 million** in 2021.

\$18.9M

Total Social Value Generated

\$52.8M

Total Future Social Value

\$1 : \$3.20

Social Return On Investment*

*Based on the social value analysis of The Duke of Edinburgh's International Award Canada in 2021, we estimate that for every \$ 1.00 that was invested in the Award, \$ 3.20 in social value was generated

The social value impact we generated



\$7.6M

Social value of support to charitable and community causes



\$735K

Social value of improved physical health and fitness



\$7.7M

Social value of improved mental health and emotional wellbeing



\$2.6M

Social value of improved social cohesion



\$47K+

Social value of improved employability and earning potential

Growing the social value impact of the Award on young people in Canada

2019

\$6.7M



2021

\$15.8M

per young person who completed a Gold Award

\$2,700



\$15,700

per young person who completed a Silver Award

\$2,100



\$8,400

per young person who completed a Bronze Award

\$1,900



\$7,900

What contributes to our social value?

The Award framework develops life habits that young people carry with them into adulthood. Young people who participate in the Award meet new friends, gain self-confidence and experience a sense of purpose and satisfaction resulting in many wellbeing benefits. Together with our research partners PricewaterhouseCoopers, we have identified social value impact categories that quantify the value of these wellbeing benefits in monetary terms. These are some of the many wellbeing benefits for young people experience, which contribute to the social value of the Award.



\$2.3M

was generated through
participants volunteer
activities

82%

feel they can make
a difference in their
community

78%

recognize the importance
of contributing back to
their community and
society



79%

have improved their
physical fitness

79%

feel the Award assisted
with their physical fitness
and health

66%

feel more confident



71%

were inspired

52%

feel the Award improved
with their mental health
and wellbeing

8/11

are more more
satisfied with life



55%

made new friends

77%

feel more comfortable
in new and unusual
situations

81%

feel they can be a
good group leader

Building confidence in 21st century skills

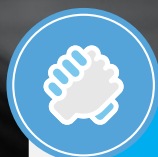
Each section of the Award nurtures and helps young peoples build the 21st century or soft skills that employers and post-secondary institutions are seeking. These soft skills give young people the edge when entering the workforce or the next level of their academic life. Through our partnership with 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.



Problem Solving

85%

were confident in their ability to consider viewpoints that are different from their own, **which was 9% higher than the Canadian average of 76%***



Collaboration

89%

were confident in their ability to contribute their ideas and suggestions to a group, **which was 21% higher than the Canadian average of 68%***



Being Creative

86%

were confident in their ability to thinking outside of the box and developing new ideas, **which was 16% higher then the Canadian benchmark of 70%***



Communicating

91%

were confident in their ability in listening to others to understand their point of view, **which was 9% higher than the Canadian average of 82%***



Critical Thinking

88%

were confident in their ability to figure out how different ideas fit together, **which was 15% higher than the Canadian average of 73%***



Perseverance

85%

were confident in their ability to finish a task regardless of the obstacles, **which was 19% higher than the Canadian average of 66%***

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 experience and how the Award impacted them, and here is what they had to say...

AS A RESULT OF DOING THE AWARD...



89%
felt challenged



95%
tried something new



58%

say the Award encouraged them to stay in touch with friends during the Covid-19 lockdown



8/11

Award Holders feel more satisfied with their lives after completing the Award ¹



71%
were inspired

THE AWARD AND VOLUNTEERING...



39,520

hours devoted to volunteering activities related to the Award in 2022²



61%

of Award Holders now feel part of their community



86%

will continue to volunteer regularly



82%

believe they can make a difference in their community



59%

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

Survey of 293 respondents from across Canada. January – December 2022.

¹ Young people who completed an Award indicated being highly satisfied with their lives, rating their current life satisfaction as 8.1/11 on average.

² The approximate amount of time spent volunteering by young people who completed an Award in 2022 and young people completing service based projects as part the Passion to Purpose community service grant opportunity.

BUILDING POSITIVE HABITS...



96%

of Award Holders plan to continue regular exercise³



83%

of past Award Holders still participate regularly in physical recreation activities at least once a week



44,512 hours

spent in nature by Award Holders completing an Adventurous Journey



78%

intend to keep practising a skill at least once a week

³ Of those surveyed 96% intend to continue regular physical activity at least once a week.

RECOMMENDING THE AWARD...



89%

said they would recommend the Award to a friend

83%

of Award Holders said they enjoyed their time completing their Award

66%

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

“

I started working towards my Bronze Award after being advised by my Grade 9 art teacher. **The Award was a great experience that inspired me to explore and create new experiences, and it's something I would recommend to other students.**

”

Isaac - Bronze Award Holder

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READY**

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