

The Duke of Edinburgh's International Award

With an eye to the future, youth empowerment framework celebrates 60 Years in Canada

Now celebrating 60 years in Canada, the Duke of Edinburgh's International Award is renowned for empowering young people through its proven, experiential learning framework. While this global charity's past is laudable, Award Canada CEO Stephen De-Wint says the focus is steadfastly on the future.

"Our goal is to expand the Award's reach, access and impact, and to continue to empower generations of youth across Canada for years to come."

Since its inception, this transformative program has played a pivotal role in shaping the lives of young people, equipping them with essential life skills that foster personal growth and prepare them for adulthood. More than 500,000 Canadian youth have participated in the program since 1963.

Founded by the late Prince Philip, the Award was designed to challenge and inspire young people aged 14 to 24 by encouraging them to explore their potential and develop a wide array of skills. Over the years, the program has grown to become one of the world's leading youth development initiatives, operating in over 130 countries and benefiting millions of young participants.

In Canada, the Award has helped generations of young Canadians acquire essential life skills while fostering a sense of purpose and personal responsibility, says Mr. De-Wint. "The program's core principles emphasize community service, physical fitness, skill development and adventurous expeditions. It provides a well-rounded experience for young people as they embark on their journey towards adulthood."

While rooted in a storied past, the Award continues to evolve to meet the changing needs of young people, including embracing diversity and inclusivity, and addressing the challenges of the modern world. The latter front includes an increasing emphasis on digital accessibility, mental health and environmental sustainability, says Mr. De-Wint.

"The Award provides a contemporary and supportive environment for youth across Canada to pursue their passions, learn how to overcome obstacles and develop resilience," he says.

Flexibility is among the Award's hallmarks. For example, participants from all backgrounds and circumstances are encouraged to set their own goals and tailor their Award experience to their individual interests and abilities.

The Award encourages participants from all backgrounds and circumstances to set their own goals and tailor their Award experience to their individual interests and abilities. As they accomplish their goals, Achievers earn a Bronze, Silver and Gold Award.



With the support and guidance of an Award Leader, "participants challenge themselves to step outside their comfort zones and take ownership of their progress. This approach not only fosters self-confidence and a sense of achievement but also cultivates essential life skills such as leadership, teamwork and problem-solving," says BC-based Award Leader and Ismaili Council member Rashid Fatehali.

Along the way, Achievers earn a Bronze, Silver and Gold Award, with the latter category typically presented by a province or territory's Vice Regal or other dignitary. In addition to earning an internationally recognized credential, Achievers are also invited to join the Global Award Network and stay connected with counterparts from around the world.

Over the years, numerous success stories have emerged from the program, including Award Alumni luminaries from across society. Among others, the list includes mining legend Robert Quartermain, CTV newscaster Beverly Thompson, motivational speaker Fahd Alhattab, musician Thompson Egbo-Egbo, General Paul Wynnyk, and Olympians Madison Mailey, Mark Arendz and Jane Thornton. Virtually all of these individuals and countless other Award holders have gone on to make a positive mark on society, and attribute much of their success to the lessons gained through the program.

"The Award develops leadership by fundamentally shifting it from a noun to a verb. It's not a position you get. It's not a role you have. It's how you act every day," says Mr. Alhattab.

Honorary Award Patron, the Honourable Anita R. Neville, P.C., O.M., Lieutenant Governor of Manitoba, says "For 60 years, the Duke of Edinburgh Awards program has challenged young people to recognize, develop and use their personal strengths. Participants soon realize

the strength of the individual to make a difference in the world, as they learn and grow through this unique experience."

In an era where young people face unprecedented pressures and uncertainties, the Award stands as a beacon of hope – not only for youth but also society, says Saskatchewan-based Gold Award holder and National Chair Amy Langhorne. "It provides a safe space for participants to explore their potential, cultivate resilience and build lasting connections with their peers and communities," says Ms. Langhorne.

Participants access the Award through a variety of channels including delivery partners such as Scouts Canada, Girl Guides of Canada, Cadets Canada, the National Ismaili Council

of Canada and community youth groups. To expand its reach, access and impact, Mr. De-Wint says the Award is actively seeking partnerships with more community groups and organizations that support youth development, including public schools.

To ensure financial sustainability and growth, the Award is also continuing to build partnerships of impact within the corporate sector, to support long-term transformational growth.

"As we celebrate 60 years of the Award in Canada, we are committed to continuing our mission of empowering youth, providing them with opportunities to thrive, and contributing to a brighter and more prosperous future," says Mr. De-Wint.



At a Non-Formal Educational Summit in Ontario, HRH The Duke of Edinburgh, students, education ministers and school board superintendents explored the integration of the Award as a co-curricular tool for holistic youth development.

HRH THE DUKE OF EDINBURGH COMMEMORATES 60TH ANNIVERSARY WITH INSPIRATIONAL VISIT

By Royal standards, it was a low-key production. But over four days in April, His Royal Highness Prince Edward, the Duke of Edinburgh, undertook a momentous visit to Canada that commemorated the Award's 60th Anniversary in Canada and rallied support for the youth development program that bears his title.

Significantly, the visit was Prince Edward's inaugural international engagement as the newly honoured The Duke of Edinburgh. Between April 25 and 29, Prince Edward participated in key events in Toronto and Vancouver that celebrated the Award's past and helped to propel its strategic future.

The visit began with an Award Holder Celebration in Toronto and ended with another in Vancouver. Uniting past Achievers and new Gold Award recipients, these events rallied a network committed to advancing the Award's legacy.

In both Toronto and Vancouver, dinners and other events hosted by Canadian business icons including Jamie Anderson, Don Lindsay, Janice O'Born, Anthony von Mandl, Bob Quartermain, and Globe and Mail CEO Phillip Crawley strengthened partnerships and prospects for the Award's continuing growth.

Similarly, corporate sponsors including BMO, Canadian Tire, RBC Capital Markets, Sleeman Breweries, Spring Mill Distillery, TPH, and The Globe and Mail helped set the stage for events during which the Duke expressed gratitude to partners, donors and other supporters.

Among the highlights in Toronto, His Royal Highness engaged with 70 Award participants at a Youth Summit, exploring how the Award could evolve to equip youth for an ever-changing world. Notably, four newly minted national partners were

formally welcomed during the Summit: Scouts Canada, Girl Guides of Canada, the Ismaili Council of Canada, and Southeast Cornerstone Public School District of Saskatchewan.

The Duke also attended a Non-Formal Educational Summit in Ontario, hosted by Ontario Lieutenant Governor the Honourable Elizabeth Dowdeswell. Attended by education ministers and school board superintendents, this summit explored the integration of the Award as a co-curricular tool for holistic youth development within the education system.

The Toronto visit culminated in a 60th Infinite Gala event that drew attendees from across Canada to the Liberty Grand Entertainment Complex. In addition to raising crucial funds, the gala showcased the Award's commitment to empowering youth.

The Vancouver segment focused on community engagement. Among the highlights, Prince Edward participated in an Award Centre Forum that discussed the Award's role within schools with Award Leaders and school supervisors.

An Award in Business breakfast and other private events hosted by business titan Anthony von Mandl drew an A-list of Vancouver business and community leaders and fostered insights into the Award's local impact. Private events hosted by Bob Quartermain and Don Lindsay were attended by Prince Edward and struck a chord with invited guests.

Similarly, the Duke's centre-stage involvement in an Award in Action event hosted by the Odd Squad Production Society, a charity that uses the Award Framework to establish positive goal setting for marginalized youth, hit home.



SOCIAL VALUE OF THE AWARD IN CANADA

Each year the Award measures its social value impact on the lives of young people and the communities in which they live. In 2022 the Award provided:

\$1:\$3.20

For every dollar invested, the Award returns \$3.20 in social value

\$18.9M

Total social value

\$15.8M

Social value generated directly for young people

\$41.7M

Estimated future social value

\$7.7M

Social value of improved mental health and emotional well-being

\$7.6M

Social value of support to charitable and community causes

\$2.6M

Social value generated from increased social cohesion

PERSONAL IMPACT

A 2022 survey among Award participants reported how the Award impacts their lives.

89%

felt challenged

82%

feel they made a difference in their local community

74%

now see challenges as opportunities to develop

95%

of participants tried something new

74%

felt more resilient

75%

felt more determined



INNOVATIVE PARTNERSHIPS CRUCIAL TO YOUTH DEVELOPMENT

The Duke of Edinburgh's International Award - Canada stands at the forefront of recognizing and empowering young people through its globally acclaimed framework for non-formal learning. But it doesn't do the job alone.

On the contrary, the Award is delivered through an array of partners across the nation including schools, and organizations such as Scouts Canada, the Cadets League of Canada and community groups such as the Ismaili Council of Canada.

Award Canada senior director of Programs Trudy Carlisle says by partnering with youth-focused organizations the Award facilitates value-driven relationships that cater to the evolving needs of modern youth development.

"These partnerships offer organizations an established framework to revitalize youth curriculum while offering young participants an unparalleled opportunity for growth and recognition," says Ms. Carlisle, who is based in Newfoundland.

At its core, the Award works best as an experiential co-curricular tool, strategically enriching its partner

organizations' existing programs and learning outcomes. "The Award framework provides young people with varied life experiences beyond academia that foster growth, engagement, and ongoing mentorship," says Ms. Carlisle.

She notes that over the past 60 years, the Award has built tremendous partnerships among independent schools. "To maximize reach, we would like to see the Award in all public schools, too, as well as Indigenous groups and ethnic organizations that reflect Canada's mosaic."

"We are dedicated to introducing the transformative benefits of the Award to even more institutional and individual partners," says Ms. Carlisle, who notes that by supporting and enhancing participants' learning experiences, Award partners contribute to a world where young individuals are equipped with the skills, values, and confidence needed to excel.

To learn more about The Duke of Edinburgh's International Award partnership opportunities, visit www.dukeofed.org.



Help transform their future

An investment in the Award provides young people across Canada with opportunities to unlock their infinite potential.

THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD
CANADA



To learn more and personally make an impact, please visit www.dukeofed.org/donate