



The Duke of Edinburgh's
International Award - Canada

Building Infinite Potential

2022

Annual Report



Strengthening our foundation

Working towards the Revival of the Award in Canada



Melissa MacAdam

Chair, Board of Directors &
Gold Award Holder



Stephen De-Wint

Chief Executive Officer

As we reflect on 2022, we are proud of what we accomplished, because it has put us in an enviable position to adapt and grow the Award. The toll the COVID-19 pandemic placed on our organization made it clear that we needed to revisit the delivery strategy of the Award and how we work with like-minded youth organizations and educational agencies that deliver our framework. Since January 2022, our efforts have been focused on maximizing the benefits of our national pan-Canadian organizational structure and redeveloping our strategic plans to ensure that as we move into 2023 and our 60th anniversary we have built a foundation that focuses on growth for the future.

With our new structure in place, we have made significant leaps forward in increasing Access of the Award, addressing and removing barriers to access for young people to participate, improving the diversity equity and inclusion of Award volunteers, and increasing brand awareness and value. We continue to increase the reach of the Award, leveraging new digital platforms for improved stakeholder engagement, growing the number of Award delivery partners, and renewing and retaining our philanthropic donor base. We also strengthened our impact by standardizing Award delivery, improving our volunteer training, and increasing Award completion rates. "We continued to carry out research so we can better understand and effectively communicate the impact and benefits of our Framework as a high-quality experience that helps young people build life skills that set them up to thrive in life, long after the Award has been completed.

This report is a testament to the hours worked by dedicated staff, selfless volunteers, and committed supporters to provide an opportunity for young people across Canada to find mentors, challenge themselves to achieve, and receive acknowledgment for their success. Last year we restructured, regrouped, set the foundations, and began to build on those foundations to expand our Access, Reach, and Impact. Heading into 2023 we are well positioned and well on our way towards a successful revival of the Award in Canada.

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.

Our vision is simple to understand: 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. As a young person, a high school diploma, college certificate or university degree shows your technical prowess. An Award certificate testifies to your character and represents the life skills you have developed, including confidence, a sense of purpose, resilience, problem-solving, compassion, and respect for diversity.

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 mission drives our people to work towards our vision. Working hard to ensure we generate greater awareness and understanding of the Award through our networks of Award Holders and supporters. Working hard to highlight the life skills the Award develops in individuals for the long-term and the benefits Award Holders bring to their communities. Working hard to build a network of partners who use the Award locally to impact their network of young people.



Who we are

Since 1963, we have empowered young people to develop their infinite potential by setting and achieving goals with the support of a mentor through our non formal educational framework.

Our Framework

Is open to all young people 14-24 years of age.

Who discover new passions and set goals in four sections:



**Community
Service**



**Physical
Recreation**

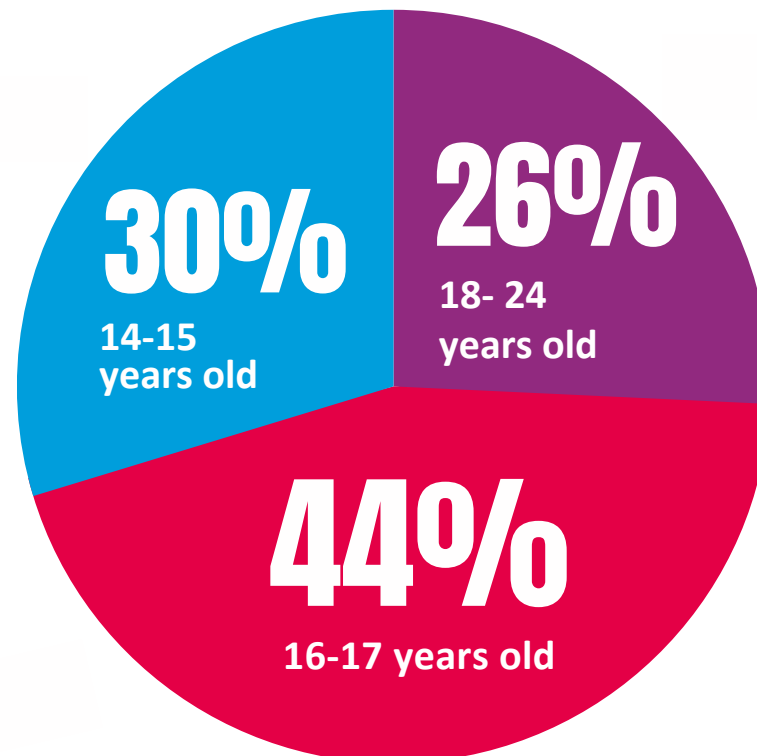


**Skill
Development**



**Adventurous
Journey**

Who we serve



The impact of our Framework

By working towards achieving their goals, Award participants in 2022....

Donated

**41,912
HOURS**

giving back to
causes they care about

Broke a sweat

**49,101
HOURS**

building and leading
healthy lifestyles

Practiced

**47,307
HOURS**

learning and mastering
new skills

Spent

**44,512
HOURS**

journeying and
exploring nature

As a result...

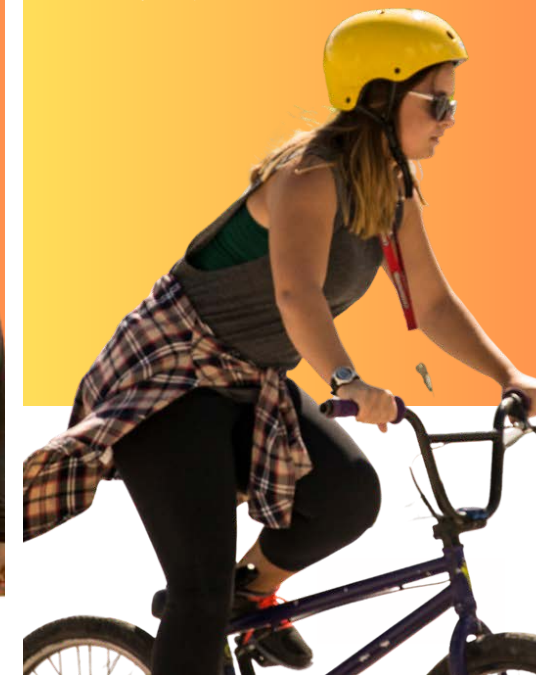
81%

now believe they can
make a difference in
their community



79%

have improved their
physical fitness



80%

find it more exciting to try
new things



75%

got better at working in a
team



Award in Numbers

In 2022...



5,073

new young people enrolled in the Award



1,956

young people achieved the Award



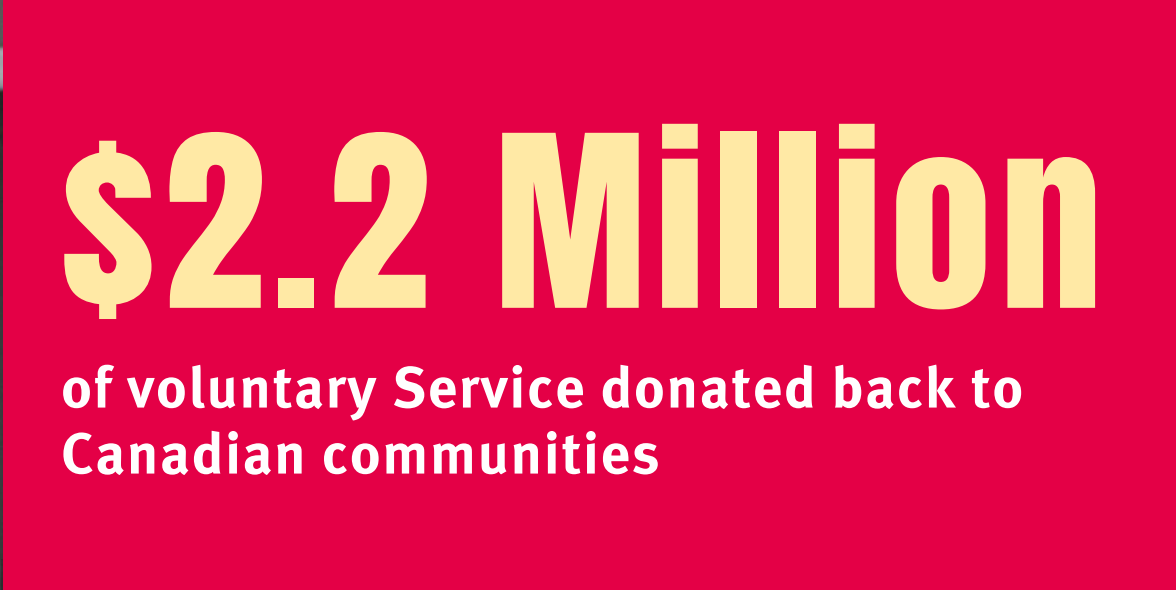
11,111

Active participants



453

Award Centres across Canada



\$2.2 Million

of voluntary Service donated back to Canadian communities



682

Adult Award Leaders and mentors

6,119

Adults supporting young people

Key areas of focus in 2022

Expanding Access

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



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.



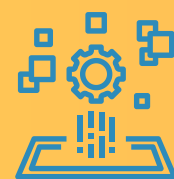
Grow the number of Award Volunteers from diverse backgrounds.



Connect and communicate the benefits and value of the Award, increasing brand awareness and value.

Extending Reach

Increasing the reach of the Award to all areas and groups across Canada.



Develop digital platforms to increase stakeholder engagement, learning, relationship management, and general information



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

Strengthening Impact

Increasing the Impact of the Award, ensuring more young Canadians complete their Award and bring benefit to their communities.



Provide training opportunities and support for Award volunteers and staff



Enhance and expand our network of Award holders



Increase the percentage of new Award registrations and increase completion rates at all Award levels



Publish Regular reports on the satisfaction of Award stakeholders and the impact of the Award



Develop a quality assurance process to ensure high standard for delivery of the Award Framework

How we Expanded Access

In 2022 we focused on improving access to the Award for new and diverse groups of young people and the adult volunteers who mentor them. We achieved this by relaunching the Virtual Award Centre model, researching and communicating the benefits of the Award, and increasing the diversity of Award volunteers.

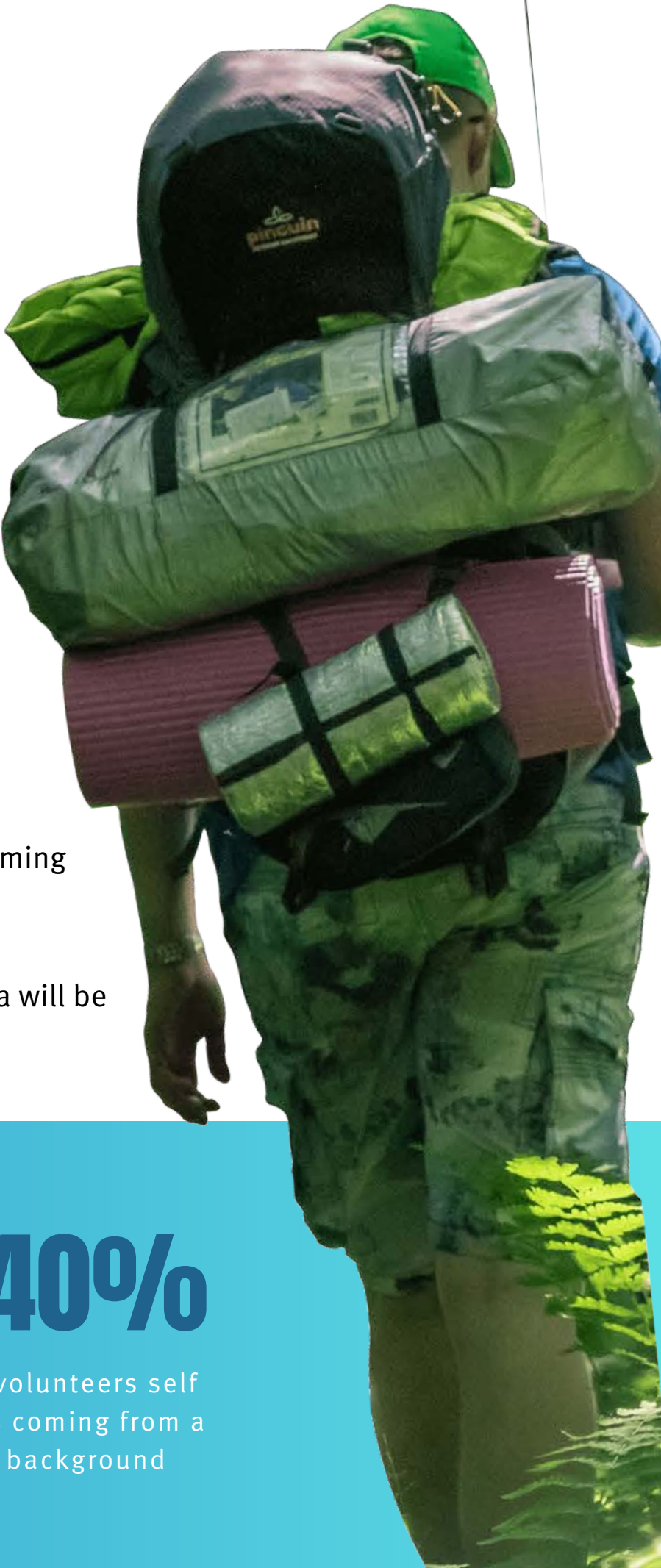
Developed a standard model for Virtual Award Centres, ensuring previous ‘independents’, and new individual participants without access to an Award Centres in their community, now have access to the Award in English and French. Enrolled 400 new participants via our VACs.

Became a Service Organization of Canadian Tire’s Jumpstart Individual Child Grant, which covers the registration fee for those who use our Virtual Award Centre and removes the financial barrier.

Our Virtual Award Centres are managed by the Support Centre with Award Specialists acting as Award Leaders.

We improved the diversity, equity, and inclusion of the Award for adult volunteers. In 2022, 40% of Award Leaders self-identified as coming from a diverse background, including 20% as an indigenous person, and saw a 5% increase in those identifying as LGBTQIA+.

Surveyed over 20,000 Award stakeholders to better understand the perception of our brand and why they support the Award. This data will be key in developing and deploying a strategy for increased access to the Awards framework and published in 2023.



Key Highlights

 **\$7.5M**
increase in social value from \$11.4 million in 2019 to \$18.9 million in 2022.

 **400**
young people have started their Award through the Virtual Award Centre in 2022

 **40%**
of Award volunteers self identify as coming from a diverse background



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. In 2022 we continued building upon the digital tools and resources that began in 2021 and launched a comprehensive online community hub of resources and support for all stakeholders of the Award.

Developed digital platforms for participant engagement, staff and volunteer learning, relationship management, engagement of Award Holders, and general information.

Grew the number of partners who deliver the Award Framework to their network of young people by becoming an Award Centre. 122 Award Centres licensed in 2022.

Initiated formal national licences with key partners such as Scouts Canada, Girl Guides of Canada and the Aga Khan Council of Canada of Canada. We intend to sign an agreement with Cadets Canada in 2023.

Launched a brand new website to facilitate new Award delivery partnerships and support Award Centre management.

Significant numbers of donors have started to renew and repledge to the charity and our last three end of year campaigns have all grown steadily the numbers of small donors.

Key Highlights



11,100+

participants logged their activities through the Online Record Book in 2022.



18,000

Award queries were resolved through the Award Remote Support Centre in 2022



112

Award Licenses signed with new Award delivery partners.

How we Strengthened Impact

To improve the quality and delivery of the Award framework, we worked to standardize and improve our volunteer training program, expand our Award holder network, increase the number of young people completing an Award level, and strengthen our understanding of the Award’s impact.

All volunteer training now consists of a national standard training process and support resources. Additionally, the Award provides continuous professional development sessions for further training opportunities.

Since the launch of the Global Award Holders Network, membership from Canadian Award Holders has increased from 132 to 724 since December 2021. Additionally, a Canadian Award Holders Network committee has been established of Award holders to support engagement on the ground.

Overall Award completion rate Increased by 38%

Award research published in 2022 highlighted the increase in Social Value impact of the Award, high confidence in soft skills of Award holders and the integral support the Award provided young people to help their overall development, preparing them for adult life and future careers.

Key Highlights



75%

of adult volunteers felt the Award training they received increased their skills and professional development



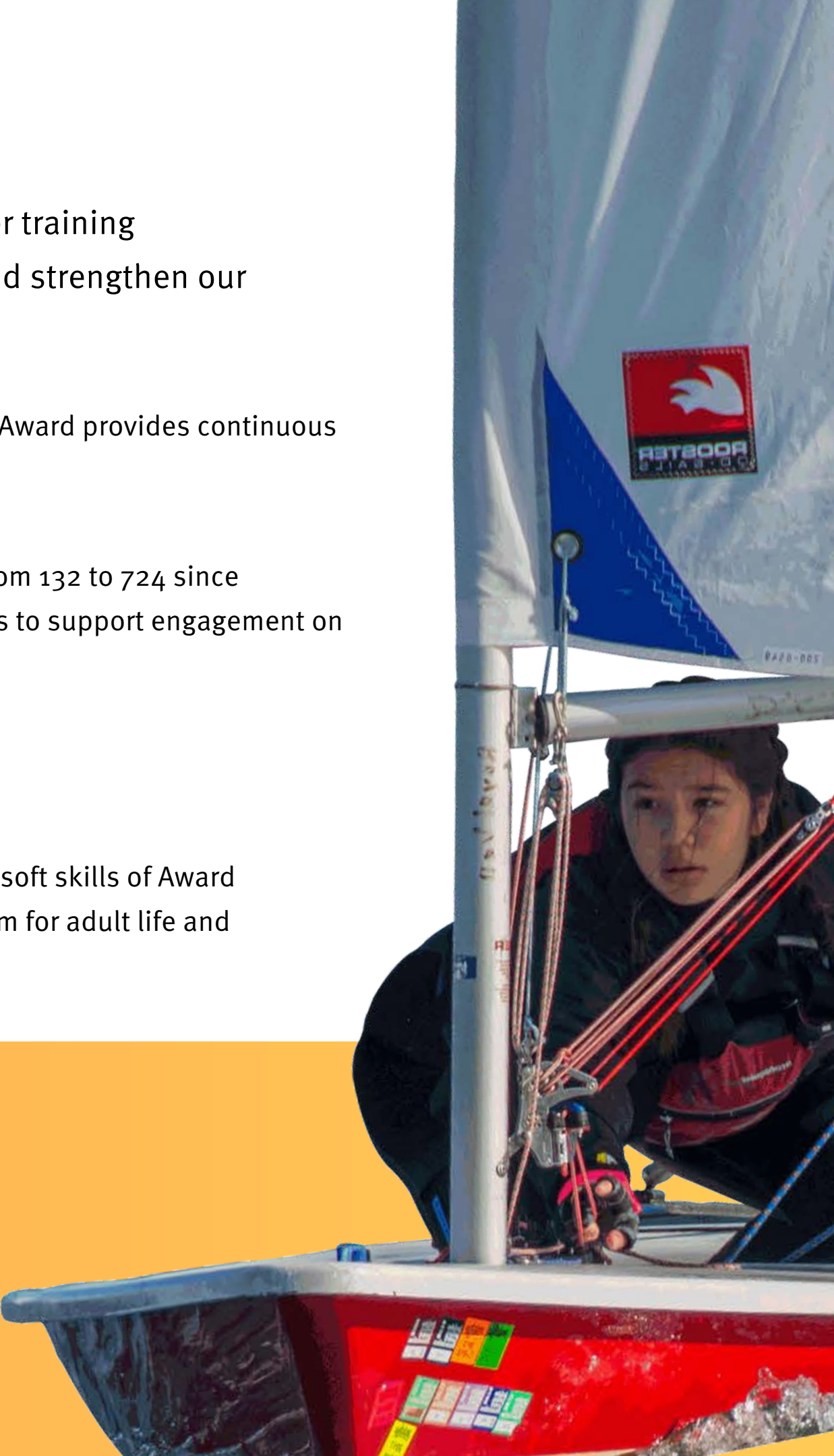
80%

of Award holders indicate they got better at problem solving after completing the Award.



73%

of Award Holders are more satisfied with their lives after completing the Award.



Supporters

We would like to recognize the following corporations, government departments, foundations and individuals for generously supporting Award Canada. Their contributions are important investments in the physical, emotional and social development of young people and Canadian society.



Infinite Potential Advocates

Alberta Casino and Gaming
BMO Foundation
Canada Service Corps - Canada - ESDC
The Diamond Foundation
The O’Born Family
RBC Foundation
Saskatchewan Lotteries
Scotiabank Foundation
Youth Justice Canada

Champions Circle

Aaron Regent Family Foundation
Alberta - Sports and Recreation
Anderson Family Foundation
Anthony and Shari Fell
Anthony Graham
Barrick Gold Corporation
Bell MTS Canada
Bob Quartermain
Canada Life
Don Lindsay
George Weston Ltd.
The Gordon and Ruth Gooder Foundation
I AM GOLD
Jon and Nancy Love
Magical Dreams Foundation
Nova Scotia Communities, Culture, Tourism & Heritage
Nova Scotia Ministry of Education
Richardson Foundation Inc
Sikka Family Foundation
The Vancouver Foundation
von Mandl Family Foundation

Foundation Builders

Colleen and Brian Johnston Family Foundation
John C. Eaton
The Halifax Youth Foundation
The Winnipeg Foundation

Friends of the Award

Brian J. Cohen Family Foundation
Burgundy Financial Management
The Calgary Foundation
Canadian Tire - Jumpstart Charities
Christopher F. Bendl
City of St. John’s
David Kendall
Dayvad Mowafaghian Foundation
Erin Garner
Francois Mourin
The Hermant Family
Hub International
The Jackman Foundation
Karen Cooper
Kelly Jo Healy
Kevin Malone
Lawerence Ward
Lou and Janet Gizzarelli
Peter Melanson
Quadient Canada
Marc Mercier
Master Packaging Inc.
Melissa MacAdam
Micheal Rayfield
Newfoundland and Labrador Department of Children, Seniors, and Social Development
Ralph and Joan Fraser Foundation
R. Howard Webster Foundation
Royal Canadian Legion Brand #52 - Hugh Farthing Memorial
Sara deGuzman
Scott Birchall
The Sixty-Three Foundation
Telus
The Toronto Foundation
United Way - via various donors
The Victoria Foundation
The Webster Foundation

Award Supporters

We want to take a moment to recognize those individuals who financially contribute to the work of the Award and are not individually recognized in this report.

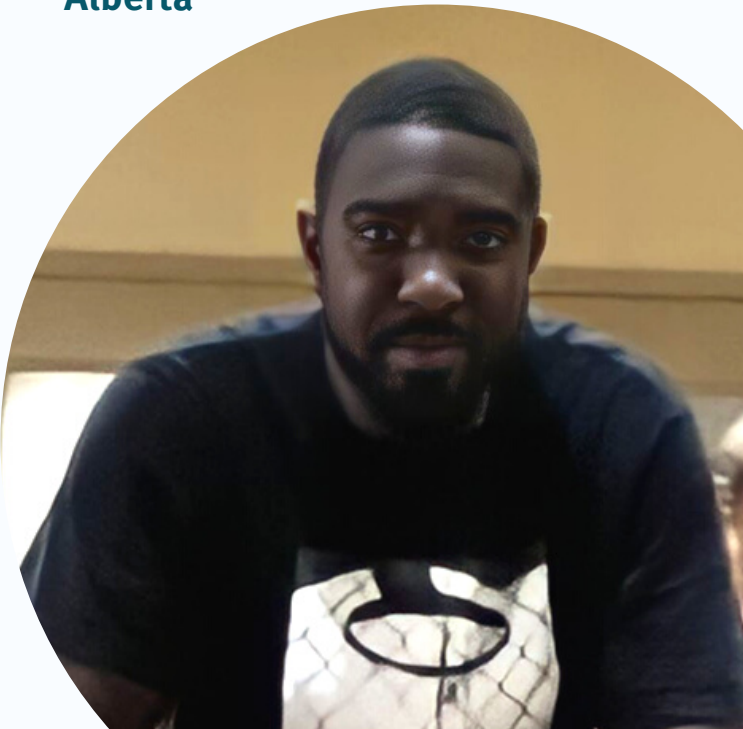
In Kind

The Globe and Mail
The Printing House
JSleaman Breweries
Spring Mill Disterlly

“

"I’ve always had the potential to be great, to be a leader, to be a motivator. After starting the Award, I became more outgoing and not afraid to speak up when I have an idea. I now listen to other people’s opinions and factor them into the choices I’m making.

**Charles, Award Participant
Alberta**



Financial Summary

Balance Sheet

For the year-end of Dec 31, 2022, with comparative information from 2021.

	\$ 2022	\$ 2021
ASSETS		
Current Assets	906,667	2,174,374
Investments	3,469,847	4,011,200
Capital Assets	130,771	148,057
	4,507,285	6,333,631
LIABILITIES		
Current Liabilities	631,043	1,202,401
Long-term Liabilities	0	0
	631,043	1,202,401
NET ASSETS	3,876,242	5,131,230
	4,507,285	6,333,631

¹ For year end of Dec 31, 2022, with comparative information from 2021.
Note the 2022 comparative information during the Awards merger into a national entity and reflects the National figures and partial figures from the former Divisions.

Audited financial statements are available in full at:
dukeofed.org/about-us/key-publications/

Statement of Revenue & Expenses

For the year-end of Dec 31, 2022, with comparative information from 2021

	\$ 2022 ¹	\$ 2021
REVENUE		
Contributions - unrestricted	332,823	1,059,178
Contributions - restricted	2,671,226	1,857,197
Earned income	415,055	160,005
Merchandise	926	0
Miscellaneous revenue	1,580	20,194
	3,421,610	3,096,574
EXPENSES		
Finance and Corporate services	236,274	136,283
Fundraising	12,150	4,565
Information technology	327,551	108,326
Marketing and Communications	152,177	17,323
Professional fees	151,974	107,383
Program Delivery	448,238	222,065
Remuneration	2,876,728	1,978,962
Travel	114,647	8,696
	4,319,739	2,583,639
Net revenue (Expenses) Before the Undernoted Other Income	(898,129)	512,935
Investment income (loss)	(356,859)	561,781
Write down of advances	-	(16,500)
Gain on transfer of assets	-	11,805
Net Revenue (Expenses)	(1,254,988)	1,070,021
Net Assets – Beginning of Year	5,131,230	4,061,209
Net Assets – End of Year	\$ 3,876,242	\$ 5,131,230

Thank You

for investing in our young people,
our communities, and our future

Because of your support...

Over 11,000 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.

Contact



858A King Street West
Toronto, ON M5V 1P1



(437) 747-0449



info@dukeofed.org

www.dukeofed.org

Follow us on social media: @dukeofedcanada



12391 6751 RR0002
Charitable Registration Number



We would like to thank all of the photographers whose work has been included in this document.