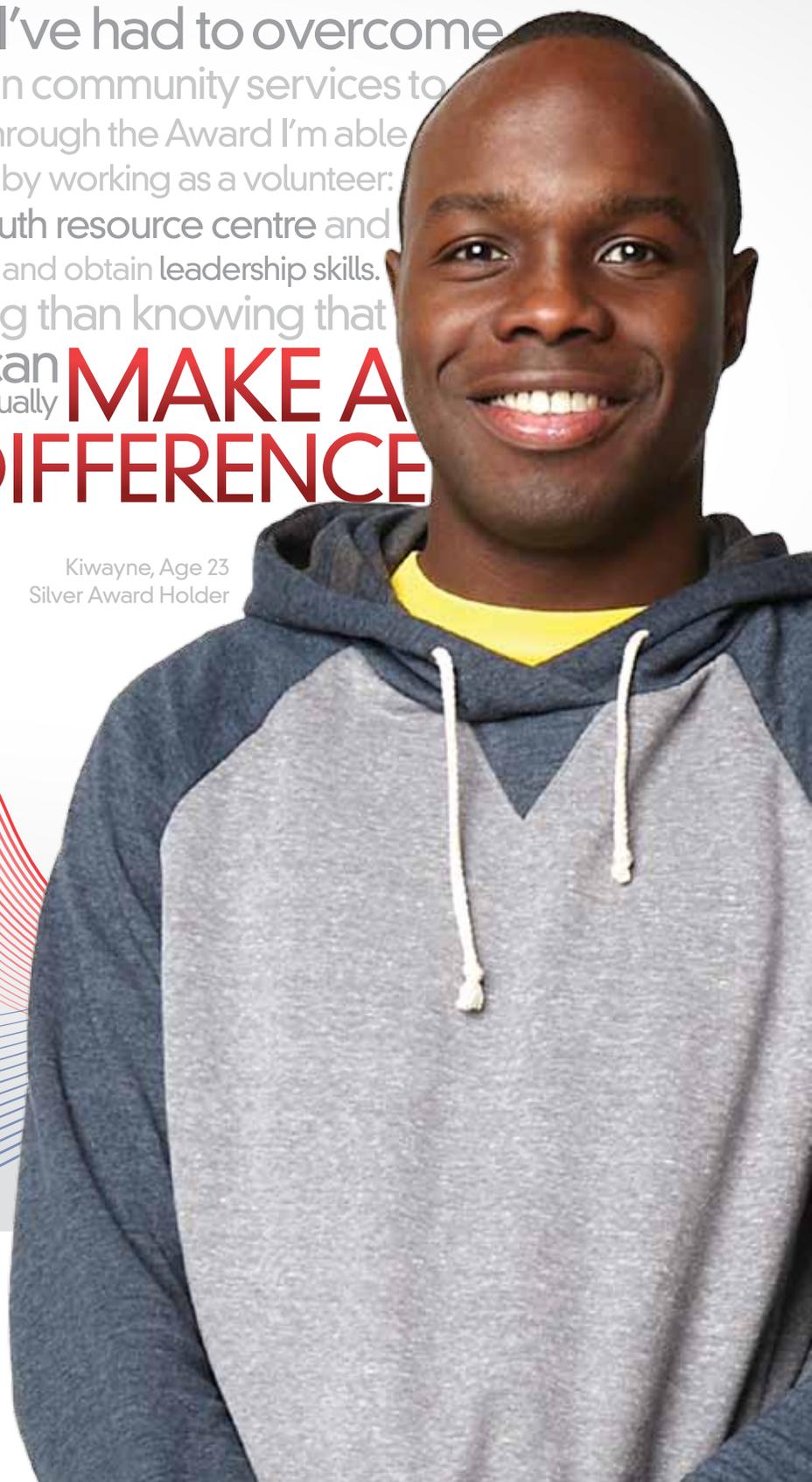




Throughout my life, I've had to overcome many barriers and rely on community services to help keep my life on track. Through the Award I'm able to show gratitude for that help by working as a volunteer: leading workshops at a youth resource centre and helping kids access scholarships and obtain leadership skills. There's no better feeling than knowing that

I can actually **MAKE A DIFFERENCE**

Kiwayne, Age 23
Silver Award Holder





What is The Duke of Edinburgh's Award?

The Duke of Edinburgh's Award empowers young people, ages 14 to 25, to Make a Difference in their own lives and the lives of others, by exploring their potential, taking on new challenges, giving back to their communities, and achieving success. The Award is accessible to all, regardless of socioeconomic status, ability, ethnicity, or gender.

As one participant said:

“The Duke of Edinburgh's Award has truly opened up the possibilities that are within me.”

Divided into four key components (five for Gold), The Award is unique to the individual participant. No two Awards are exactly the same. The Award educates and motivates youth to become well-rounded citizens equipped with invaluable life skills.



Community Service



Skills



Residential Project



Physical Fitness



Adventurous Journey

The Award is a registered charity organization and its success is made possible by generous donors from across Canada.

To learn more visit www.dukeofed.org/support

The Duke of Edinburgh's Award was founded in 1956 by His Royal Highness, The Prince Philip, Duke of Edinburgh K.G. K.T. The Award came to Canada in 1963 and currently runs in 130 countries around the world. To date almost 7 million young people have challenged themselves by participating in The Award. With special thanks to The Award National Benefactor James Kinnear and Kinnear Financial Ltd

Physical Inactivity is an Epidemic Amongst Canadian Youth

The Issue

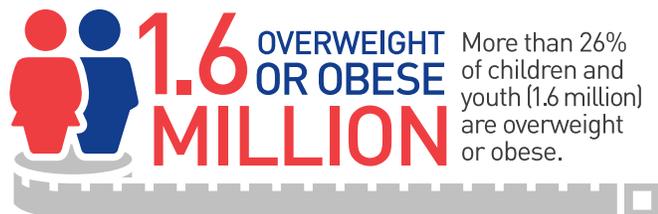
The majority of Canadian youth are spending their free time perched in front of screens, making unhealthy food choices, and missing out on opportunities to get fit.

The Numbers



Only 7% of Canadian youth are currently meeting the most recent MVPA (Moderate to Vigorous Physical Activity) guidelines.

Source: Active Healthy Kids Canada – Report Card



Source: Childhood Obesity Foundation



BODY COMPOSITION DETERIORATED SIGNIFICANTLY

The body composition of children ages 6 to 19 has deteriorated significantly between 1981 and 2009.

Source: Statistics Canada – Canadian Health Measures Survey

- ▶ The Duke of Edinburgh's Awards Programme helps young people get moving.

The Solution

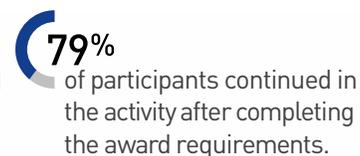
As a kid I wasn't the athletic type and didn't have the chance to excel in sports. Because of The Award, I joined a few teams through Cadets and learned how to run, even though I didn't always like it. I had the chance to set and achieve attainable goals and learned to believe in my own abilities. Because of this, I have remained active as an adult. I'm currently training for a marathon, which I plan to run this year.

–Rudy, Gold Award Holder



The Numbers

Source: McKinsey Study –2009



The average number of hours spent weekly in physical activity increased by 69% for award participants.

A Culture of Giving and Volunteerism is Key to a Successful Society

The Issue

Decreases in government funding for social-, cultural-, and health-related services have made organizations more dependent upon volunteers for help and to raise funds. Canada's youth gain insurmountable value from community service, but many don't have the motivation or support to help them get involved.

The Numbers

*Source: Canadian Centre for Philanthropy: The Volunteer Spirit in Canada

49% of Canadians (ages 15 to 24) don't volunteer because they've never been asked.*

29% **SIMPLY DO NOT KNOW HOW TO GET INVOLVED.***

10% of volunteers contribute **54%** of volunteer hours.

Source: Statistics Canada: Caring Canadians, Involved Canadians

- ▶ The Duke of Edinburgh's Awards Programme helps young people connect with and give back to their communities.

The Solution

To complete my Gold Award, I worked as head of promotions for my school's Charity Week in support of Spread the Net, an anti-malaria campaign committed to distributing bug nets in Africa. Not only did the experience open my eyes to how privileged I am and how important it is to think of those who don't have the luxuries we do; it also pushed me to become a more active member of my community.

–Nina, Gold Award Holder



The Numbers

Source: McKinsey Study –2009

87% of participants gained perspective on their community.

72% of participants seek out opportunities to help people.

79% of participants will continue to volunteer in the future.

At Risk Youth Benefit from Opportunities for Learning and Positive Development.

The Issue

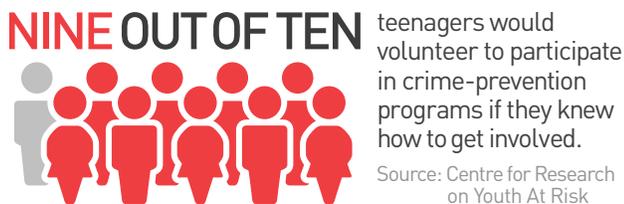
Beneficial programming isn't always available or accessible to at-risk youth, especially those living in Canada's hard-to-serve and difficult-to-reach communities. Access to these programs in safe and supportive environments can help keep youth off the streets and out of trouble.

The Details



Peak time for the commission of crime by youth is between 3 and 6 p.m.—when they're left to pursue 'leisure' interests.

Source: Statistics Canada – Where and When Young People Commit Crime



Possession of problem-solving and communication skills, a sense of belonging, and opportunities to experience success are protection factors for at risk youth.



Source: National Crime Prevention

- ▶ The Duke of Edinburgh's Awards Programme provides invaluable life skills and improved self-esteem to at-risk youth across Canada.

The Solution

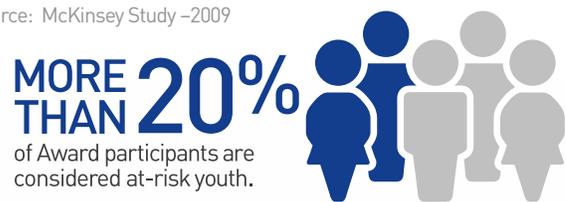
The Award allows us to channel youth into activities that boost self-esteem, promote positive lifestyle changes and create well-rounded individuals. Sometimes creating choice is enough to deter kids from unhealthy habits and bad decisions. The Award will help foster the next generation of leaders that are needed in these communities.

– Sky Perly, First Nations Award Field Officer, New Brunswick



The Numbers

Source: McKinsey Study –2009



Of those **84%** developed the **skills to achieve** future goals.



Self-Esteem is Developed Through Opportunities to Grow and Succeed in Meaningful Ways.

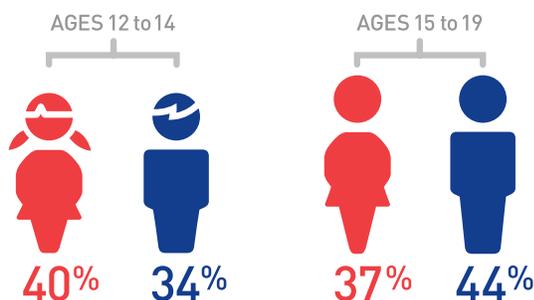
The Issue

Low self-esteem can impact a young person's chance of future happiness and success. Because youth are facing increased pressure and stress, they require support and guidance achieve results that help them feel good about themselves.

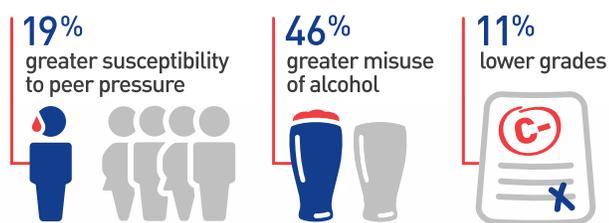
The Numbers

Canadian Youth Reporting High Self-Esteem

Source: Statistics Canada



In a study looking at self-esteem in youth, it was found that by Grade 10, those with low self-esteem had:



Source: Journal of Youth and Adolescence, Vol.26; No.2

- ▶ The Duke of Edinburgh's Award Programme provides growth and opportunity for youth.

The Solution

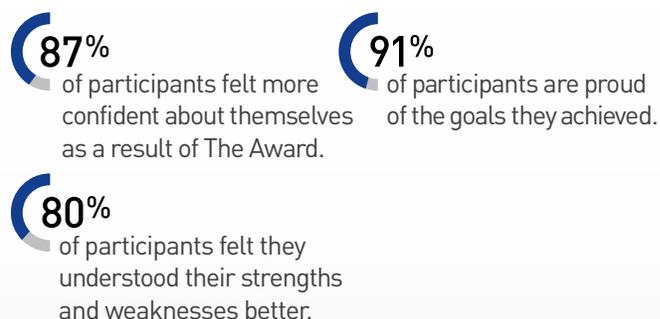
We found out about The Award while at a Down Syndrome Conference, and through it my daughter Teresa embarked on one of the most rewarding journeys of her life. She gained self-confidence as she tackled each component and pushed herself to go further. For her skill, she learned to play piano, then overcame her fears by asking to perform in a recital, which was a huge undertaking and boost to her self-esteem.

– Regan, mother of Teresa, Gold Award Holder



The Numbers

Source: McKinsey Study –2009



Access to Nature Provides Invaluable Life Skills and Environmental Awareness.

The Issue

Young people, especially those living in urban centres, have limited exposure to nature. A lack of time spent outdoors in youth has been linked to obesity, attention disorders and depression.

Source: Richard Louv, *Last Child in the Woods*

The Details

Adventurous activities benefit youth through:



Source: OPENspace.eca.ac.uk

Allowing youth to experience risk in a controlled environment helps them become **resilient** and gives them **independence** to think for themselves.



Source: Childalert.co.uk

- ▶ The Duke of Edinburgh's Award Programme cultivates a spirit of adventure, discovery and self-reliance while communing with nature.

The Solution

For my Adventurous Journey I participated in a dog sledding trip in Algonquin Park. It was like nothing I have ever experienced. We were out in the snow, chopping wood, taking care of our own pack of dogs and travelling great distances by sled. While it was hard work, it was totally worth it. I developed an appreciation for the environment and learned that I can accomplish a great deal on my own. This trip really boosted my self-confidence.

– Meaghan, Silver Award Holder



The Numbers

Source: McKinsey Study –2009

80% of participants found their Adventurous Journey challenging.

70% of participants say they are more adventurous as a result.

65% of participants made lasting friendships on their journey.

Where the Money Goes...

500,000 YOUTH FROM CANADA
AND 7 MILLION YOUTH IN 130 COUNTRIES
 have taken The Award challenge!

Most youth participate in The Award through schools and uniform groups. These youth have a strong volunteer support network to encourage them along their journey.

Thanks to the Charter for Business, The Award receives the crucial funding necessary to hire field officers who work directly with inner city youth, rural youth, aboriginal youth, youth living with disabilities, and young offenders.



With this funding we can create a support network and ensure the necessary financial support to cover the cost of registration, transportation and the adventurous journey so that every young person who chooses to take The Award challenge can do so.

The Charter for Business also provides seed funding for start-up outreach projects in remote communities.

In 2011, the 10 operating divisions across the country were the recipients of over \$735,000 in funding.

- ▶ This much needed funding was used to launch new outreach projects and hire field officers to keep The Award programme viable across the country.

Tracey's Story

I was born in Mauritius and moved to Canada when I was 14. I was forced to leave my home behind, with its vast ocean and pristine beaches and come to a place where the streets were crowded and covered with snow. I felt isolated and lonely and gained a lot of weight in my first few months here. Luckily I found out about The Duke of Edinburgh's Award, because it changed my life.

I joined a swim team and started volunteering at a church in our community. These provided opportunities to make new friends, get in shape and experience the value of giving back. Still, what I was missing most about home was the nature—the vast outdoor spaces. I discovered the beauty of Canada on my first Adventurous Journey. Surrounded by towering trees, I was excited and scared as my paddle hit the glistening water for the first time. This was freedom! But, it was also a lot of work: searching for firewood, portaging up steep hills, paddling for hours. It was a huge accomplishment and made me feel proud.

When it came time to fill out university applications this past year, most of my friends had trouble writing about themselves. Thanks to The Award I had an amazing story to tell. For me, The Award truly did MAKE A DIFFERENCE!

– Tracey, Gold Award Holder



The Award Checklist

You're about to embark on a journey that will change your life for the better! The skills, opportunities and experiences available through The Duke of Edinburgh's Award will increase your motivation, boost your self-esteem and set you up for a lifetime of success. The Award will truly **Make a Difference** in your life.

Just follow these steps to get started today:

Determine what level is right for you.



BRONZE



SILVER



GOLD

The Award is divided into three levels: Bronze, Silver, and Gold. Depending on your age, you may choose to start with Bronze or jump right in to Silver or Gold.

* For more information see the Details insert.

Register with The Duke of Edinburgh's Award Canada.

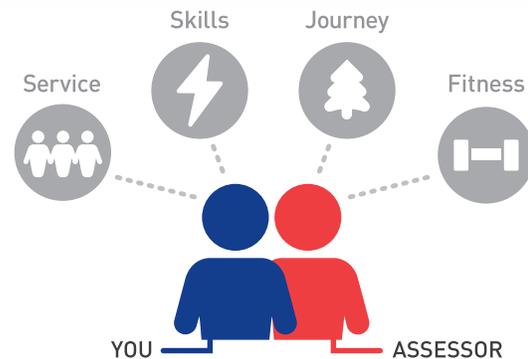
Before you get started you must register with your regional office. This can be done through your school, community group (Cadets, Scouts, Guides, etc.), or as an independent participant.



To register as an independent participant please visit www.dukeofed.org to download the registration form.

* A registration fee is required to cover the costs of record books and programme administration.

Plan Out Your Programme & Find your Assessors.



You will now receive a record book to keep track of your activities and commitments. The next step is to choose the activities you'll do in each of the four Award sections (Service, Skills, Adventurous Journey, Physical Fitness). Once you've made your choices you'll need to find an Assessor for each who is knowledgeable and experienced in that particular area.

*For more information see the Details insert.

Get Started.



With your plan in place, you are now ready to begin learning new skills, meeting new friends, experiencing personal growth, and making a difference.

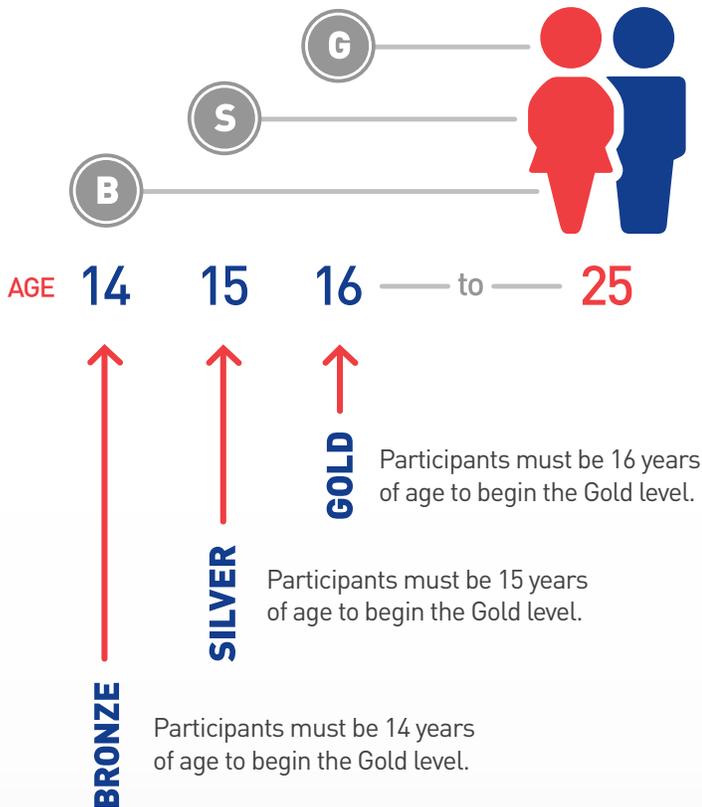
► For more information visit: www.dukeofed.org/DotheAward

The Award Details

The Duke of Edinburgh's Award is divided into three levels and four to five sections, depending what level you're working on. Below you'll find a quick breakdown of each. Participants can only work on one level at a time, but will work on multiple sections simultaneously within that level.

The Levels

The Award must be completed by the age of 25.



The Sections

A set number of hours must be completed and logged for each of the four sections below. For details on what's required for each level visit www.dukeofed.org/thedetails

1. Service → "Connect with Your Community"

Purpose: Become an active member of your community and experience how great it feels to help others.

Possibilities: Volunteer in a library, volunteer at food bank, etc.

2. Skills → "Explore Your Potential"

Purpose: Discover new abilities and interests or improve and develop existing talents.

Possibilities: Take singing lessons, learn to garden, etc.

3. Adventurous Journey → "Experience the Outdoors"

Purpose: Cultivate a spirit of adventure, self-reliance, and conservation while undertaking a wilderness expedition.

Possibilities: Go canoe tripping, dog sledding, etc.

4. Physical Fitness → "Get Moving"

Purpose: Get active, improve your overall fitness, and learn to live a healthy lifestyle.

Possibilities: Join a sports team, take dance lessons, etc.

[GOLD LEVEL ONLY]

5. Residential Project → "Work Closely with Others"

Purpose: Spend four nights away from home developing leadership skills on an organized activity shared with people you've likely never met before.

Possibilities: Participate in an exchange program, language immersion program, etc.



The Duke of Edinburgh's Award Charter for Business

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My goal as Chair is to ensure that all young Canadians are able to take advantage of the benefits of The Award, regardless of circumstance or geography. Given the breadth of our country, and that demand for The Award continues to grow, it is imperative that the Charter for Business continues to grow as well. Without the generous donations from our corporate and individual donors we would not have the opportunity to help tens of thousands of young Canadians become better citizens.

–Hartley Richardson, Chair, Charter for Business



HRH The Earl of Wessex with CFB Chair Hartley Richardson

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The Duke of Edinburgh's Award Charter for Business

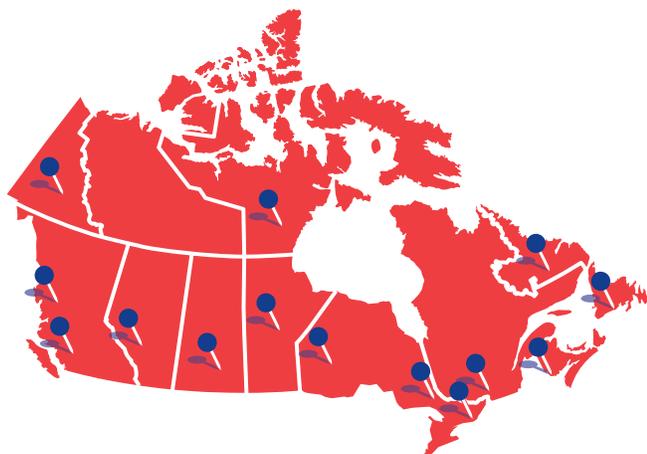
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The Duke of Edinburgh's Award Charter for Business

Established in 1996, the Charter for Business (CFB) is a partnership with the business community designed to support the expansion of The Award across Canada - with a particular focus on at-risk youth in five target communities:



- Aboriginal Youth
- Inner-City Youth
- Young Offenders
- Northern & Rural Youth
- Young People living with Disabilities

The Goal of the CFB is to ensure that all young Canadians have access to the benefits of The Award Programme, regardless of circumstances, abilities or geography.

“The Award Programme must strive for the day when any young person who wants to do The Award can. I believe that the Charter for Business initiative is the most significant step towards achieving this goal.”

– HRH THE EARL OF WESSEX, KG, KCVO Hon. Chair
The Duke of Edinburgh's Award Charter for Business

The Charter brings together dozens of Canada's leading corporations, foundations and individuals to ensure that The Award and its benefits are made available to nearly 5 million young Canadians who fall within The Award's age range, including 1 million who are considered to be at-risk.



CFB Funds are used to:

- Introduce The Award to young people and community organizations in all areas of the country.
- Hire Community Field Officers to work directly with participants and our community partners.
- Underwrite participant costs to ensure that there is never a financial barrier to participation.
- Increase public awareness of The Award.
- Develop the full potential of Canada's young people.

“The Award Programme is a do-it-yourself-growing up kit. Its purpose is to help young people broaden their horizons while becoming responsible adults.”

– HRH THE DUKE OF EDINBURGH, KG, KT
Founder of The Duke of Edinburgh's Award