



Group of delegates on their way to the opening ceremony at the Hockey Hall of Fame.



Young emerging leaders, all Award Alumni, representing Canada, Australia, Ireland, Malta, Mauritius, Bahamas and South Korea.

The world comes to Toronto

The International Award Family arrived in Toronto last October to participate in Forum 2015, a five-day event that was the melding of minds, the sharing of ideas and a strengthening of the organization from within.

Organized by the International Foundation and led by HRH Prince Edward, International Chairman of the Duke of Edinburgh's Award, the Forum gathered some 200 delegates from over 43 countries at the Fairmont Royal York hotel. The Forum's events strengthened our resolve for the work that we do, developed a road map for the future and brought the Award organization closer together.

Hosted by the Canadian Award Authority and given a distinct Canadian feel, the event opened at the Hockey Hall of Fame and closed with a private event at the Royal Ontario Museum. The Forum is a triennial event which brings The Award's global community together to participate in the development of



Maggie Fountain, Global Benefactor of The International Award.

strategy and operations.

"The ideas and learning taken from this year's Forum will have a direct impact on youth throughout the world. All members of the organization face similar hurdles and challenges to ensure that we are truly equipping young people for the life ahead," said Tom McGrath, Chair, Forum Host Committee.

We would like to thank our lead sponsors: James Richardson & Sons Ltd, The Keg Steakhouse and Bar, Clearwater Foods; our Event sponsors: TD Bank Group, Element Financial, Kinneer Financial; and the following sponsors and supporters for their generous contributions, which made Forum 2015 a memorable



Charter for Business chairman Hartley Richardson receiving the Volunteer of the Year Award from HRH.

event for all: Mission Hill Winery, Mill Street Brewery, Sleeman Breweries Ltd, Grant Martin Photography, Fairmont Royal York Hotel, Hockey Hall of Fame, Royal Ontario Museum, Parks Canada,

Charton Hobbs, Eatertainment, East End Project, Freshsox, Hudson Bay Company, KA Media, Konica Minolta, Marche Restaurant, Presidential Gourmet, Tourism Toronto, TPH - The Printing House.

Embracing a culture of caring

CIBC chief is committed to supporting youth, building stronger communities



An interview with Victor G. Dodig, President and CEO of CIBC and a Founding Partner of The Duke of Edinburgh's Award Charter for Business.

Q: Why did CIBC choose The Duke of Edinburgh's Award as one of its community partners?

The Duke of Edinburgh's International Award Canada and its Charter for Business is a natural fit for us. For nearly 150 years, CIBC has been committed to building stronger communities, and investing in Canada's young people has always been a significant part of that. In the past year, we contributed \$13-million to help kids and youth reach their full potential and build a better future.

As a partner of the Award for over 50 years, we're proud to support, recognize and celebrate the achievements of young Canadians. And, as a Founding Partner of the Award's Charter of Business, we firmly believe in ensuring this program is within reach for all youth regardless of income, ability, ethnicity or gender. The Award offers an incredible platform to challenge and inspire our young people coast to coast. Since 1963, more than half a million Canadian youth have benefited from the Award program, and many of them have gone on to become leaders in their communities and inspire others to do the same.

Q: What role can the corporate community play in supporting Canada's youth?

As a business leader and father, I believe there is no better investment than supporting our young people. Part of this means coming together as a business community to remove financial barriers and help young Canadians - particularly those in at-risk or marginalized communities - reach their full potential. If we give our young people every opportunity to grow, they will persevere and contribute to a stronger and more vibrant Canada.

Supporting programs like The Duke of Edinburgh's International Award Canada is a great first step, but we also need to take action within our organizations to foster a culture that values what's important to young Canadians. This means becoming more inviting, flexible, collaborative and community-minded.

Our success rests on how well we can adapt and innovate in a way that aligns to these values. In fact, doing so will not only accelerate our businesses objectives, but embracing a culture of caring has the potential for greater civic engagement and social change as well.

Q: The Award Program's components (Community Service, Skills, Physical Recreation, and Adventurous Journey) are designed to build self-confidence, perseverance, initiative, and teamwork. As an employer, how are these skills valued?

Our country's future rests in the hands of today's youth. We owe it to them, and to ourselves to ensure they are equipped with the right skills and tools to succeed in business and in life. That's why it's critical to foster skills like initiative, self-confidence, perseverance, and teamwork. The world is changing at a rapid speed, and these qualities will enable the next generation to look critically and think differently, and ultimately, empower them to

take on the challenges ahead.

As an employer, the skills developed through the Award are equally important to our business. These are the characteristics we look for in our team members as we grow our business. We live by our core values of trust, teamwork and accountability because these shared values bring us all together as one team and help us deliver what's needed for our clients, shareholders and communities.

Q: What advice do you have for Award Participants who are about to embark on their careers?

While everyone has their own recipe for success, the three ingredients I most value and share with my own children are:

- **Work hard, and work smart:** A strong work ethic is incredibly important to getting ahead. But equally important is to focus your efforts in the right areas. High-quality work pointed in the right direction will position you for success.
- **Follow your passion:** If you're passionate about your work, you'll love what you do, and you'll do it well. And, as you think about passion, ensure you're working for an organization that shares/supports your values/interests. I've heard from many of our own team members that among the things that drew them to CIBC, was our focus on our clients and our support for community causes. Finding the right fit is important.
- **Find your mentors:** You will benefit immeasurably from the people you meet over the course of your education and career. Mentorship can come in all shapes and sizes, with much to learn from everyone you meet. Be sure to nurture those relationships. And, when it's your turn, remember to give back to those who need your support.

A new brand with global appeal

The launch of our new website in the fall of 2015 solidified the adoption of our new identity as The Duke of Edinburgh's International Award - Canada.

This new brand is part of the sweeping change occurring around the globe to unite the organization into one brand whose identity is recognized beyond borders.

"It's time for us to capitalize on the value of the global brand and significance of our program," says

Award National Executive Director Rick Ashbee. "By adopting the International Logo and brand, we are increasing the value and recognition of what the Award offers young Canadians. Our participants are part of something bigger, a network of young people who span the globe, who have undergone the same challenges. It opens global doors for them as we strive to equip them for the life ahead."

The Award would like to specially thank the team at Sherpa Marketing for their support, knowledge and expertise in designing and developing a website that is cutting edge and ensures the Award stays relevant in the digital landscape. www.dukeofed.org

ABOUT THE AWARD

WHO WE ARE

The Duke of Edinburgh's International Award is the world's leading achievement award for young people. We are a registered charity for the development of people ages 14-24, equipping them with the life skills that will make a difference to themselves, their community and the world. We strive to be a program in which any young Canadian can participate, barrier-free, regardless of socioeconomic or physical circumstances.

WHAT WE DO

We provide an Award that is self-directed and develops the whole person - mind, body and soul. Our concept is one of individual challenge to set and achieve goals in four areas, encouraging personal discovery and growth; self-reliance; perseverance; and responsibility. There are three levels to The Award: Bronze, Silver and Gold. Any person up to the age of 25 can progress through each level or enroll directly to either the Silver or the Gold. Each level requires an increasing level of commitment and effort.

SERVICE

Undertake a voluntary service to individuals or the community. This develops compassion, commitment and the confidence to make a difference.

PHYSICAL RECREATION

Improve in an area of sport, dance or fitness activities. This develops a sense of achievement, fitness and teamwork.

SKILLS

Develop a practical or social skill of personal interest. This helps young people realize their unique potential and gain greater self-esteem.

ADVENTUROUS JOURNEY

Cultivate a spirit of adventure, discovery and appreciation of the environment. Young people work in small teams to plan, train and complete a journey/expedition in to the Canadian wilderness or abroad. This develops teamwork and leadership skills and challenges young people to push themselves beyond their expectations

RESIDENTIAL PROJECT

(Gold level only) Stay and work away from home doing a shared activity. This aims to broaden horizons, experiences and outlook through living and working with others to achieve a positive goal.

IN THEIR WORDS

“The Award is one giant life lesson that will help you in the future. You can accomplish anything you set your mind to.”

– Erin M.,
Ontario Gold Award Achiever

“The Award program helped me discover what I believed in and to find the person I wish to become.”

– Romy Z.,
Quebec Gold Award Achiever

“The Award has jumpstarted my career in the aviation industry and given me hope for a great future accomplishing great things.”

– Chris J.,
Newfoundland Gold Award Achiever

ABOUT THE CHARTER FOR BUSINESS

Since 1996, The Charter for Business (CFB) has been raising funds within the Canadian business community to expand The Award's work with marginalized young people. Comprised of more than 60 corporations, individuals and foundations, the CFB has pledged over \$22-million since inception to ensure that The Award continues its outreach efforts focused on aboriginal youth, inner-city youth, young offenders, northern and rural youth, and young people with disabilities.

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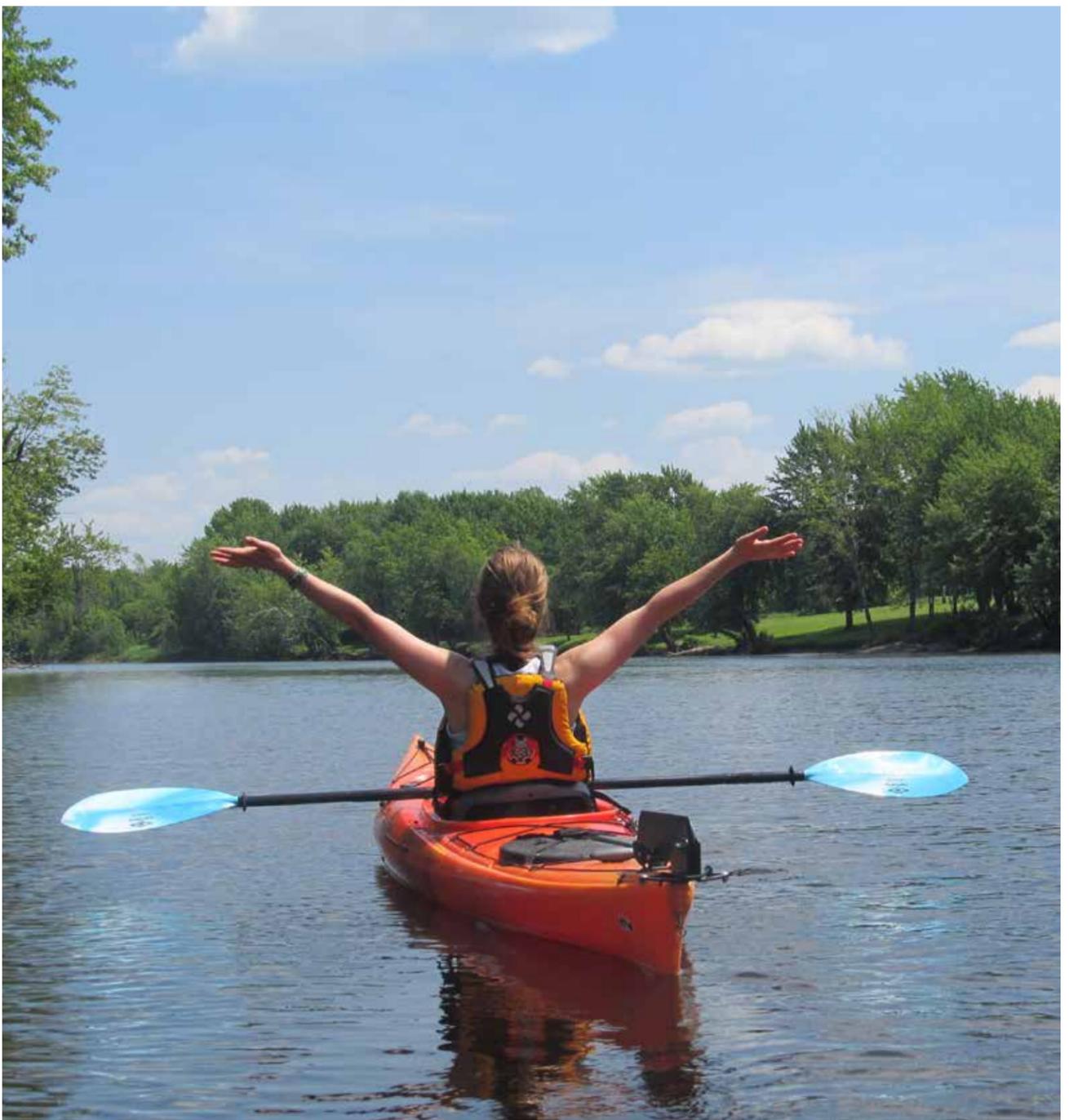
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PARTICIPANT SNAPSHOT



Cassandra Boulanger

Gold Award participant,
New Brunswick

ADVENTUROUS JOURNEY
Backpack adventure through the New Brunswick Mountains

SKILL
Vegan cooking

SERVICE
Volunteering at SPCA and local non-profits through the United Way

PHYSICAL
Yoga and biking

RESIDENTIAL PROJECT
Explore French immersion program

“The Duke of Edinburgh's Award has encouraged me to see life's many challenges as opportunities for growth and improvement. The Award has equipped me with practicality as I've learned self-motivation and direction, grown in my leadership capabilities, and overall have become a greater communal citizen.”

– Cassandra Boulanger

Youth talents sparkle in the spotlight

As part of Forum 2015, delegates from around the world were treated to a dinner and a youth concert showcasing the diverse talents of Award participants from the Greater Toronto Area.

In attendance was HRH The Earl of Wessex and The Lieutenant Governor of Ontario, the Honorable Elizabeth Dowdeswell. After a dinner featuring some of Toronto's multicultural cuisine, the spotlight was on 70 Award participants for a performance showcase featuring a drum line (composed and lead by a Gold Award alumnus), jazz band, jazz singer and a string orchestra.

Delegates were also treated to a pair of pipers, a pianist, and an Aboriginal dancer. The night concluded with a performance of scenes from the musical Oliver.

During his Royal visit, HRH the Earl of Wessex also paid a visit to the East Coast, where he presided over Gold Award Ceremonies in Halifax, Charlottetown and St. John's. As part of his visit to Newfoundland and Labrador, the Earl was invited to an

evening celebrating the province's culture that showcased the talents of local Award participants.

The evening included three Award alumni – a doctor, an aviation mechanic and a police officer – who took to the stage to talk about how the Award helped equip them for their professional lives by giving them the skills and determination to pursue their dreams.

The event also featured a variety of skills such as traditional Newfoundland music and dance, and provided an opportunity for Award participants to demonstrate their achievements through display booths, which His Royal Highness visited throughout the evening.

Highlights included a wonderful performance of Newfoundland songs on the violin, bodhran and accordion, as well as traditional Newfoundland dance performed by step dancers. This memorable evening was an excellent opportunity for Award Achievers and participants to come together and meet other youth from across the province.



ABOVE: HRH chats with participants from St. Marcellinus Secondary School Drumline at the youth event in Toronto. BELOW: Gold Award achievers from St. John's pose with HRH after receiving their certificates of achievement.



Not all learning happens in the classroom

Many young Canadians need a platform from which they can take everyday lessons and apply them to real-world situations. Young people need new experiences that will challenge them, their ideas, and above all their perception of what they can accomplish.

Enter The Duke of Edinburgh's International Award, a self-development program that helps equip young people for life's challenges and complements their formal classroom education. Today over 44,000 young Canadians and more than 1 million young people around the world are participating in The Award.

By creating opportunities for young people to develop skills, become more physically active, give back through community service and experience adventure, The Award can play a critical role in their development outside the classroom. It also allows their achievements to be consistently recognized worldwide, thus giving them unique international accreditation and respect for their accomplishments.

The Duke of Edinburgh's International Award is transforming individuals, communities and societies around the world. Young people participating in The Award become more confident and resil-

ient and develop valuable life skills in areas such as communication, problem-solving and leadership. This impacts their communities with improvements in areas including educational attainment, employability, health and well-being.

The journey to earn The Award requires young people to look beyond their personal limits and tap into their sense of discovery. Every Award is different because each Award program is a personal challenge where the individual chooses what activities he or she wants to take on. Simply put, it's “Your award, your way”.

BY THE NUMBERS

44,824
Young Canadians currently enrolled in The Award program

500,000+
Number of Canadians who have pursued The Award since 1963

91%
The percentage of Award participants who feel it will help them achieve future goals

20%
The percentage of Award participants considered to be at-risk youth