

IMPACT OF THE AWARD IN CANADA BY THE NUMBERS 2023



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 2023, this was the story of our impact by the numbers.

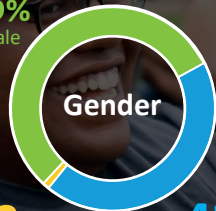


10,100 +
participants across
Canada



2,102
awards earned

56%
female



2%
undisclosed

42%
male



5,393
new participants
this year

In 2023 Award participants...

Donated

33,530 +

hours giving back to causes they care about.



As a result

87%

now believe they can make a difference in their community.

Broke a sweat for

48,000 +

hours building and leading healthy lifestyles.



As a result

83%

have improved their physical fitness.

Practiced

47,300 +

hours earning and mastering new skills.



As a result

78%

find it more exciting to try new things.

Experienced

50,380 +

hours collaborating in a team with new peers, overcoming challenges.



As a result

82%

got better at working in a team.

SUPPORTED BY **7400 +** VOLUNTEERS

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. The Award continues to maintain a strong social value benefit to Canadian society. Notably through our stakeholder's participation in Award related activities, the Award generated \$18.4 million in social value or \$3.15 for every \$1.00 invested into the Award.

\$18.4M

Total Social Value Generated

\$42.3M

Total Future Social Value

\$1 : \$3.15

Social Return On Investment*

*Based on the social value analysis of The Duke of Edinburgh's International Award Canada in 2022, we estimate that for every \$ 1.00 that was invested in the Award, \$ 3.15 in social value was generated

The social value impact we generated



\$7M+

Social value of support to charitable and community causes



\$799K

Social value of improved physical health and fitness



\$7.9M

Social value of improved mental health and emotional wellbeing



\$2.5M

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		2022
\$6.7M		\$15.1M

per young person who completed a Gold Award

\$2,700



\$17,200

per young person who completed a Silver Award

\$2,100



\$9,000

per young person who completed a Bronze Award

\$1,900



\$7,500

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.



\$2.1M

was generated through participants volunteer activities

87%

feel they can make a difference in their community

85%

recognize the importance of contributing back to their community and society



83%

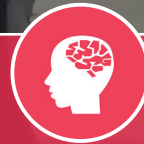
have improved their physical fitness

80%

feel more determined

75%

now see challenges as opportunities to develop



70%

feel more confident

77%

feel more resilient

85%

are more more satisfied with their lives



94%

made new friends

79%

feel more comfortable in new and unusual situations

94%

feel their voluntary service activities had a positive impact on them and their wider community

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

89%

were confident in their ability to consider the pros and cons of different options and deciding which one is the best, **which was 10% higher than the Canadian average of 79%**



Collaboration

92%

were confident in their ability to consider others peoples perspectives in a group, **which was 14% higher than the Canadian average of 78%**



Being Creative

78%

were confident in their ability to thinking outside of the box and developing new ideas, **which was 5% higher then the Canadian benchmark of 73%**



Communicating

72%

were confident in their ability to speak or present in front of groups of people, **which was 19% higher than the Canadian average of 53%**



Critical Thinking

87%

were confident in their ability to figure out how different ideas fit together, **which was 14% 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...



85%
felt challenged



92%
tried something new



94% feel they made new friends since starting the Award.



85%
feel more satisfied with their lives after completing the Award



75%
feel the Award helped prepare them for the next stage of their life

THE AWARD AND VOLUNTEERING...



94%
Award Holders feel their voluntary service activities had a positive impact on



88%
will continue to volunteer at least one hour a month



87%
believe they can make a difference in their community



Of the participants who never volunteered before the Award
86%
now intend to continue volunteering at least one hour a month.

BUILDING POSITIVE HABITS...



95%

of Award Holders plan to continue regular exercise at least once a week



83%

of Award Holders feel they have improved their physical fitness



47,366 hours

spent in nature by Award Holders completing an Adventurous Journey



79%

intend to keep practising a skill at least once a week

RECOMMENDING THE AWARD...



81%

said they would recommend the Award to a friend

81%

of Award Holders said they enjoyed their time completing their Award

65%

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

“

It is easy to spend time performing the activities that you enjoy, but I always wanted to have an impact wherever I go. **The Award taught me to set SMART goals which helped me focus my attention on what I hope to achieve and clarify my path forward.** After that, it is just a matter of putting in the work to reach the goal.

Hamza - Gold Award Participant

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