



# THE DUKE OF EDINBURGH'S AWARD

## INVESTING IN YOUNG CANADIANS



'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

'The Award Programme gives a structure for people to take on a personal challenge, and then be recognised for their achievements . . . it works for literally everybody.'

**HRH The Earl of Wessex, KCVO**  
Gold Award Achiever 1986  
International Chairman  
of The Duke of Edinburgh's Award

'Completing The Duke of Edinburgh's Award is something I will be proud of the rest of my life.'

**Laura Smith**  
Gold Award Achiever 2004

'The Duke of Edinburgh's Award is not solely about self-improvement, it is also about giving back to one's community and making a difference in the lives of other people.'

**Phanuel Antwi**  
Gold Award Achiever 2000

'The Award has helped hundreds of thousands of young Canadians achieve their potential and develop critical life skills.'

**Kevin Malone**  
Gold Award Achiever 1976  
National President  
of The Duke of Edinburgh's Award

## Charter for Business takes Award to new level

WHEN THE DUKE OF EDINBURGH'S AWARD in Canada created its Charter for Business 10 years ago, the initiative took the whole program to a new level across the country.

Canadian business leaders saw in the Award program a success story since 1956 that had taken hold in countries around the world, over 115 of them to date. The non-competitive personal

achievement program allowed young participants, aged 14 to 25, to pursue individualized challenges at their own pace and in their own way to earn bronze, silver and gold awards.

The principles involved – encouraging personal discovery and growth, self-reliance, perseverance, responsibility and service to the community – all made resounding sense to the business com-

munity. And as the Award program has actively broadened its outreach over the last decade to find and reach out to youth-at-risk and other youngsters facing socioeconomic, cultural or physical disadvantages, the fit with business aspirations for Canadian society has become very powerful.

The Charter for Business has focused on five

primary target areas including; inner-city youth, aboriginal youth, northern and rural youth, young offenders and young people with disabilities.

Several founding partners of The Charter for Business share their thoughts on what the Award program means and why their organizations have become committed to it.



Chairman of the Charter for Business and Chairman and CEO of Sleeman Breweries, John Sleeman, right, with wife Julie and TRH The Earl & Countess of Wessex at a car racing fundraiser for The Duke of Edinburgh's Award

**JOHN SLEEMAN**  
Chairman, The Charter for Business;  
Chairman and CEO, Sleeman Breweries Ltd.

'The Duke of Edinburgh's Award goes back for 50 years and there is a proven track record there,' says Sleeman, head of the largest wholly Canadian-owned brewery in the country and a guiding force behind business-community support for the Duke of Edinburgh's Award in Canada. "We can look around us and see the work this program is doing around the world."

A fundamental figure in the expansion of The Charter for Business in 1998, Sleeman feels strongly about the role Charter members can play in supporting disadvantaged youth in particular to gain access to the benefits of the Award program, including young people in Aboriginal or rural communities, youth with physical disabilities, youth caught up in the justice system and others.

"One of the things I'm acutely aware of is how fortunate my kids are and how unfortunate many of the kids are in the inner city," says Sleeman, speaking from the Guelph, Ont. headquarters of his firm. "My kids are still too young for the Duke of Edinburgh program but I know what it means for young people. I continue to go across the country with Prince Edward and Prince Philip and meet the kids who are involved in the program and it is always inspiring."

Sleeman continues to bring this message to colleagues across the private sector in Canada, believing the program to be an exemplary one for the Canadian businesses looking to support youth and the future health of society.

"We're certainly looking for more and more companies to join us in The Charter for Business," Sleeman remarks. "It's for helping youth that have some challenges. And this is also a chance for companies to have their money work directly in the communities where their help is needed."



Jim Kinnear, President and CEO of Pengrowth Management Ltd. is the newest Founding Partner of The Charter for Business.

**JIM KINNEAR**  
President and CEO,  
Pengrowth Management Ltd.

Seeing the benefits of The Duke of Edinburgh's Award written on the faces of Award recipients has often been the critical factor in persuading Canadian business leaders of the program's worth.

From his Calgary headquarters, that's the kind of experience Kinnear relates.

"During the recent Royal Visit celebrating Alberta's centennial, I had the unique opportunity to attend the gold award presentations in Edmonton," he recounts. "I experienced first hand the sense of accomplishment and satisfaction felt by those receiving these awards."

"The pride, commitment and dedication was evident on the faces of the young men and women and their families, making this a very moving experience for all in attendance. Many of these individuals overcame significant hardships to attain their Award status. It was very rewarding to see the impact this particular program had on these young lives."

Combined with a private meeting with The Duke of Edinburgh, the experience persuaded Kinnear there was a fit with his firm's community efforts.

"We understood that his goal of encouraging and challenging young people in areas of service, adventurous journey, skills and physical recreation was an ideal match for Pengrowth's criteria for sponsorship," says Kinnear.

The relationship, he adds, now extends from lending financial support to encouraging company staff and executives to experience and participate in the Award program.

"Currently, many of Pengrowth's team members are working closely with local and national Canadian offices of the Duke of Edinburgh's Award program in an effort to support them in meeting their goals and objectives," Kinnear remarks. "At this time we are working on and hoping to host an event to raise significant funds for the program."



Rick Patina, left, Chairman and CEO of Lombard Insurance Companies and Charter for Business Founding Partner with HRH The Earl of Wessex at The Duke of Edinburgh's Cup golf tournament.

**RICK PATINA**  
Chairman and CEO,  
Lombard Insurance Companies

'Our company has traditionally focused its charitable efforts on children and young people,' explains Patina, whose firm comprises several major insurance companies. "If you truly believe that our children are our future, then I feel it is incumbent on each of us to do as much as possible to enable children and young people to develop into valuable and contributing members of society. The Duke of Edinburgh's Award does that."

"There's no question that one of the best ways to learn is through personal experience," he says. "The Duke of Edinburgh's Award provides young people with opportunities for personal growth and self-improvement through a program of extracurricular initiatives involving community service, skills learning, and physical and outdoor experiences. And, quite frankly, those qualities and abilities young people develop in the Award Program are those same attributes employers look for in potential employees."

While the development of these qualities in all youth is seen as important, The Charter for Business has a declared focus on involving disadvantaged youth, a mission Patina believes is necessary and appropriate.

"The first perception people have is that The Duke of Edinburgh's Award program is targeted at kids in private schools, whereas in fact, the program is available to all young people and in recent years has focused heavily on 'at-risk' youth in Canadian cities, rural areas, and our native communities," he observes.

"In many ways, these are young people who need our help the most. If we are ever to break the pattern of young 'at-risk' youth falling into somewhat predetermined anti-social roles and behaviour, then we need to reach these young people early in their development years. The Award Program teaches them the self-determination and character to 'break the mold.'"

"We cannot and should not look to government to solve these issues. Corporate Canada has to step up and help address these problems."



Murray Taylor, President and CEO of Investors Group and Founding Partner of The Charter for Business.

**MURRAY TAYLOR**  
President and CEO,  
Investors Group

One of the signal events for The Duke of Edinburgh's Award program in Canada in recent years has been the reestablishment of the Manitoba Division in 2002, a milestone made possible through significant support from Investors Group in Winnipeg.

"The people of Investors Group care about the communities where we live and work, and we believe in giving back to our communities in meaningful ways," says Taylor. "Our interest in The Duke of Edinburgh's Award program comes from the way it promotes achievement and self-reliance among young people and how it reaches out to 'at risk' youth who may not have many positive influences in their lives."

Indeed, Bob Darling, a retired senior executive of the firm, was personally one of the driving forces behind reviving the program in Manitoba, Taylor notes, and has served as President of the Manitoba Council for the past three years. Office space, annual funding and employee volunteerism on behalf of the Award have all been part of the Investors contribution.

"Our satisfaction from being involved in the program is in seeing the difference it makes in the lives of young people — in their knowledge, their confidence and their leadership abilities," remarks Taylor. "As a company that places a high value on mentorship, we are also very pleased to see the number of adult leaders who have come forward to coach and challenge the young people along the way."

"The rewards to the participants and their leaders are sure to benefit the young people involved, their families — our communities — for many years to come."



Tim Hogarth, left, President and CEO of Pioneer Petroleum LP, receiving his Charter for Business Founding Partner's Certificate from HRH The Duke of Edinburgh.

**TIM HOGARTH**  
President & CEO,  
Pioneer Petroleum LP

'What struck us about The Duke of Edinburgh's Award program is its uniqueness because it does not compete with other service clubs, sports teams, groups or associations' own internal recognition programs,' recounts Hogarth, whose firm runs Ontario's largest independent retail petroleum network.

"It is complementary to those organizations by offering local, provincial, national and internationally recognized awards. The Award touches the lives of a large number of youth in such a positive way that we felt compelled to learn more about it."

"After attending a Gold Awards presentation meeting with The Duke of Edinburgh, as well as Prince Edward, and seeing both of them interact with the proud young Award recipients, it became clear that this was something very special. This was an exceptional opportunity for Pioneer to support the youth in our communities and to make a difference in the lives of others."

Pioneer has had both retailers and head office personnel involved in the effort to support the Award program, not only with financial contribution but helping with raising public awareness in social and business settings.

"Knowing we are supporting the Award program gives us a tremendous sense of satisfaction that we are able to help in some small way young people achieve their goals and receive recognition for those achievements. The individual Award participants are learning and growing as they go. The individuals involved in the management of the program are genuine and act as inspiring mentors to those they lead."

"Award participants are achieving value-based life lessons and they have something to show for it once they achieve an Award. Their success is celebrated and any time you share in the celebration of achievement with young people, it is truly gratifying. It is a real confidence booster and driver of self-esteem."

## TD Waterhouse youth initiative creates opportunities, promotes self esteem

Into the communities where opportunity has often been most stifled comes a landmark gift bearing encouragement and new possibilities.

The initiative will give two years of outreach support in turn to nine Canadian cities, with Vancouver, Calgary and Toronto launching this year, Halifax, Winnipeg and Montreal next year and three other centres to be chosen after that.

The TD Waterhouse Investing in Youth initiative, launched last June at a Toronto inner-city setting with the Earl and Countess of Wessex and Mayor David Miller on hand, will open up access to the internationally proven Duke of Edinburgh's Award program for at-risk youth in cities across Canada over the next several years.

The \$400,000 gift is the largest in the 42-year history of the Canadian Award — Prince Philip first launched the Award program in Britain in 1956 — and will create outreach to involve youth in a program with an exemplary record of supporting personal initiative and citizenship.

Being initially rolled out in co-ordination with Toronto Parks & Recreation, a nine-week Dukes in the City program is offering experiences like meeting Emergency Medical Services crews who explain their work and having artists come in to describe their creative process.

"The Duke of Edinburgh's Award



The TD Waterhouse Investing in Youth Initiative was launched on June 6, 2005 by HRH The Earl of Wessex at the Wellesley Community Centre in Toronto.

really gives youth what it takes to get ahead by encouraging them to set goals, stretch, achieve and succeed," says Bill Hatanaka, Group Head, TD Wealth Management and Chairman and CEO, TD Waterhouse.

"TD Waterhouse's goal is to make it easier to participate for those who might not normally have access to the Duke's program, including new immigrants and youth at risk because of factors like socioeconomic status, envi-

ronment, family situation or health," he adds.

The Duke of Edinburgh's Award program is open to Canadians between the ages of 14 and 25 regardless of circumstance or ability. With some 30,000 youths involved each year across Canada, participants achieve different levels of the Award by attaining personally established goals in community service, skills development (covering almost any hobby, skill

or interest), physical recreation and adventurous journey (including canoeing, dog sledding, hiking and sea kayaking).

Those are objectives that should be encouraged in every part of Canadian society, Hatanaka believes.

"TD Waterhouse Investing in Youth encourages participation by increasing public awareness of the program and its benefits," he remarks, "making sure the program is available without barriers

to all inner city youth, delivering hands-on assistance to award participants and the community partners who work with them, and ensuring the outreach program becomes self-sustaining."

Along with the contribution of resources for the undertaking, the TD Waterhouse presence will boost the Award's profile in many positive ways, says Jill Hermant, Ontario Executive Director for The Duke of Edinburgh's Award.

"I think having someone like TD Waterhouse come aboard gives this effort strong credibility," notes Hermant. "This initiative has a far-reaching implication, which is terrific. You want to start building the program in a range of communities so that lots of kids are in it in different places."

As 50 years Award program experience around the world has shown, currently in over 115 countries, potentially every young person could benefit profoundly from the experience of working through their Bronze, Silver and Gold Awards.

"Never at any time would I discount what the Award means to any young person, no matter what their background," Hermant says.

Once narrowly associated with youngsters in private school settings, the Award has been assertively pursuing a diverse cross-section of youth in Canada, including those from Aboriginal communities, troubled city

neighbourhoods and even youth detention contexts.

A key person on such front lines is Jeff Needham, TD Waterhouse Field Officer for the program, now travelling across the GTA to address school assemblies and meet with guidance counsellors, principals and community centre workers.

"This is an effort to engage inner-city youth-at-risk in marginalized communities," says Needham. "It isn't a geographic target but a demographic target. There are a lot of youth who are perhaps wondering what to do and who don't have enough support to get out of a bad situation."

For kids who have perhaps received little encouragement of any sort in their lives, the Award program is structured to recognize every kind of constructive effort.

"How many times has someone shaken your hand or given you a pat on the back for playing basketball a couple of times a week?" asks Needham. "This is a program that gives a little bit of structure to these efforts."

And even in early days, The Award program is getting some recognition back from the kids it is reaching out to.

"The response so far has been very, very encouraging," says Needham, "tremendous in some respects. It's all about the youth stepping up, signing up and taking the initiative to get things done."