

THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD



Working together to build the future

Our annual statement to donors
May 2017

The world's leading youth achievement Award

The Duke of Edinburgh's International Award offers young people the opportunity to discover they are capable of more than they ever thought possible. Doing the Award helps young people develop into well-rounded and forward-thinking individuals who are key to a bright and sustainable future.

At The Duke of Edinburgh's International Award Foundation our mission is to make the Award available to as many young people as possible. With your support and by working through a growing network of operators in more than 140 countries and territories, we are able to use our 60 years of experience to make this vision a reality.

This report* intends to provide just a glimpse into the immense impact the support of so many donors and partners has on our work – not just in financial terms but also in the encouragement it provides to young people and the adults who support them.

By working together as donors, staff, volunteers and partners we are already helping young people to provide a brighter future for themselves and their communities. With your ongoing support we intend to do even more as we look forward to the 30th anniversary of the World Fellowship and 30th anniversary of international collaboration through the International Award Association.



A message from the Secretary General

I learned a new word recently: “Waithood”; the bewildering time in which increasingly large numbers of young people are spending their best years waiting.

They've completed school, but haven't been able to find a job; they feel like they should have moved out of their parents' house, but they're still stuck in their childhood bedrooms; they know they should have the world at their feet, but they have no money, no achievable ambitions, no direction.

Waithood is a difficult and unpleasant period in life. It is a phase in which the difficulties young people face result in a debilitating state of helplessness and dependency. It is contributing to a frustration that can lead to civil unrest, anti-social behaviour and, at worst, violence from those that feel isolated from society, their nation and their local communities.

We know that taking part in activities such as sport, community service, adventure and learning new skills, develops, amongst other things, resilience, determination and adaptability. The Award helps young people construct a positive identity for themselves, helps them cope with waithood – and helps them prepare for making a constructive contribution to adult life in an uncertain world.

Bringing the Award to young people does not happen by accident. Last year we continued to intensify our

support to our partner organisations and, with your help, we will continue to do this in the future. We are improving access to the Award across the world, improving the reach of the Award by expanding our infrastructure; and enhancing the impact of the Award on young people and their communities, particularly the most at risk and marginalised.

Last year, more than a million young people benefited from taking part in the Award, building their own programmes and having their achievements recognised by the people who mean the most to them.

None of this could happen without the amazing support of you, our supporters. Last year, as well as lending us your time and talent, you gave more than £2.65 million. You are truly transforming lives. Thank you once again for your ongoing support. Together, we continue to help equip young people for life.

John May
Secretary General

*Covering the 2015/2016 period

Three key areas of our work

Giving to and investing in the Foundation

The impact and outcomes of the Award can be measured across key areas of modern society including employability, civic participation, social inclusion and improved educational attainment. By supporting the work of the Foundation, you, your family, or your organisation can all make a lasting contribution not just to the young people taking part in The Duke of Edinburgh's International Award but to our wider society.

We work in three main areas: improving access to the Award, developing and expanding the Award infrastructure, and enhancing the quality and impact of the Award for young people and their communities.



1 IMPROVING ACCESS

Enabling more people and those most in need to take part.

By supporting our 'Access' work, you enable operators of the Award to help young people overcome socio-economic and cultural barriers to accessing this global educational tool. Work in this area empowers operators to engage specific groups of young people, especially the hard-to-reach.

Measurable objectives by 2020:

- the expansion of new Award participant numbers from 500,000 to over 750,000 annually
- the number of young people from 'at risk and marginalised' communities taking part in the Award grows from 160,000 to 300,000

2 IMPROVING REACH

Establishing structures and resources to manage more people successfully through a quality Award.

Gifts to our 'Reach' work enable expansion of the social infrastructure required to better support high quality delivery of the Award across the world. We achieve this by establishing, supporting, advising and training new national operators, sharing best practice and supporting adoption of new delivery tools.

This area of work will also support our drive to make the Award more accessible via the digital space, both to support adults delivering the Award and to engage more young people.

Measurable objectives by 2020:

- an increase in the number of National Award Operators
- growth in the number of participants per unit from 20 participants on average per unit to 30 participants per unit
- 85% adoption of global digital tools

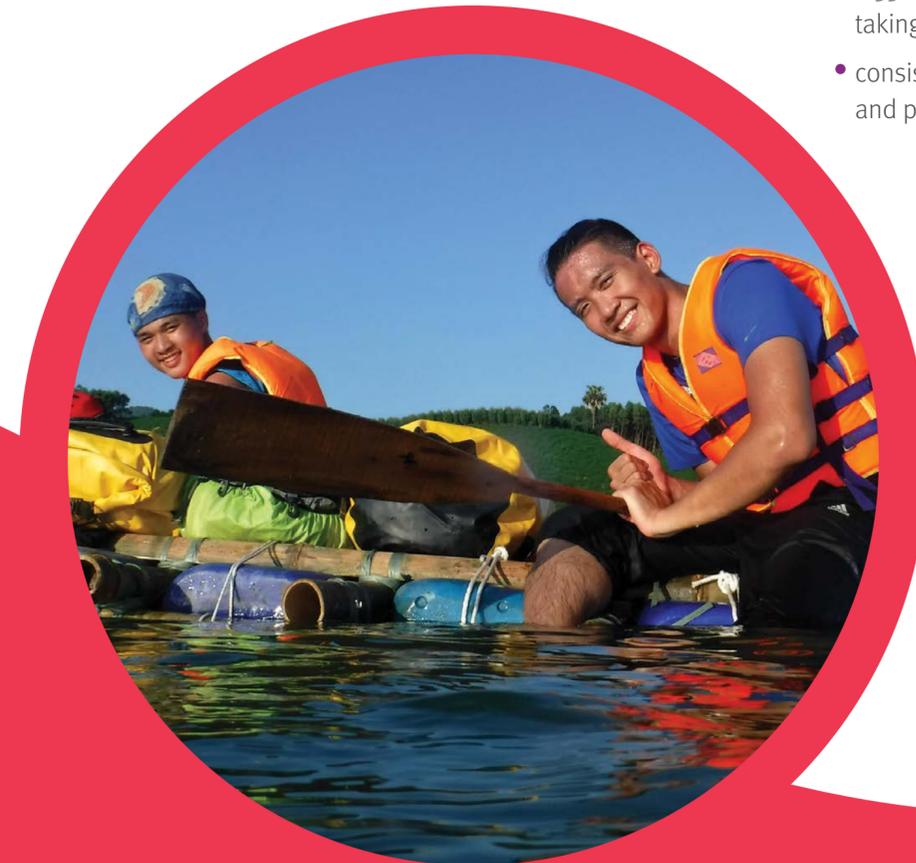
3 IMPROVING IMPACT AND QUALITY

Ensuring the right number and best possible people are helping young people to gain Awards.

Supporting our 'Impact' agenda enables more adults to take on the role of Award Leaders and volunteers, mentoring and inspiring young people as they strive to prove themselves and achieve their Awards. Work in this area supports digital and face-to-face training and support, research and quality assurance.

Measurable objectives by 2020:

- increase the completion rate of participants from 53% to 65%
- a 33% increase in the number of adult volunteers actively taking part in the Award worldwide
- consistent improvement in areas of operator, volunteer and participant satisfaction survey results



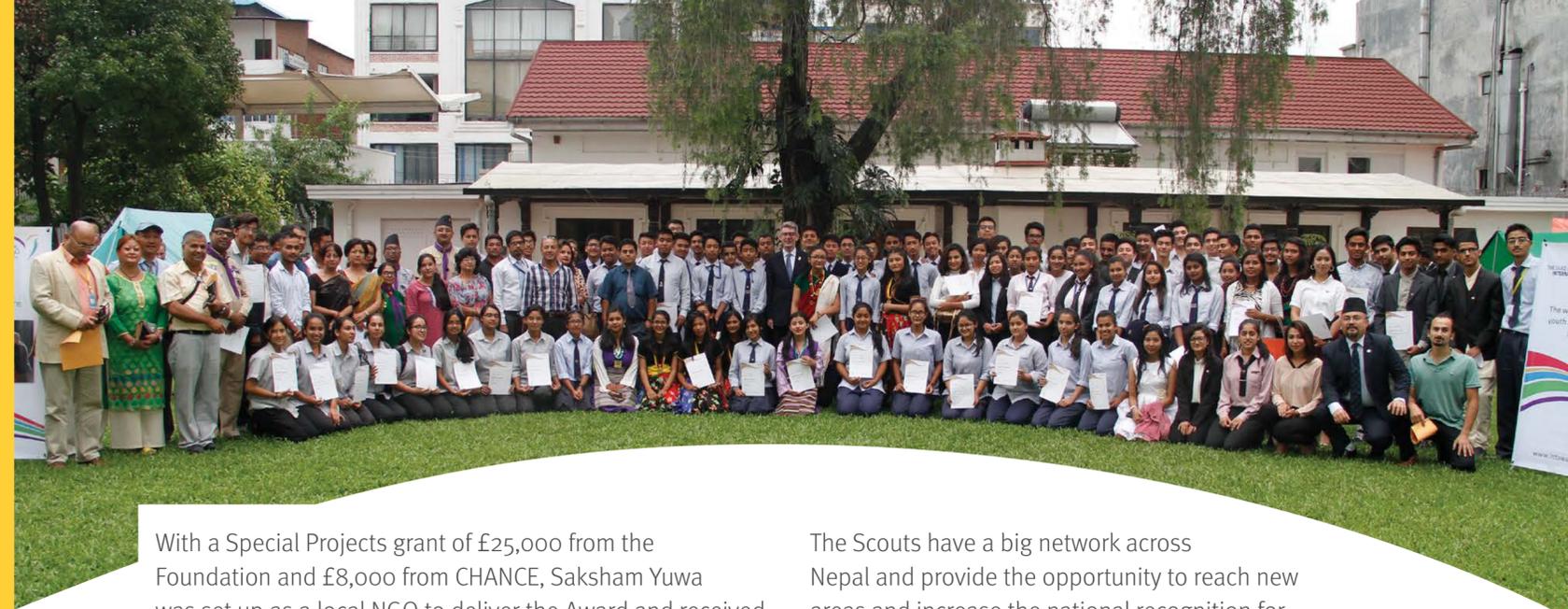
Supporting our 'Impact' agenda enables more adults to take on the role of Award Leaders and volunteers, mentoring and inspiring young people.

CASE STUDY

Extending the reach of the Award throughout Nepal

Work to extend the reach of the Award has been a part of the Foundation’s mission since its inception. The establishment of the Award in Nepal has been a resounding success in terms of ensuring the right infrastructure is in place to allow more young people to take part and complete their Award.

Rob Oliphant,
Asia Pacific
Regional Office



With a Special Projects grant of £25,000 from the Foundation and £8,000 from CHANCE, Saksham Yuwa was set up as a local NGO to deliver the Award and received its licence from The Duke of Edinburgh’s International Award Foundation in April 2016.

To aid the process, Rob Oliphant from the APR office undertook several visits to Nepal to train new Award Leaders and staff, to help set up the board and to work with the team to build the infrastructure required to run the Award at a national level.

Rob says, “The APR office has provided ongoing support to Nepal to establish an NAO. During this process we built a cooperative working relationship and I had the opportunity to share examples of best practice from other NAOs. Staff and Board members in Nepal showed an openness and willingness to work together to achieve the required standards for Nepal to be a national operator of the Award. Overall, it has been a very rewarding experience.”

LOOKING TO THE FUTURE

Now the Award intends to follow the example of other countries and work through partnerships to expand their reach. Having recently signed an agreement with the Nepal Scouts, the two organisations intend to work together for mutual benefit.

The Scouts have a big network across Nepal and provide the opportunity to reach new areas and increase the national recognition for the programme.

Since the establishment of the new NAO the number of Award units in Nepal has doubled. With only two dedicated members of staff, the Award in Nepal has big ambitions to reach over 2000 participants by 2020. However with the organisation’s solid foundation, based on knowledge learnt from other NAOs, the strong board, and the dedicated team of volunteers, there is every reason to believe they will reach their target.

Anis Luitel who completed his Gold Award by summiting Mount Everest

In fact the Award has historical links to Nepal. After Lord Hunt led the first successful British expedition to Everest in 1953, he returned home to become a co-founder of The Duke of Edinburgh’s International Award. Sixty years later in 2013 the Award was a tried and tested framework and run in Nepal through a small number of Independent Award Centres. Although successful the Award was not having the best possible impact due to the very limited number of units, Award Leaders and participants.

BECOMING A NATIONAL OPERATOR

Following discussions between CHANCE, the charity partner running the Award in Nepal at the time and the Asia Pacific Regional (APR) Office of the Foundation, it was decided that Nepal had the foundations in place to become a National Award Operator (NAO) and extend the Award across Nepal.

Chandrayan Shrestha, Chairman of the Award in Nepal and the first ever Nepalese Award Leader explains why it was so important to reach many more young people.

“Around 2000 young people leave this country every day to work abroad without any skills or experience, meaning they end up in low-skilled and poorly paid positions. The Award is critical in ensuring that these young people are better equipped with skills for life, giving them far better prospects for employment either abroad or at home.”

“The Award is critical in ensuring that these young people are better equipped with skills for life.”



CASE STUDY

Improving access to the Award in New Zealand

Work to improve access to the Award for those who need it most, is some of the most rewarding and yet most demanding. New Zealand has spearheaded some key work in this area.

In 2013 New Zealand received Special Projects funding to bring the Award to some of the country's most vulnerable young people. Over the project's three years, the impact on the Kawerau community has been profound, and its legacy will enable even more at risk and marginalised young people to benefit from the Award.

THE ISSUE

Kawerau is an isolated rural community in the Eastern Bay of Plenty region on New Zealand's North Island. With employment limited to the local paper mill, there has historically been a lack of prospects for young people. The community had been plagued with a suicide rate 12 times the national average, and the wellbeing of young males was a key concern.



MEETING THE NEEDS OF THE MAORI COMMUNITY

Kawerau is rooted in its Maori heritage, which was key to how the Award in New Zealand approached the project. The team partnered with the 100% Maori delivery provider, Potiki Adventures, who had the cultural credibility, skills and resources to engage the young Maori community.

The aim was to raise self-esteem and help the Maori teenagers to connect with their identity, whilst equipping them with vital skills for the world of work. Activities for each of the Award's four sections were therefore carefully chosen with these aims in mind.

For example, the Skills section initially focused on Tikanga Maori beliefs, protocols and spirituality, to start the healing process of re-establishing their identity. Once the young people were in a more positive mindset, broader, transferable skills were developed for the workplace.

EXCEEDING EXPECTATIONS

The project was a greater success than anyone could have anticipated. The initial target was 36-42 participants over the three years; by the end of the project 78 young people had taken up the Award, nearly twice the original goal.

Feedback surveys designed by the Ministry of Youth Development, showed the outcomes for young people. An impressive 100% felt the Award had improved their personal and social skills, and over 90% had acquired new skills and knowledge.

Sherraijka Bruintjes, a Silver Award holder, is one example of this. Through renewed confidence and self-belief, she made the brave decision to go on a student exchange to the USA in 2017 and has begun the challenge of fundraising over \$10,000. Sherraijka is also taking on her Gold Award this year and is looking forward to her adventures.

A LASTING LEGACY

Having Kawerau High School in a position to now take over as an Award Unit has been an incredible achievement.

Andy Woodhouse, Training and Development Director for the Award in New Zealand explains: "It is not always easy to make a funded project with a finite end sustainable, for many reasons. The fact that we have achieved this in an isolated low socio-economic area with many complex social issues is something we are very proud of. Most importantly, it means young people in Kawerau will continue to benefit from everything the Award offers in years to come."

An impressive 100% felt the Award had improved their personal and social skills.



CASE STUDY

Improving the impact of the Award in Slovakia

Investing in people at all levels is the lynchpin of much of our work on ensuring impact and quality. Slovakia’s growth has been underpinned by a focus on their new staff and training those who will help support other volunteers in their aim to engage more young people.



Marián Zachar, National Director

The Award in Slovakia has been delivered through two Independent Award Centres in Bratislava since 2007. Recognising the value of the Award, Slovakia launched a successful pilot with ten further units. Since then, with a small team of four the National Award Operator has made impressive progress in growing the Award across the country, with ambitious plans for the future.

BUILDING SKILLS FOR LIFE

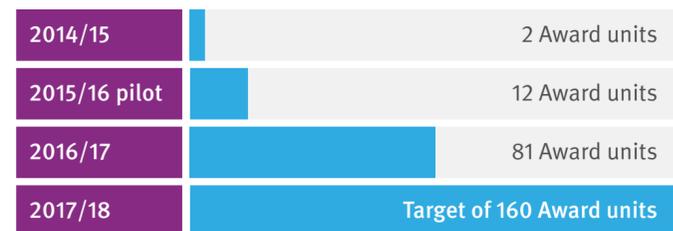
The Award in Slovakia has a clear vision. National Director, Marián Zachar speaks of bringing about societal change for the benefit of Slovakia’s next generation.

“We live in times when young people in Slovakia fall behind other OECD* countries in educational attainment as well as well-rounded life skills and character development. Over the years, they fall behind in employment, community volunteering and civic engagement.

We believe that by increasing motivation and expectations of young people, and offering global recognition through the Award, young people in Slovakia could significantly improve their life prospects.

The Award is all about gaining the skills and attitudes to equip young people for life. By working with schools and other youth organisations to deliver the Award, we hope to shift the culture of education in Slovakia to focus on young people achieving well-rounded growth.”

GROWING THE AWARD



The team in Slovakia has worked closely with colleagues from the Europe, Mediterranean and Arab States (EMAS) team at The Duke of Edinburgh’s International Award Foundation to ensure its growth is sustainable and that all young people receive the best possible Award experience.

Marián recalls what really helped when facing the early challenges of a start-up organisation: “The Foundation provided us with a valuable quality assurance system through its licence review. This helped us set the quality benchmarks of the Award in Slovakia right from the start. The development of Slovak trainers through the ‘train the trainer’ initiative was also crucial for the growth of the organisation. It allowed us to develop a network of qualified trainers that would deliver the Award to consistently high standards.”

“The strength of the brand helps organisations to clearly see the impact of the Award on young people around the world.”

THE VALUE OF A GLOBAL NETWORK

Becoming a National Award Operator gave Slovakia access to a wide network of countries running the Award. Collaborating with the Czech Award has been particularly helpful, providing support with the development of Slovakia’s website, holding joint Award leader training and sharing best practice on all elements of Award delivery. The strong collaboration will continue into the future, with the Chair of the Czech Award, Jiří Zrůst, also a member of Slovakia’s Board of Trustees.



Award holders at the first Slovak Award ceremony with Slovak President Andrej Kiska and British Ambassador to Slovakia, Andrew Garth

The international recognition of the Award brand has also helped the newly established National Award Operator to reach new business partners and delivery units. Marián explains: “The strength of the brand helps organisations to clearly see the impact of the Award on young people around the world and how it might help reach the goals of their own organisations.”

The National Award Operator looks set to achieve its goals, enabling thousands more young people to benefit from the Award across Slovakia over the coming years.

*The Organisation for Economic Cooperation and Development currently has 35 member nations. They include many of the world’s most advanced countries but also emerging countries like Mexico, Chile and Turkey.

Growing the Award in South Africa

This wheel of influence shows the wide-reaching impact of a Special Project funded by the Foundation in South Africa.

The project aimed to support the efforts of the marginalised youth and their Award Leaders in rural and under-resourced schools who wished to participate in the Award.

Supporting Special Projects is an investment in the systems and infrastructure that enable the projects on the ground to give countless young people a chance to develop their talents, broaden their experiences and build the life they choose.



1. THE ISSUE

Rural and state schools in South Africa are often severely under-resourced: lacking basic educational materials, furniture, committed teaching professionals or basic amenities (running water, toilet facilities etc.) This has contributed to many young people not reaching their full potential and positively contributing to their communities and country as a whole. To combat this the Special Project partnered resourced schools with less well-resourced schools to provide support and encourage the sharing of resources and activities to run the Award.

2. THE DONOR

Dr Chai Patel CBE FRCP, Special Projects Founder Member
 “Investing in the Special Projects makes a real difference as it enables those hardest to reach young people in the most deprived parts of society to access the Award. The projects have a clear goal, we know the issues in the community and we know the young people we are trying to reach. Butsha and her class mates are truly inspiring in their efforts to help their local community – I am proud to support them.”

3. THE FOUNDATION

Edwin Kimani, Africa Regional Director
 “We invited the head of operations at The President’s Award to serve as a member of the Africa regional training panel, giving her the opportunity to network, share examples of best practice and expertise with others from within the NAOs. The success of this project will be replicated to other parts of the country and help to change the narrative of the Award as a reserve of a particular group but open to all within our age group.”

4. THE AWARD OPERATOR

Lara Kruiskamp, National Director – The President’s Award for Youth Empowerment
 “Special Project support has encouraged and inspired us to be creative and to seek out new and different ways of reaching marginalised young people in South Africa. The three year funding cycle is in itself a great motivator and goes a long way to ensuring that the project develops credibility, momentum and sustainability within our NAO, the beneficiary community and the broader community.”

5. THE PARTICIPANT

Butsha Ngani, Bronze and Silver Award holder and Gold Award participant
 “My life has been transformed. I have developed a sense of pride: a sense of pride in my school, a sense of pride in my community, and most of all a sense of pride of where I come from and who I am. The Award has helped me recognise who I am and how to change the things that I witness in my daily life.”

6. THE COMMUNITY

Mary Brown, Award Leader, Cathcart High School, Eastern Cape, South Africa
 “I cannot say enough in support of the Award. The children have grown in stature, and I think we owe it to them to provide the challenges of the Award for them to grow, and we owe it to our country to develop responsible and ethical leaders for the future.”

Help us grow the Award further

In the Award's 60th year (2016) we commenced a momentous step change in our operations and delivery to ensure that every young person will have the opportunity to participate in this unique, global programme. Over the next two years, we will be engaging with as many of the Award's supporters as possible, sharing our plans and celebrating two further milestones: the 30th anniversary of the World Fellowship (2017) and the 30th anniversary of international expansion of the Award, through the International Association (2018).

Three special opportunities have been created to engage and recognise key supporters who wish to see our work grow.

DIAMOND BENEFACTORS

HRH The Earl of Wessex is seeking to appoint up to six individuals with a personal commitment to community and improving the futures of young people around the world.

PEARL CHAMPIONS

We are seeking to engage 30 inspiring Pearl Champions over the next two years. Each Pearl Champion will help to launch the Foundation into its next 60 years by supporting the key areas of our work (see pages 4 & 5), therefore, enabling young people to gain access to the life-transforming benefits of the Award; empowering countries not currently offering the Award to establish a licensed entity to deliver the Award; and ensuring that the Foundation can maintain the quality and impact of the Award, wherever in the world it is delivered.

30-to-30 EVENT SERIES

Many of our supporters have offered to host fundraising events to mark the 30th anniversaries and so we have launched a series known as 30-to-30. With an ambitious vision to see this initiative raise over £1 million we are looking for 30 hosts to work with us to create some spectacular events around the world, each raising a minimum of £30,000 to help extend the work of the charity. We already have an exciting programme in the pipeline with locations ranging from London to Dubai and are looking forward to developing more.

With help from our Diamond Benefactors, Pearl Champions and 30-to-30 hosts, at least eight million new young people will be able to start an Award journey, and a further one million at risk or marginalised young people will take part before 2025.



Celebrations!

To thank all those who make visionary commitments over the next two years, HRH The Earl of Wessex will be leading an evening of celebration of philanthropic support and the Award's achievements at Windsor Castle in the first half of 2019.

Our financial health

We raised a total of £2.65 million from gifts and donations during 2015/16. This includes £513,000 from our Global Benefactor, and over £2 million from our individual donors and corporate partners.

Our activities for generating funds include fundraising event income, fees paid by delegates attending our international meetings, licensing activity income and Online Record Book participant fee income. At £1 million, our income from the above sources was £270,000 lower than that generated last year due to a reduced number of fundraising events. The licence and Online Record Book participant fees generated £483,000 growing this income by £94,000.

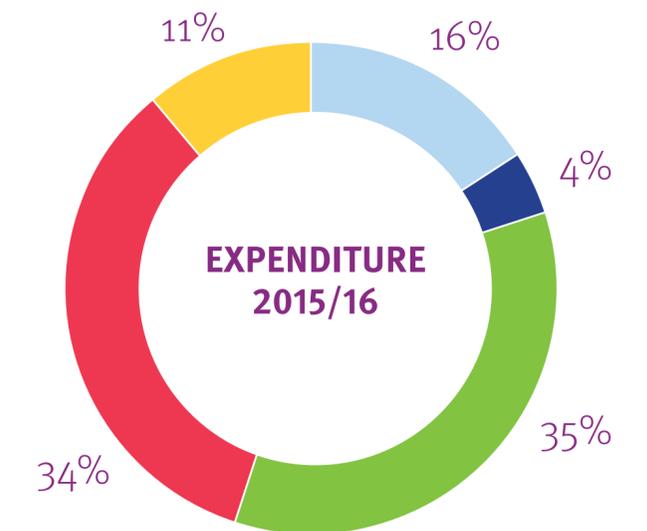
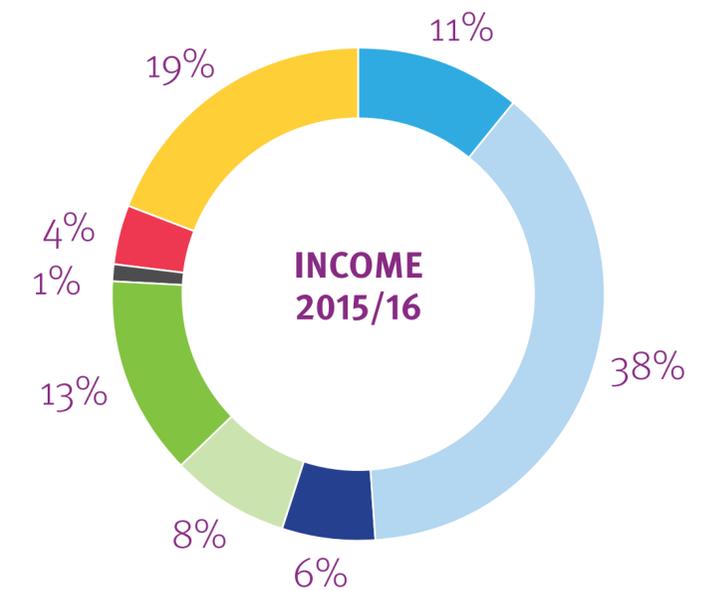
Although 2015/16 was a financially challenging year in terms of some of our income strands and the performance of our investment portfolio, there was also a strong focus on developing plans and building relationships to enable future income growth. These have begun to prove successful during 2016/17 and bode well for the long term.

The Duke of Edinburgh's International Award Foundation Board of Trustees oversees the governance of the charity and as part of this, its financial health. We are clear that we need to manage carefully and transparently the risks of being a fully regulated UK registered charity along with the intricacies of working across an ever more complex field of international finance. The full financial report and audited accounts are filed every year with the UK Charity Commission and can also be found on our website.



INCOME (£000)	2015/16	2014/15
Voluntary Income		
■ Donations - Global Benefactor	513	600
■ Donations - Individuals, Companies, Trusts and Foundations	1,863	2,160
■ Donations in kind	274	513
Total	2,650	3,273
Activities for Generating Funds		
■ Fundraising events	391	750
■ Fee Income	636	543
■ Investment and Other income	60	54
Total	1,087	1,347
(To)/From Reserves		
■ Development programme	193	547
■ Other reserves and investment gains	948	(433)
Total	1,141	114
TOTAL	4,878	4,734

EXPENDITURE (£000)	2015/16	2014/15
Voluntary Income		
■ Raising funds	806	1,079
■ Online Record Book and One Award Alliance initiative	193	547
■ Resourcing	1,687	1,005
■ Operating	1,659	1,661
■ Communications	533	442
TOTAL	4,878	4,734





Thank you

A MESSAGE FROM OUR GLOBAL BENEFACTOR

“ I have met many young Award holders and each has learned something unique about themselves from their participation within the Award. From overcoming difficulties, meeting personal challenges and learning that they can be of great benefit to the world as a volunteer, young people who do the Award learn that they are capable of more than they thought possible.

The empowerment of young people is why I'm committed to the Award and it's a great honour to be involved as the Global Benefactor. I believe that it is imperative to invest in our young people because they are the future and if we can empower them to be a positive force for good that gives me hope.”

**Margaret Fountain CM,
Global Benefactor**



We would like to extend a special thank you for their support in 2016 to the following individuals and organisations:

Our Global Benefactor:
Margaret Fountain CM

Diamond Benefactors
Dr Johnny Hon, Baron of Houston
MH SHOSJ
Muhoho Kenyatta
James Dicke II

Pearl Champions
Patrick Curran
Gillian Rae
Malcolm Rae
Robert Gerard AO

Trusts and Foundations
The Peter Cruddas Foundation
The Stanley Ho Charitable Trust
The Ono Family
Tanaka Memorial Foundation

Corporate Supporters
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Royal Bank of Canada

Special Project Founder Members and Members
JCB: Lord Anthony Bamford DL
Peter Cruddas
Sir Mick Davis
Lord Stanley Fink
Rear Admiral Sir Donald Gosling KCVO
and Sir Ronald Hobson
André Jordan
Robert McEwen
Dr Sir Kotaro Ono KBE
Bright Future Trust: Chai and Katharine Patel
International Golf for Youth: Terence Regan CVO
Urs Schwarzenbach

In 2015 and 2016 the following generous supporters donated to the Special Projects fund and we extend our thanks for their support.

Ariane Dart
Sir Mick and Barbara Davis
Ellen Dyvik and Nicolaus Henke
Olawale Edun
Sheikh Mohammed El Khereiji
Tami Maines
Dr Tarek and Magda Nadim
David Newman
Bright Future Trust: Chai and Katharine Patel
Frederik Paulsen
Jill Ramsey
International Golf for Youth: Terence Regan CVO
Pratap Shirke
Sir Norman K Stoller CBE KStJ DL
Jonathan and Sue Symonds
Lynne and Larry Tracey
Anthony von Mandl OC OBC
Jiří Zrůst

We wish to thank the valued members of the Special Projects Advisory Board, the Events Committee, the Development Group and the Young Fellowship Board for the time and support they have dedicated to us in the last year.

We would like to thank the existing members of our World Fellowship and in 2016 we were delighted to welcome the following people into our World Fellowship network and extend our thanks for their support.

World Fellowship Benefactors
Hamdi Akin*
Jess Harfield*
Professor George Holmes DL
Muhoho Kenyatta*
Angela Scott*
Keith Whitmore*
**Has upgraded from World Fellow*

World Fellows
Emanuele Angelidis
Peter Benson
Penelope Catley
Grace Chiu
Matthew Curran
Sean Curran
Simon Curran
Albert Essien
Jillian Freidlander
Sorin Gadola
Martin Gebauer
Charles Harris
David Hodgkiss
Rodrigo Lebois
Vitaliy Lypachuk
Ernest Magdeev
Ian McNeel*

Ian Mulingani
Teofil-Ovidiu Muresan
James Ndegwa
Ivan Peschl
Arthur Porto
John Robinson
Chai Schnyder
Donna Sparkes
Ozcan Tahincioglu
Mahmut Unlu
Joanne Wells
Jiao Yun*
**Has upgraded from Young Fellow*

Young Fellows
Edward Burdick
Affan Mohammed

“ Supporting the Award and the young people it serves, both financially and personally is one of the greatest investments I can make in the future generation. I would strongly encourage you to do the same.”

Gregory Belton CVO CM KC*HS
Honorary Chair of the World Fellowship



The Duke of Edinburgh's International Award Foundation
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