

ANNUAL REPORT

2019-2020

**READY FOR A
CHANGING WORLD**

intaward.org



THE AWARD IN A YEAR*



21,403

centres in more than 130 countries and territories

Licensed via 68 National Award Operators

And an additional 343 Independent Award Centres



1,027,422

Young people currently doing their Award



53% Female

46% Male

1% Not disclosed



340,262

Awards achieved

212,078 Bronze

88,204 Silver

39,280 Gold



Every day nearly

2,000

start their Award

1,000

achieve their Award



660,713

started their Award



Supported and inspired by

183,789

adult volunteers



6.5 million

Awards gained over 64 years



CHAIRMAN'S INTRODUCTION

Investing in the development of young people is perhaps the most important investment we can make, for they are our most precious resource. Preparing them for an increasingly uncertain future in terms of jobs means they have to be resilient, adaptable and confident. Gaining the necessary life skills and practical experiences truly only happens outside of the classroom.

The framework of The Duke of Edinburgh's International Award not only provides this sort of non-formal education and learning, but also accredits young people's achievements. An extraordinary number of young people achieved their Awards this year. Contrary to perception, the Award is open to all young people between 14-24, whatever their circumstance, in fact for many at risk and marginalised young people the Award is a life-changer. They comprise 8.5% of active participants.

The International Award Foundation owns the franchise and licenses Award Operators across the world. We also support the Award family through the International Award Association by providing help, support and enabling development, primarily through our International Special Projects grants. The Association's Global Strategy challenges our Operators to improve Access to the Award, the Reach of the Award, both geographically and societally, as well as the impact of the Award on young people and their communities.

The twelve months since April 2019 have been extraordinarily busy, yet productive. We strengthened our senior leadership team and initiated a Comprehensive Sustainability Review to re-balance our resources, effort and staff to ensure the long-term future of the charity in achieving its mission and ambitions. My fellow Trustees and I continue to be truly grateful to all our donors for their exceptional contribution to both the Foundation and many of our National Award Operators. We would be unable to do much of what we do for young people without the extraordinary support we receive from so many loyal supporters. We are, as ever, indebted to them.

Supporting young people and our network of Operators has been the absolute priority through the COVID-19 pandemic and associated restrictions. Our digital systems have proved vital during this period. Participants, alumni, volunteers and staff have lived up to the values and ethos of the Award in a way that has been truly heartening and of benefit to all.

HRH The Earl of Wessex and Forfar KG GCVO

Chairman of Trustees of The Duke of Edinburgh's International Award Foundation



KEY ACTIVITY

OUR OPERATING TEAM

Improving Reach

China and Indonesia, two of the most populous countries in the world, continue to make good progress developing local as well as national delivery partnerships.

Improving Impact

Reporting and demonstrating the diversity of participants and Award Centres depends, in part, upon how we gather our annual statistics. Work continues to improve the definitions around what constitutes at risk¹ youth and marginalised.² During the year nearly 8.5% of all participants were reported as being at risk or marginalised, a figure we will continue to refine and grow.

Supporting Adults in the Award

The first cohort of students embarked on our Master of Business Administration course run by Edinburgh Business School (part of Heriot Watt University) aimed at senior executives within the Association.

The overall number was down on expectations, reflecting the political and economic uncertainties facing so many parts of the world.

1. Those young people whose circumstances mean they are vulnerable to negative influences or consequences and who, through the Award, can reduce many, if not all, the risks and permanently change their circumstances for the better.

2. Those young people experiencing isolation from society either physically or psychologically and who, through the Award, can feel included and become positive contributors to mainstream society. The application of these definitions can differ from operator to operator due to local circumstances.

Safety and Safeguarding

Work began on aligning guidance, policies and training to create a more integrated approach to and understanding of this important subject. We also introduced wider parameters for serious incident reporting beyond simply those covering the Adventurous Journey.

Partnerships

We have successfully established and are now developing a number of important relationships with a range of different organisations, such as:

- Cambridge Assessment International Education – following pilot programmes to illustrate how the Award's non-formal education and learning framework can work alongside Cambridge International's formal curriculum, we are developing the means to expand into all regions.
- Voluntary Service Overseas (VSO) – looking at the ways in which we can incorporate the international version of the UK Government's Citizenship Service into the Award's framework.
- Commonwealth Secretariat – providing assistance with the development and implementation of a new strategy to encourage governments to improve opportunities for non-formal education and learning so as to engage the substantial youth population better within the Commonwealth and develop essential leadership skills.

OUR RESOURCING TEAM

International Special Projects

During the year we received 39 applications of which 11 have been approved and nearly £500,000 committed over the next three years.

Digital Tools

50% of our participants now use the Online Record Book which is improving consistency in reporting. Our 2019 statistics reflect this increasing robustness, with some re-adjustments from hope to reality.

Association Events

The International Council was held at Missenden Abbey in Great Britain and four Regional Conferences gathered in various countries. These provided opportunities to monitor the progress of the Global Strategy, especially governance, safety and safeguarding, collection of data and digital transformation.

Comprehensive Sustainability Review

This was initiated in the latter part of the year with the aim of (i) ensuring the functions, operations and services the Foundation provides match what licensees want and need, (ii) having an organisational structure that delivers those requirements and the charity's obligations, (iii) achieving a new equilibrium of staff, resources and effort, (iv) increasing the proportion of income from predictable sources. Much of the research work required considerable stakeholder engagement.

OUR COMMUNICATING TEAM

Over the year, the team simplified the access to our key digital tools, redesigned our website and updated our Brand centre. This includes a new portal to our alumni network which will allow this very important community to stay in touch and to help each other.

Measuring social value

Canada, The Czech Republic, New Zealand and South Africa used our bespoke research model, developed with PwC, to evaluate the Award's economic benefit in their countries. The outcome is three figures: social value created, future value and the SROI ratio.

	SOCIAL VALUE	FUTURE VALUE	SROI RATIO
Canadian dollar	\$12m	\$52m	\$1.35 : \$1
Czech koruna	K49m	K85m	K3.23 : K1
New Zealand dollar	\$13m	\$55m	\$4.47 : \$1
South African rand	R8m	R24m	n/a

These results are very encouraging. The high proportion of South African participants within correctional centres distorted their ratio. Work on the model continues – to cope better with such anomalies, more countries are eager to test and refine the model further. Find out more about our social value model and evaluation at: intaward.org/impact/social-value

FINANCIAL SUMMARY

The International Award Foundation realised an overall deficit in the year of £3,619,000. This is after investing £354,000 in development projects, writing off loans to start-up National Operators of £520,000 and investment losses of £257,000.

DONATIONS FY 2019/20:	
Individuals and Companies	£1,440,000
Trusts and Foundations	£270,000
In Kind	£214,000
TOTAL	£1,924,000

INCOME FY 2019/20:	
Donations and legacies	£1,924,000
Charitable activities	£855,000
Other trading activities	£132,000
Investments	£4,000
TOTAL INCOME	£2,915,000

EXPENDITURE FY 2019/20:	
Raising funds	(£1,164,000)
Charitable activities – development projects	(£354,000)
Charitable activities – core activities	(£4,759,000)
TOTAL EXPENDITURE	(£6,277,000)



John May, Emma Louise Lyon, Charlotte Kirby, Layne Robinson, Prof. Howard Williamson discuss the challenges facing young people today at the Foundation's first Spotlight event series in March 2020.



HRH The Earl of Wessex talks to Award alumni at the Summer Cocktail Reception.

Significant Events

2019 - 2020

HRH The Earl of Wessex hosts guests at the yearly Special Projects Dinner at his private residence, Bagshot Park.



From left to right: Halcyon Gallery's Paul Green; artist Lorenzo Quinn; HRH The Earl of Wessex and Secretary General John May launch Lorenzo's Empowerment sculpture, in aid of the Award.



WITH NEW BEGINNINGS COMES NEW HOPE

In 2014, when he fled Syria with his parents and three siblings, Kamal was just 12 years old. He arrived in Germany frightened and confused. Then he discovered the Award...

“When I met Kamal, he was 15 years old and hated school. As his form teacher, I tried to help him with academic requirements, and although it was clear that deep down he wanted to achieve, he hid behind the words ‘No, I don’t care, I don’t need that, I can’t do that’. His attitude was understandable; his grandfather had not wanted him to go to school in Syria which meant that Kamal was illiterate. He felt that however hard he tried, he would never be able to catch up with the other students. He started getting into trouble and many teachers had actually given up on him.

At the end of the school year, we began delivering the Award in our school. We took our first nine participants on their Adventurous Journey practice training. While on a high ropes course, in an extraordinary moment, the eight other students told Kamal they would lay their lives in his hands despite the fact that he had not been much of a team player up to this point.

From this magical moment onwards, things changed. I believe it was the first time he felt he belonged somewhere outside of his family. All the good qualities I knew he had in him began to shine. He was helpful and reliable and the other students saw this in him too. A year later in Norway he showed real leadership qualities on his Adventurous Journey with both teachers and peers following him in heavy weather conditions.

For the various sections of his Bronze Award, Kamal chose boxing, planning the school festival and learning sailing theory on an old yawl. For his Adventurous Journey, along with three other boys, he did a biking tour through secluded Uckermark, a region north of Berlin. This tour turned out to be a real game-changer. Kamal found his passion.

Since this trip, he has completed an internship at a bike store where he learnt to repair bikes. He found a job he could do in the evenings and was soon able to buy an old bike. He now enjoys regular biking tours using outdoor websites to plan his journeys which has significantly helped improve his German too.

This year, Kamal is doing his Silver Award. In March he will travel to Osterburken to join an Award mentoring course for young people. His dream is to be a teacher at his current school helping young people in difficult situations like he was to find their passion and purpose in life. I have never heard the words “I don’t care, I don’t need that, or I can’t do this” from Kamal again.”

Vanessa Masing
Award Leader, Germany

Funded by the Special Projects – Three Funds grant

(Strong Teens Project by The Duke of Edinburgh’s International Award Germany)

To find out more about our Special Projects - Three Funds grant giving programme, please visit: intaward.org/support/what/special-projects

Read about more young people’s Award experiences here: intaward.org/impact/award-stories



WE ARE VERY GRATEFUL TO ALL OUR LOYAL SUPPORTERS

“Thank you for taking the time to learn about and reflect on the work of our organisation over the past year. Young people are very capable: If you give them a challenge, they will respond.”

HRH The Earl of Wessex and Forfar KG GCVO

Philanthropists including those who have committed their support through the World Fellowship and Special Projects

Margaret Fountain CM

James Dicke II

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George and Libby Crouch

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Halcyon Gallery: Paul Green and Sir Udi Sheleg

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Thank you to all those who have supported us in other ways during the last year, including our Special Projects Founding Members, the new and continuing members of the Special Projects Advisory Board, the Events Committee and the Development Group. Thank you also to our generous donors who wish to remain anonymous and those who have chosen to leave us a legacy.

#WORLD
#READY



The Duke of Edinburgh's International Award is a global non-formal education framework which challenges young people to discover their potential and find their purpose, passion and place in the world. The Duke of Edinburgh's International Award Foundation drives and supports the Award's global growth, so more young people can take part. Find us at www.intaward.org

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READY**

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