



Annual Review

2009–10

The International Award for Young People is a challenging self-development programme for all young people worldwide aged 14–25. It equips them with life skills, builds their confidence, and engages them with their communities.

Our vision

For the Award Programme to become the programme of choice for young people, reflected in quality, growth and external perception.

Our mission

- **To promote the International Award for young people worldwide**
- **To provide the Programme worldwide, through appropriate international, national and local organisations, to as many young people as possible between the ages of 14 and 25**
- **To preserve the quality of the experience for young people by assuring appropriate standards of management.**

‘The Award came into my life when I had almost lost all hope. The Award is a powerful tool that can be used to address the issues affecting young people all over the world. I really believe that I have a role to play in helping others become better citizens.’

Julius Irungu Krush, Gold Award holder, Kenya



Secretary General's message

In 2009 the International Award Association came of age – reaching our 21st anniversary with a presence in 130 countries.

The key event of the year was the International Award Forum in October and this marked an important turning point for the Association. Understanding the importance of youth engagement and young people's meaningful participation and contribution, we invited 21 young people from our four regions to attend and contribute to the development of our global strategy. With young people as our equal partners, the Association signed the historic Sydney Declaration, a renewed commitment to our vision and a pledge to make the Award fit for the future.

Over the past year, youth engagement has been a crucial part of our strategy. We have continued to support our Award operators to expand and strengthen the Programme worldwide and we have worked hard to ensure the meaningful participation of young people across all levels of the Association including management and governance.

In 2009–10, young people actively engaged with senior government officials and civil society organisations to shape international youth policy at ministerial and heads of government level. Through the Award, they have been agents of positive social change and have shown how the Programme can be used to change lives on a local, national and global scale. They have helped us to demonstrate our role as a global player in youth development.

With the knowledge and experience of our young people, we have built a strong foundation for 2010-11, the United Nation's International Year of Youth. Working side-by-side with our most important stakeholder, we are set to achieve even more.



Gillian Shirazi LVO, Secretary General



In 2009-10, young people actively engaged with senior government officials and civil society organisations to shape international youth policy at ministerial and heads of government level.



‘The Award internationally is entering a period of intense change, an exciting and adventurous journey of its own full of challenges and opportunities. The objective is simple: to create the capacity to grow and reach an ever wider variety of young people while ever improving the quality of the experience that young people receive while participating.’

HRH The Earl of Wessex KG KCVO, International Trustee and Chair of the International Council

Chairman's message

Last year was an important year for us. As well as marking our 21st anniversary, 2009 saw our Tenth International Award Forum take place in Sydney, in the country where agreement was first made to form the International Award Association to promote the Award Programme on a global basis.

Over 7 million young people have undertaken the Programme since it was established in the UK in 1956, and we currently have 845,000 participants taking part in the Award at any one time. These are outstanding statistics and although uncertainty over the economic climate has continued to have repercussions for businesses across the world, we are pleased to report that the Award has continued to thrive. In 2009 over 350,000 new entrants took up the Award challenge globally - this is an increase of 7% from 2008.

We are truly grateful and humbled by the exceptional support we receive from our donors, volunteers, partners and staff who work tirelessly to ensure that as many young people as possible have the access and opportunity to undertake the Award Programme. Their support has enabled hundreds of thousands of young people to benefit from the Award experience each year.

I must also mention the continued financial backing of our Global Benefactor Mr Peter Cruddas, which has enabled growth impetus to key strategic areas for the Award including the delivery of a quality Award Programme in new countries. In addition, I would like to thank my fellow Trustees for their time and dedication and offer my sincere thanks to HRH The Duke of Edinburgh for his continuing, unwavering support.

By continuing to build on our achievements over the past year, we will ensure that we meet our vision of the Award being the programme of choice for young people reflected in quality, growth and external perception.



Gregory Belton CVO KHS, Chairman



Over 7 million young people have undertaken the Programme since it was established in the UK in 1956, and we currently have 845,000 participants taking part in the Award at any one time.

Extending the Award

Delivering the Programme to as many young people as possible is central to our work. By targeting new countries and continuing to build on the success of our existing national programmes, we are enabling more young people to reach their full potential and make a positive contribution to their local community and society as a whole.

Through our partnerships we are also extending the Programme to existing networks of young people and demonstrating the Award's role in youth development, shaping national youth policy at the highest level.

'I have visited the prison I served in as well as other young offenders' institutions and secure units to share my story and give hope to others that they too can turn their lives around. The Award has changed my life massively. If I could inspire just one young person in the way that I have been inspired by the Award, then the pain will have been worth it.'

Danielle, Gold Award holder and young offender, UK

Focus on: Youth voices in policy development

We are contributing to global agendas in youth development

Demonstrating the value of the Award Programme in addressing youth issues such as unemployment is helping us to engage with young people and key stakeholders, as well as position us as a key player in youth development.

Ensuring that the Award plays a role in the development of international youth policy, Gold Award holders Peter Anum, Kaylan Horner Schwarz and Alan Huynh attended the seventh Commonwealth Youth Forum (CYF7) in Trinidad and Tobago in November 2009. Peter and Kaylan attended as representatives of the International Award Association and as well as being a Gold Award holder, Alan was representing the Australian Office of Youth.

Preceding the Commonwealth Heads of Government Meeting (CHOGM), which brings together Heads of States and Governments from the Commonwealth, CYF7 was an opportunity for young people to contribute to the CHOGM discussion and ensure their opinions on global issues would be heard.

Under the theme 'Invest in Youth, Sustain the World', CYF7 explored issues including youth involvement in decision making and climate change. Joining over 500 young people to share their views, Peter, Alan and Kaylan's input helped to deliver a strong mandate for youth, drawn up at CHOGM.

Through our partnership with the Commonwealth Youth Programme (CYP), we had a further opportunity to contribute to education policy. Representation at the 17th Conference of Commonwealth Education Ministers (17CCEM) in July 2009 in Malaysia enabled us to highlight the importance of non-formal education programmes such as the Award.

At the CCEM meeting we demonstrated how the Award, as a tried and tested non-formal education framework, could be used to help devise and deliver a youth policy that provides education in its widest sense. Where there is a lack of formal education or training, the Award offers young people the chance to learn essential life and work skills, helping them build a better future for themselves.



We also:

- Increased participation in the Award by 7%. We now have 845,000 young people taking part in the Programme annually. We also increased the number of National Award Authorities (NAAs) operating the Programme from 58 to 62.
- Established an International Award Holders' Network (IAHN) to create collaboration amongst our growing Award holder population. As well as connecting Award holders worldwide, the IAHN will also provide support to NAAs with the growth of the Programme.
- Introduced the Award to more universities and employers as part of our strategy to reach 18-25 year olds. In India, the Programme is being delivered as part of a development programme for young staff working at HSBC.
- Delivered the Programme through Open Award Centres to offer the Award to new communities including migrants, the displaced and those living in post-war situations.

‘Having represented the Award at the Commonwealth Youth Forum, I am more than convinced that the Programme is the most powerful tool for nation building. Networking, communicating and sharing ideas on the impact of the Award has challenged stakeholders on what they can do to help sustain the future through youth development.’

Peter Anum, Gold Award holder and Programme Development Officer, Ghana

Developing partnerships

Our partnerships with like-minded youth development organisations and agencies enable us to tap into local knowledge and expertise and help us to directly access young people. By forging links with global agencies and those who influence policy, we can extend the reach of the Award as well as demonstrate the Programme's value in addressing pertinent national and global issues.

'The marriage between my work with the Award and the Red Cross is a happy harmony. Participating in the Award gave a new meaning to my work as the HIV/AIDS health manager in the Red Cross.'

Dan Ojei, Gold Award holder and Red Cross employee, Nigeria



Focus on: Sport

We established links between the Award and sporting institutions

With over \$141 billion spent on sport globally per year, there is no denying the power of sport and its fundamental importance worldwide. But the value of sport doesn't end there. Sport can also be used as a tool for social, educational and economic development. It can re-engage marginalised societies and play a critical role in creating healthier, happier and more well-rounded individuals and communities.

This year we placed significant importance on building connections between the Award and sport and our presence at the 2009 Beyond Sport Conference, attended by the Rt. Hon. Tony Blair and Archbishop Emeritus Desmond Tutu, showed our commitment to leveraging new partnerships with sporting bodies.

Beyond Sport is a global initiative dedicated to promoting and funding sport as a vital tool for systematic and positive social change. This concept of using sport to contribute towards the well being of society fully supports the ethos of the Award. Although Physical Recreation is an important element of the Award, sport can also form

the basis of the Service or Skills Sections of the Programme. Our aim is to encourage participants to not only undertake sport for themselves, but to consider getting involved in wider activity to support different Sections of their Award such as learning to become a referee, painting the local club house or engaging in fundraising activity to support their local club.

Since early 2009, a collaborative partnership has also been established between the Association and the International Rugby Board (IRB) to promote rugby whilst simultaneously increasing participation in the Award Programme. A range of countries have been strategically identified to take part in this initiative including Ireland, Zambia, Kenya, Korea and the Philippines. This partnership will foster initial introductions in target countries, encouraging strong links between National Award Authorities and national rugby unions at grass roots level. By partnering with like-minded sports organisations we can continue to build on our shared values of improving communities and transforming lives.



We also:

- Signed a formal partnership agreement with the United Nations Office on Drugs and Crime (UNODC) at the International Award Forum. This was our first official partnership agreement with a UN agency. Work is now progressing on launching a joint programme focusing on strengthening citizenship in vulnerable Brazilian communities, which will lead to the extension of the Award in Brazil.
- Formalised our partnership with the Commonwealth Secretariat through the signing of a Memorandum of Understanding. This has led to our involvement in Commonwealth Youth Programme meetings and pan-Commonwealth Forums.
- Established links with International Air Cadet Training. This partnership will help us encourage participation in the Award, as part of air cadet training, in countries including Kosovo, Brazil and Zambia.
- Delivered a workshop at the 'Our world. Your move' conference in Solferino, Italy to commemorate the 150th anniversary of the establishment of the Red Cross movement.

‘The combination of sports and the Award has changed my life entirely. The Award introduced me to the Audacious Academy for Sports and Social Development (AASSD) where I have been involved as a trainee and trainer, bringing a new dimension to the lives of young people. Our AASSD students not only do the Award and sporting activity for pleasure, they do it to change their life.’

Dinesh Gajendran, Gold Award participant, India

Assuring the quality

Providing an enabling environment for every young person to participate in the Award Programme is fundamental to our values and our vision. Delivering a consistently high quality Programme ensures that young people and volunteers will be motivated to take part in the Award. It also allows us to set a high standard in youth development, which enables governments to understand the relevance of the Programme in national youth policy.

‘The Programme’s framework not only allows the expression of freedom, but also challenges young people to continually overcome barriers. The Award journey has been a fantastic one and I thank the International Award Association for coming up with such a great programme that maximises the development of our youth.’

Ng Choon Ta, Gold Award holder, Singapore

Focus on: Delivering a quality programme

We promoted the sharing of best practice

To support National Award Authorities (NAAs) in delivering the Programme, we launched the Quality Assurance Framework (QA Framework). Based on the European Foundation of Quality Management Excellence Model, the QA Framework helps Award operators to improve the quality of the management of the Programme and covers topics including strategic planning.

Strategic plans at national, regional and international level are fundamental to delivering a sustainable Programme that continues to meet the needs of all young people. They determine the success of the Award and its value to society.

As part of our commitment to best practice, we are working collaboratively with our regional offices to ensure that our plans are cohesive and working towards a common goal. In the Americas Region, the University of West Indies Mona School of Business facilitated a strategic planning workshop in July 2009, which enabled NAAs to identify the importance of developing a long-term plan and how it could help them better serve young people.

Examining the challenges facing young people in the Americas Region including poverty, NAAs looked at how a sustainable Award Programme could help young people overcome these barriers and make a significant contribution to their communities. They also shared models of good practice including linking with national youth policy and youth advocacy.

This has resulted in a more connected region committed to delivering a sustainable Programme that is beneficial for all young people and one that makes a positive impact on society.

Examples of good practice have since emerged from all regions. In March 2010, the Asia Pacific Region held a Strategic Alliance Meeting in Kuala Lumpur for national directors to share best practice and form alliances to provide a quality Programme. Directors in the Europe, Mediterranean and Arab States (EMAS) and Africa Regions have also undertaken strategic and leadership planning to improve the management of the Award.



We also:

- Moved towards an evidence-based approach to gain a better understanding of young people and to measure the impact of the Award on individuals and communities. Research has been carried out at national, regional and international level, which is helping us to build a Programme that is fit for the future.
- Enhanced the capacity of National Award Authorities and Independent Operators including training for Award leaders in our key countries of India, Brazil, Belize, Indonesia, Bangladesh and Romania.
- Completed a review of the membership criteria process, highlighting the needs of National Award Authorities and showing how we can best support them.

‘The strategic planning workshop gave me deeper insight into the power of having a clearly developed and stated vision, purpose and direction. I returned home with renewed confidence and the skill to continue developing the Award in Bermuda in a strategic, sustainable and focused manner.’

Tina Nash, national director of the Award in Bermuda

Strengthening the structure

Young people are at the heart of everything we do. By building on the knowledge and experience of our Award participants, we are creating a strong foundation that will enable us to deliver a Programme that continues to meet the needs of young people. Hand-in-hand with our most important stakeholder – young people, we have vowed to build an Award that is truly fit for the future.

‘The FORUM acknowledged the importance of youth perspectives and their meaningful participation in and contribution to both the governance and programmatic areas of the Award Programme and agreed that the national and regional youth representatives have strategic roles to play in this regard.’

The Sydney Declaration (paragraph 5), 21 Journeys: Directions for Development, International Award Association



Focus on: The International Award Forum

We ensured young people's participation in our decision-making process

Committed to meaningfully engage young people in our work, we invited 21 Award holders from all four regions to the Tenth International Award Forum in Sydney.

An essential part of the governance of the International Award Association (IAA), the Forum is vital in developing the Award's global strategy. With the event taking place in the 21st anniversary year of the IAA, it was also a good opportunity to ask ourselves questions about the future of the Award.

Under the theme 'Fit for the Future', the Forum focused on key areas crucial to the Award's future growth and success: Young People Today - Communicating and Engaging; Growing Through Connecting; and Enabling Future Growth. This created a framework for 15 workshops, which allowed us to utilise the experience of the delegates in areas such as communications and governance.

Bringing their expertise and skills to the programme, young people were integral to the Forum. They were amongst our keynote

speakers, workshop facilitators and committee members. As equal partners, they worked side-by-side with national chairmen, directors, volunteers, partners, trustees and staff to explore how the Award could overcome challenges by working collaboratively. Regional champions were also identified to ensure that work started at the Forum would continue to the next Forum and beyond.

Delegates fully participated in the decision-making process, which culminated in the historic Sydney Declaration. Signed by 47 of the 49 countries in attendance, the Declaration is fundamental to our future development and will ensure that we are aligned in our focus and work together effectively. Never before has the Association made such a united statement of purpose and intent.

Alongside this Declaration emerged 21 pathways of change, which will see us communicating more effectively with and engaging young people in our governance so that we can remain relevant, responsive and proactive - an Award truly fit for the future.



We also:

- Reviewed our brand and identity through consultation with our stakeholders and developed a revised brand positioning for the Award. This vital work continues and will be a central platform for our future development enabling us to improve the way we manage the Award Programme and present ourselves to the outside world.
- Relocated the Africa regional office to Nairobi, Kenya to provide a more effective and coherent regional base as well as help strengthen relationships with other youth development organisations including UNICEF and the World Organisation for the Scout Movement (WOSM).
- Employed three programme managers to strengthen capacity in the regions with a focus on extending the Programme to priority countries and training existing Award operators.
- Launched 'Shaping the Future' (a survey of National Award Authorities and Independent Operators) to identify how we can improve the services we deliver, which will shape future projects.

‘With young people being active participants in the Forum, relationships between generations of people were formed, laying an important foundation for future engagement. Now that the relationship is established, all stakeholders must witness and understand the Award's readiness to partnering with and including young people on issues such as governance and youth engagement.’

Janice Conway, Gold Award Holder, Ireland

Raising the profile

Raising the profile of the Award and maintaining awareness and interest in our work is crucial in helping us become the programme of choice for young people. If potential partners, supporters, youth agencies and governments understand the aims of the Award, they are more likely to want to work with us and help us to tell our story, bringing the Programme to an even wider network of stakeholders.

‘I am delighted to support this initiative. The ideas, drive and motivation of these young social entrepreneurs from across the globe demonstrate amazing talent and the results speak for themselves. Having a successful business idea is one thing, creating and implementing an idea which benefits so many people within a community is another challenge altogether.’

Peter Cruddas, Chief Executive of CMC Markets and Global Benefactor of the International Award Association

Focus on: Social Innovation

We showcased the work of Award participants as change makers

This year we launched the Peter Cruddas Social Innovation Initiative, showcasing and celebrating the work of young people who have used their Award to make a positive change in their communities.

Four interns based in each of our regions researched and collected 28 stories that demonstrated Award participants using social innovation to resolve a problem in their community or wider society.

From community development work in South Africa to improving health facilities in Pakistan, projects varied in size and scope, but with one thing in common - the passion of a young person determined to use their Award for the greater good of their community.

In celebration of social innovation through the Award, participants from ten shortlisted projects were invited to a showcase event in the UK in June 2010. As part of this event, the young people attended a series of workshops facilitated by Ashoka Fellow Charlie Murphy. As well as exploring how social innovation fits into the Award Programme, participants also learned about how to upscale

their projects and encourage other Award participants to get involved.

This initiative has helped us create a network of inspirational young leaders who are ambassadors of positive social change. Through their projects, these participants have created 656 wells in Africa, raised 100,000 Canadian Dollars for charity, restored a river in Australia and changed 55 lives through sport in South Africa.

By promoting these stories of social innovation through the Award, we are demonstrating the positive impact that the Programme can have on a local, national and global scale. We are also ensuring that Award holders encourage other young people to be agents of change, enabling them to continue making an impact long after the completion of their Award Programme.





We also:

- Increased our focus on online communications channels including our use of Facebook and Twitter and the development of our e-newsletter strategy. Work on our social networks has enabled us to communicate directly with young people and has led to a 33% increase in visitors to the IAA website.
- Launched regional e-newsletters in the Americas and EMAS Regions, keeping Award operators up-to-date with Award news and engaged with the regional offices.
- Produced a film with HRH The Earl of Wessex being interviewed by two Gold Award Holders, to celebrate the 21st anniversary of the International Award Association. This film was uploaded to our YouTube channel (www.youtube.com/award1956) and the Royal YouTube channel (www.youtube.com/theroyalchannel) and has had over 20,000 views.
- Continued to develop our youth voice by inviting youth representatives to attend conferences and events to speak about the impact of the Award. This included the Commonwealth Youth Forum in Trinidad and Tobago, and the One Young World Conference in London.

‘Each initiative began with a single desire to address a social challenge. We have experienced successes and learnt from our setbacks and challenges. This is what social innovation is all about. An unstoppable force of young people from across the world, coming together to simply do good.’

Alex Shipillo, Shortlisted Peter Cruddas Social Innovator and Gold Award holder, Canada

Raising support

Without our network of generous individuals and organisations, it would not be possible to carry out our work and continue to reach more young people in new countries and communities. Building and maintaining a relationship with our donors is crucial in ensuring their ongoing support. This is about recognising their commitment but also ensuring that they know the value of their support in helping change the lives of young people worldwide.

‘I want to be engaged with and add value to the organisations I support. Working together with the International Award Association, and its network of supporters, we can maximise our impact and help the Award reach young people across the globe.’

James S. Kinnear, Chairman and CEO of Kinnear Financial Ltd,
Benefactor of World Fellowship and National Benefactor – Canada



Focus on: Our supporters

We created a varied events programme

Established in 1987, the World Fellowship (WF) is a group of over 350 supporters from around the world who provide substantial support to the work of the Association. In 2009–10 we continued the 21-2-21 initiative, a series of events hosted by the WF network to celebrate the 21st anniversaries of the WF and the Association.

Over a period of two years, events took place in South Africa, London and New York, culminating at the International Award Forum in Sydney in October 2009. Aiming to increase fundraising revenue for the expansion of the Award and the resourcing of our regional offices, we surpassed our overall target of £2.1 million by 38%. These events also increased our network of supporters with the introduction of over 21 new World Fellows and 10 new Young Fellows.

Thanks to the commitment and dedication of the Events Committee, the Business Advisory Group and the World Fellowship, we have been able to expand our events programme including linking with the Award’s priority of engaging with sporting organisations.

In early 2010, we hosted a fundraising gala dinner at Lord’s Cricket Ground in London. As well as raising money for the development of the Award, this enabled us to build links with the International Cricket Committee and the Marylebone Cricket Club.

To highlight the important relationship between the Award and sport, guest speaker Ross McCreath (pictured right), a 16-year-old Award participant from South Africa shared his story of using his Gold Award to establish a cricket team in Bathurst’s Nulukhanyo Township. Realising that many young people in the Nulukhanyo Township were turning to crime to fill their spare time, Ross used sport as part of his Award Programme to establish the Tiger Titans cricket team and channel the young people’s energy into a positive outlet.

By sharing Ross’ story, our supporters were able to see first-hand the impact and value of their support. Some of the valuable funds raised will also be invested in extending the Award to the Tiger Titans and other young people in the Township.



We also:

- Continued to receive financial backing from our Global Benefactor Peter Cruddas, through his charitable foundation. During 2009 support from The Peter Cruddas Foundation has supported the delivery of the Award in new countries and allowed us to reach over 845,000 participants annually.
- Undertook work to create a unique identity for the Young Fellowship including more direct engagement with young people who have participated in the Programme, which will help increase the number of supporters in this network.
- Continued to centre our fundraising drive on our high net worth individuals and our key events programme.
- Provided total grants of £23,000 to International Special Projects in the Bahamas, India, South Africa, Timor-Leste, Uganda and Zambia.

‘It has been a privilege to be associated with the World Fellowship for the last ten years. I have witnessed excellent work undertaken by the Award in the development of young people throughout the world. The Award has done so much to enrich the lives of young people and I know that this will continue through the years to come. After all, these youngsters are our future.’

Sir Arnold Elton CBE MS FRCS FICS, World Fellowship Benefactor and Chair of the Events Committee

Fit for the future

Looking to the future, our aim is to create a global Award Programme fit for the 21st century by continuing to improve the way we present ourselves, how we manage and deliver the Award Programme and how we engage with our partners and participants.

The focus of our work in 2010/11 will be to significantly progress our strategy towards this aim through a number of inter-related work streams as well as continuing to support the development, extension and delivery of a quality Award Programme to as many young people as possible.



The key priorities for 2010–11 are to:



- Redefine and develop the Association's business model, processes and systems, as well as strengthen the position and consistency of our visual identity. This will provide Award operators with clarity and direction and ensure that we have an informed and effective governance structure that meets our needs and the needs of our Award operators.
- Review and revise as appropriate, Award materials and training plans to reflect the revised business model and strengthened visual identity.
- Work with external agencies to undertake research on the impact of the Programme on participants and their communities. This move towards an evidence based approach will add credibility to our work and help demonstrate our relevance to youth development.
- Develop a digital strategy which covers digital solutions for the promotion, extension and delivery of the Award.
- Strengthen training and institutional capacity of National Award Authorities and support them with the development of their operational plan and strategy.
- Continue working with young people at all levels of the Association. As well as encouraging participants to be ambassadors for the Award, young people will be involved in the planning and delivery of key projects and events including the International Gold Event 2011.



- Work with the Alliance of Youth CEOs to promote 2010/11, the International Year of Youth, showing our commitment to youth engagement.
- Continue developing links to national youth policy and the youth development agenda focusing on countries where there has been a surge in the youth population, those with development needs or a global influence.
- Continue developing partnerships with key global youth development institutions, including UN agencies and sporting institutions, building a comprehensive picture of how the Award links into their mission and mandates. This will help us extend the Award to existing networks of young people.



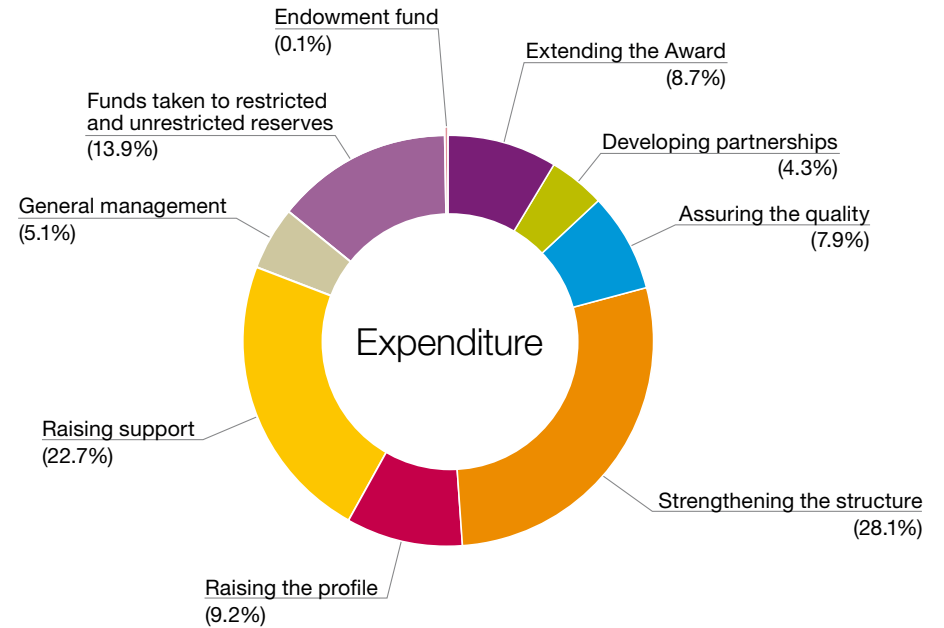
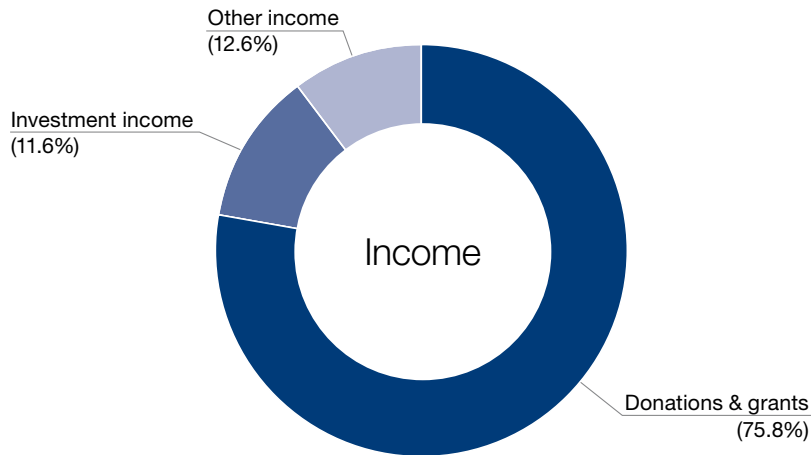
- Review, revise and improve the internship initiative generously supported by our Global Benefactor Peter Cruddas to identify and expand transformational projects by young people.
- Support NAAs to extend the Award to socially excluded groups including street children as well as to target the 18–25 year age group through tertiary institutions and corporates.
- Centre our fundraising drive around our key events programme to ensure that we continue to engage with our supporters and maximise our return on investment.



‘Before I did the Award I didn't have any future plans or vision for my life – how could I think about my future? I lost everything.’

Vijayaraja Miruthiika, Bronze Award holder, Sri Lanka

Finances



How we raised £3.43m in 2009/10

	£000
Donations & grants	2,597
Including donations from the Peter Cruddas Foundation, Xstrata and International Special Projects Group; donations in kind; donations into World Fellowship endowment fund and restricted funds	
Investment income	398
Income from the investment of the endowment fund and general fund investments	
Other income	430
Including activities for generating funds and charitable activities	

How we used £3.43m in 2009/10

	£000
Extending the Award	300
Support visits; the development of tools for use by new and existing operators; and training for new Award leaders	
Developing partnerships	149
Developing partnerships with global youth organisations and agencies such as the UN	
Assuring the quality	271
Operational and consultancy visits, the development of robust quality assurance processes; and training infrastructure	
Strengthening the structure	961
Including investment in infrastructure and Association meetings	
Raising the profile	314
Developing and maintaining online and printed publications; materials and representation at global and international conferences and youth forums	
Raising support	777
Recruitment and care of donors; management and servicing of the World Fellowship; running events; and fundraising advice	
General management	174
Funds taken to restricted and unrestricted reserves	476
To fund future initiatives and enable us to continue with commitments already made	
Endowment fund	3
Donations made into the World Fellowship endowment fund	

Who's who

The Founder

HRH The Duke of Edinburgh KG KT

International Trustees

Gregory Belton CVO KHS (Chairman)

HRH The Earl of Wessex KG KCVO

Paul Bell (from May 2010)

The Right Hon The Lord Boateng (from November 2009)

Dr Trevor Carmichael QC (Hon Chairman of the World Fellowship)

Alexander van Heeren CVO Hon MBE (until November 2009)

Alan Jones OBE

Naina Lal Kidwai (from November 2009)

Christopher Lowe CVO (until April 2009)

Wendy Luhabe

John Pascoe CVO AO (until November 2009)

Andrew Smith (from July 2009)

Garth Weston (from November 2009)

Vice Chairman of the International Award Association

Charles Cilia – Chairman of The President's Award, Malta

The International Council 2009–2012

Gaisce – The President's Award, Ireland

Gençlik Ödülü Derneği (Youth Award Association), Turkey

Le Mérite National de la Jeunesse, Cote d'Ivoire

The Duke of Edinburgh's Award in Australia

The Duke of Edinburgh's Award, Grenada

The Duke of Edinburgh's Award of Jamaica

The Duke of Edinburgh's Award – Canada

The International Award for Young People, India

The International Award for Young People, The Netherlands

The National Youth Achievement Award, Singapore

The President's Award for Youth Empowerment, South Africa

The President's Award Programme, Seychelles

Youth Forum Representatives 2008–2011

Ka Mung Chee (Singapore)

Diana Elisa Gomes Correia (Portugal)

Corville Gillis (Guyana)

Kaylan Horner (Canada)

Katie Marie Hulmes (Australia)

Rakesh Jhani (Mauritius)

Josie McGee (Ireland)

Olunga Otieno (Kenya)

Felicia Pickard (Canada)

Amir Sadeh (UK)

Ricky Nigel Simeon (Seychelles)

Shloka Vaidialingham (India)

Secretary General

Gillian Shirazi LVO

Operational Partners

Beyond Sport

Commonwealth Youth Programme

European Council of International Schools

European Judo Union

International Corrections & Prisons Association

International Federation of Red Cross & Red Crescent Societies

International Rugby Board

United Nations Children's Fund

United Nations Office on Drugs and Crime

World Alliance of Young Men's Christian Associations

World Association of Girl Guides and Girl Scouts

World Organisation of the Scout Movement

World Young Women's Christian Association

Supporters

Global Benefactor

Peter Cruddas

Global Partners

Xstrata Services (UK) Ltd

Benefactors of the World Fellowship

Tom Clancy

Sir Arnold Elton CBE MS FRCS FICS

Paul Green

James Kinnear

Robert Gerard AO

Dr Stanley Ho OBE CSTj

Dr Leonard Polonsky

Fellows, Members and Young Fellows of the World Fellowship

21-2-21 Event Series Hosts

Gregory Belton CVO KHS

Derek Benham/Bruce Bent

David & Margaret Best

Dr Trevor Carmichael QC

Navin Chandaria

Harry Collins

Peter Cruddas

Sir Arnold Elton CBE MS FRCS FICS/Keith Hague

Robert Gerard AO

Michael Glover

Paul Green (x2)

Alexander van Heeren CVO Hon MBE

David Hempleman-Adams LVO

Dr Johnny Hon BSC PHD

Howard Milstein (x2)

Ashok J Rabheru

Terence Regan LVO

Sergey Soloveychik

Louis William Tudor Smith

Events Committee

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Keith Hague (Deputy Chairman)

Frank Burke

Harry Collins

William Preston

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*challenging
young people
everywhere*

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