



# Prince's Charities Canada

2014 Year in Review





**PRINCE'S CHARITIES CANADA**

Prince's Charities Canada (PCC) is the official Canadian charitable office for His Royal Highness The Prince of Wales.

Guided by The Prince's lifetime of charitable work in Canada, the United Kingdom and around the world, PCC supports and develops initiatives focused on The Prince of Wales's own core interests. These include education and young people, responsible business, the built environment and global sustainability.

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## CLARENCE HOUSE

As I look back over 2014, I must say how immensely pleased I am with the achievements of my Prince's Charities Canada.

When my wife and I visited Canada in the Spring of 2014, I was delighted to see at first-hand the range of initiatives that continue to take root. During our visit, I launched The Prince's Canadian Responsible Business Network and The Campaign for Wool in Canada and, together with transitioning Canadian Forces members, was able to celebrate the ongoing success of my Prince's Operation Entrepreneur. While in Prince Edward Island, I met the inaugural winner of my Award for Sustainable Forestry, Jocelin Teron, as well as young and committed conservationists from Earth Rangers, of which I am Patron.

While in Winnipeg, it was also so encouraging to discuss the future of sustainable urban development together with my Foundation for Building Community and Canadian organizations that are leading the charge, such as The Willowbank School of Restoration Arts, of which I am also Patron.

While, sadly, I was unable to head further West than Manitoba during our most recent visit to Canada, I was so pleased that this year marked the beginning of an initiative between my Prince's School for Traditional Arts and the Ahousaht First Nation in British Columbia, as well as a new partnership between the School and The First Nations University of Canada.

I can only send you my heartfelt thanks for your support, and please know that your ongoing efforts and contributions are greatly valued and appreciated.



Letter from Mr. Galen & The Hon. Hilary Weston  
Founding Patrons,  
Prince's Charities Canada



As 2014 draws to its close, it gives us great pleasure to once again recognize and applaud the achievements of Prince's Charities Canada.

PCC has continued to provide meaningful opportunities to connect, facilitate and form deep bonds between HRH The Prince of Wales's UK based charities and likeminded organizations here in Canada. We are particularly proud of the work that PCC has undertaken in both helping transitioning military personnel to start their own businesses, and encouraging responsible business practices into organizations across the country.

We look forward to continuing our support for Prince's Charities Canada in the year ahead.

Mr. Galen and the Hon. Hilary Weston  
Founding Patrons

Letter from Amanda Sherrington  
President & CEO,  
Prince's Charities Canada



2014 has been a busy and productive year for Prince's Charities Canada!

With a Royal Visit, the launch of two new major initiatives and overall expansion of all of our programming prospects, our team remains focused on and dedicated to our core mandate of expanding and enhancing the Canadian charitable work of HRH The Prince of Wales. We were delighted that no fewer than six of The Prince of Wales's charitable activities and patronages were featured during The Prince's visit to Halifax, Pictou, Charlottetown and Winnipeg in May of 2014.

Over the past year, we have also identified many new opportunities to connect HRH's UK charities with like-minded organizations here in Canada. We are especially excited to explore how we can help The Prince's Foundation for Building Community and The Prince's Trust with their expansion plans and we remain inspired by The Prince of Wales's own tireless devotion to education and young people, responsible business, the built environment and environmental sustainability. We look forward to continuing our work to advance these causes in Canada for the benefit of all Canadians.

Amanda L. Sherrington  
President & CEO

# Royal Tour 2014



In May of 2014, Their Royal Highnesses The Prince of Wales and The Duchess of Cornwall returned home to Canada visiting Nova Scotia, Prince Edward Island and Manitoba. In addition to a very full program of official activities, six events highlighting The Prince's Canadian charitable initiatives were included in the visit:

## May 19

The Prince's Operation Entrepreneur –  
*Halifax, Nova Scotia*

Campaign for Wool National Launch –  
*Pictou, Nova Scotia*

## May 20

The Prince of Wales Award for Sustainable Forestry  
*Charlottetown, PEI*

Visit with Earth Rangers (Patronage)  
*Bonshaw Provincial Park, PEI*

## May 21

Debut of the Prince's Canadian Responsible Business Network  
*Winnipeg, Manitoba*

The Prince's Foundation for Building Community  
*Winnipeg, Manitoba*





# The Prince's Operation Entrepreneur

Halifax, Nova Scotia – May 19, 2014





# Campaign for Wool National Launch

*Pictou, Nova Scotia – May 19, 2014*





# The Prince of Wales Award for Sustainable Forestry

*Charlottetown, PEI – May 20, 2014*





## Visit with Earth Rangers (Patronage)

*Bonshaw Provincial Park, PEI – May 20, 2014*



## The Prince's Foundation for Building Community

*Winnipeg, Manitoba – May 21, 2014*





# Debut of The Prince's Canadian Responsible Business Network

Winnipeg, Manitoba – May 21, 2014





# Royal Tour 2014 Media Highlights



"For decades [Prince's Charities have] helped thousands of people in a myriad of ways."

—George Stroumboulopoulos







**MACLEAN'S**

## Prince Charles's Campaign for Wool comes to Canada

Campaign aims to rebrand wool as a cool, natural fibre

Patricia Treble  
May 18, 2014

On Victoria Day, Gillian Crawford will load up some of the Dorset sheep from her **Lismore Sheep Farm** in River John, N.S., and drive to Pictou. She and her husband are taking part in the official Canadian launch of **Campaign for Wool**, with its patron Prince Charles in attendance. Started in 2010, its aim is to promote awareness of its unique, natural benefits. Now the Canadian arm is getting started under the umbrella of the **Prince's Canadian Charities**.



**LIVE**

**ROYAL TOUR OF CANADA**  
PRINCE CHARLES & CAMILLA TO VISIT NOVA SCOTIA, PEI & MANITOBA

CTVNEWS  
CHANNEL.CA

.04 TRANSCANADA 50.93 ▼ 0.27 TRANSCONTENTL 15.75 ▲ 0.13



## Royal visit 2014: How Prince Charles is forging his own ties to Canada

Hair to the throne's charitable initiatives will be focus of four-day stop

By David Graham, CBC News, Posted: May 17, 2014 5:00 AM EDT / Last updated: May 17, 2014 5:41 PM EDT



Prince Charles' charitable initiatives and interests in Canada will be a focus of the attention during a four-day visit to Canada. (Alister Grant/Associated Press)



FROM PAGE 1

### Charities: POE is a program to help military men and women

It raised \$1.4 million last year for its programs that run the gamut from helping entrepreneurial military personnel, to aboriginal initiatives and social and corporate responsibility programs.

In Britain, his charities raise more than \$200 million every year and employ nearly 3,000 people.

"As a military member, especially an officer... they groom you to be a middle manager," says Lt. Harrigan, who has a second business that uses glow-in-the-dark materials to make items, including safety vests and lifebuoys. "You know about budgets, you know about human resources but you don't get into the specifics of writing financial projections for the next three years."

POE is a \$500,000-a-year program, supported by foundations and some individuals, which started in 2012 to help military men and women make the transition from service to the business world. It encourages entrepreneurship. Participants spend a week-long "boot camp" with business professors and students at one of three university campuses in the country that participate. After graduation, a mentor in the community is also provided — and there is the startup loan. All of the professors and mentors are volunteers.

So far, 43 businesses have been created, including the dog-leash business, a survival school, a software venture and a fitness and nutrition company. One former special forces officer wants to start a bed and breakfast in northern New Brunswick.

Amanda Sherrington, president of Prince's Charities Canada, says the POE embodies two of the Prince's great passions — "One of which is his support for the military and his concern for individuals and what they do after they move on to their next career, obviously being a father of military people, himself. But also his great interest in young people and the talents of young people."

In Winnipeg, the Prince will meet with business leaders from across the country involved in his Seeing is Believing initiative. It challenges CEOs to think beyond philanthropy and look at hiring practices and procurement policies that can make a difference in the community.

Michael Shapiro, director of business and community initia-



Prince Charles and his wife, Camilla, arrive Sunday in Halifax to begin a four-day tour. PAUL GRASSON/THE CANADIAN PRESS

tives for the PCC, describes how 12 senior Bay Street leaders met one-on-one with urban aboriginal youth in September, 2012. "We know there are a lot of stereotypes, a lot of misconceptions about urban aboriginal youth," he said. "We wanted the business leaders to actually meet with them and understand in practical ways the challenges arising out of that."

The youth weren't being given a chance at entry-level jobs, and as a result, two CEOs took up the challenge to hire the young people. As of October, 2013, nearly 20 youth have found jobs through Seeing is Believing.

For Lt. Harrigan, meanwhile, this will be the third time he'll meet the Prince — the first was in 1983 when Prince Charles and his late wife, Diana, came to his hometown, Dalhousie, N.B. Lt. Harrigan was six years old and handed the Prince a bouquet.

In 2012, he met the Prince again as he was about to start the entrepreneurial boot camp and talked about his idea. Lt. Harrigan even sent six of his colourful, nautical-inspired leashes to the Queen to use when walking the royal corgis. A note came back from her executive assistant thanking him for the gift — but noting that the Queen "would never" put her dogs on a "leash." His leashes were auctioned off to the household staff.

#### ROYAL TOUR

### Prince Charles sworn in as Privy Councillor of Canada

JANE TABER, HALIFAX

Prince Charles arrived in Nova Scotia with his wife, Camilla, for the beginning of a four-day tour Sunday, and was promptly sworn into the Queen's Privy Council of Canada by the Governor-General in a private ceremony at Government House in Halifax.

Prime Minister Stephen Harper, who is not meeting with the Prince and Duchess of Cornwall until Wednesday in Manitoba, announced the honour in a news release Sunday night.

Privy Counsellors include all past and present cabinet ministers and some opposition leaders, as well as some distinguished Canadians who have been given the honour. It allows them to use the word "Honourable" after their name and be briefed on state secrets. The Prince's father, the Duke of Edinburgh, was made a Privy Counsellor in 1957. "His Royal Highness The Prince of Wales has shown unwavering dedication to Canada throughout his lifetime, including through a number of charities and other

good works. It is most fitting that he joins a select few beyond Canadian parliamentarians who are appointed as a member of the Queen's Privy Council for Canada," the Prime Minister said in the release.

Prince Charles and Camilla met briefly with the media at a reception after the swearing-in. He apologized for making such a brief visit — but it is packed full of events. They are doing nearly 40 events — more than Prince William and the Duchess of Cambridge did during their recent three-week visit to New Zealand and Australia.

This visit is planned with military precision and detail, right down to the maple leaf pin that the Prince of Wales is wearing in his lapel to indicate that he is on Canadian soil and a member of the Canadian Royal Family. Keeping the Royal Family relevant in Canada is one of the reasons for his regular visits to the country. This is his 17th visit to Canada — and Camilla's third but her first to Nova Scotia, Prince Edward Island and Manitoba.



Naval officer Scott Harrigan makes glow-in-the-dark products as well as dog leashes. SCOTT HARRIGAN FOR THE GLOBE AND MAIL

#### ENTREPRENEURSHIP

### Unleashed capital: How the Prince of Wales is helping one sailor chase his dream

JANE TABER, HALIFAX

Scott Harrigan, a young naval officer, designs and manufactures dog leashes from parachute cord inspired by knots he learned on the ships — and he's doing this with help from a royal benefactor, the Prince of Wales.

After 23 years in the Royal Canadian Navy, including serving nearly a year in Afghanistan and eight months in Haiti after the earthquake, Lt. Harrigan wants to leave the military and unleash his dog-leash business on the world.

The Prince's Operation Entrepreneur, a made-in-Canada initiative, one of eight supported by Prince Charles's Prince's Charities Canada, is giving him the tools along with, he hopes, a \$45,000 low-interest loan. Lt. Harrigan is meeting the Prince in Halifax on Monday to talk to him about how the program has helped him so far.

Prince Charles is making his four-day visit to Canada, in part, to be briefed on the progress of his charitable initiatives, which in 2010 came under the auspices of Prince's Charities Canada. *Charities, Page 4*

"As a military member, especially an officer... they groom you to be a middle manager."

Scott Harrigan

Accompanied by his wife Camilla, Prince Charles arrived in Halifax on Sunday, and was promptly sworn in as a Privy Counsellor of Canada. *News, Page A4*

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## Folio: Royal visit



# IN HIS OWN WORDS: PRINCE CHARLES ON HIS CHARITIES AND LOVE FOR CANADA

The Prince answers questions by The Globe and Mail's **Jane Taber** on what motivates his charitable pursuits, why he believes in sustainable urbanism and one of his first memories of Canada – travelling to the Arctic

**You founded your first charity – the Prince's Trust – in 1976, using your severance pay from the Royal Navy. Now, your charities raise millions of dollars and pounds and employ hundreds of people. You are described as a social entrepreneur. How would you describe yourself – and your motivation behind the Prince's Charities Canada?**

I suspect the truth is that I am one of those people who have never been very good at sitting back and expecting others to sort out problems. I like to try and solve them. From the very beginning I have wanted to improve the lives of others and build sustainable communities.

For example, I have long believed in the enormous difference that can be made to young people's lives, and the development of their true potential. If they are given the opportunities to develop their confidence, build their own businesses, and become leaders in their communities, I have also seen the powerful impact that CEOs can have beyond the boardroom if they are exposed to challenges in their communities and then work together to solve them.

I established my Prince's Charities Canada so that I could connect the accomplishments of my charities in the U.K. and across the world with organizations in Canada in order to make a difference in the lives of Canadians. And I like to think that these increasing efforts in Canada are starting to make a difference. For example, my Seeing is Believing programme challenges Canadian

CEOs to roll up their sleeves and use their business and leadership skills to help disadvantaged young people get jobs in some of the hardest-to-reach communities. More than 120 business leaders have taken part in eight of these Seeing is Believing initiatives in Halifax, London, Winnipeg, Regina and Toronto. We are already seeing the results. For instance, I have been delighted to see the success of a First Nations hiring initiative led by Mandy Shapansky of Xerox Canada and Carol Wilding of The Toronto Board of Trade. After participating in one of my Seeing is Believing initiatives in Toronto, Mandy and Carol have made extraordinary progress in creating new networks with demand as more and more realize that a military career emphasizing leadership, risk-taking and careful planning has prepared them perfectly for owning a business.

**The Prince's Operation Entrepreneur gives military veterans the opportunity – and tools – to make the transition from military service to starting their own business. What has struck you about the Canadian servicemen and women who have applied for the program here? And is there one graduate whose business has surprised you?**

Canadian servicemen and women give so much in support of their country. I am keen to ensure that when their duty is done they have everything they need to make a smooth transition to civilian life. Military veterans have such an

array of skills that many of them can do really well if they start their own businesses. My Prince's Operation Entrepreneur helps to provide the education, mentorship and financing needed to match these skills with veterans' entrepreneurial aspirations. I am enormously encouraged that after only two years the programme has so far helped launch forty-one businesses employing twenty-four people in places like Halifax, Victoria, Edmonton and Quebec City. One of these businesses was started by a Royal Canadian Naval Officer, Scott Harrigan, who took his skill with naval knots and now makes the most brilliant handmade dog leashes! The challenge now is to keep up with demand as more and more realize that a military career emphasizing leadership, risk-taking and careful planning has prepared them perfectly for owning a business.

**The Prince's Foundation for Building Community is another one of your charities (seeking to broaden its work) in Canada. Explain what you hope to achieve with this charity. I know you have a particular passion for sustainable urbanism. Tell us about that.**

I have long believed that a great deal more needs to be done to create urban areas that encourage a sense of community and pride of place and which improve the quality of life for everyone who lives there. I have seen at first-hand that if you put people at the centre of the design process rather than the car and if

you actually ask them what they want for their communities, you tend to end up with a more humane and timeless form of development.

While the work has only just begun, my foundation is aiming to support efforts already under way by Canadians to build truly sustainable communities that are at a human scale, which put the pedestrian at the heart of the design process and which reflect the rich diversity of cultural identity.

For example, my foundation is building a new partnership with the Willowbank School for Traditional Arts, of which I have just become Patron. Willowbank is devoted to the shift towards a more ecological and sustainable approach to heritage conservation that celebrates the continuity of cultural traditions. My aim is to support and encourage exactly these kinds of approaches in Canada.

While, of course, every community is different, the principle of genuine community planning tends to reveal that people generally want the same things: affordable homes, places to work and shops that are not too far away; attractive public spaces and safe, livable streets. It turns out that this applies in Britain, Australia, in Gabon and in Jamaica – as long as people can be offered an alternative vision to the current monocultural one. I am sure that Canadians share the same goals for their towns and cities.

**Nearly 25 years ago, you launched Duchy Originals – an all-organic food brand that in-**

**cludes such items as ale and biscuits. Duchy Originals are sold in grocery stores in England – and in Canada. You were an early advocate of organic agriculture and food – why? What are your concerns with the environment and how agriculture is affected?**

I wanted to try and show that it was possible to produce food of the highest quality by working in harmony with Nature in a way that would benefit both environmental and human health, as well as family farmers. I wanted to do so by following agro-ecological principles, adding value to them through the skills of expert and artisan producers, and then to re-invest all of the profits in good causes. This was what I can only call a "virtuous circle".

Genuinely sustainable farming maintains the resilience of the entire ecosystem by encouraging a rich level of biodiversity in the soil, in its water supply and in the wildlife – the birds, insects and bees that maintain the health of the whole system with-out over-dependence on chemicals, pesticides, antibiotics, artificial fertilizers, dangerously limited crop diversity and transgenic organisms. Sustainable farming also recognizes the importance of the soil of planting trees, of protecting and enhancing water-catchment systems, of mitigating, rather than adding to, climate change. To do this we must have a mixed approach.

Our global ecosystem is, to say the least, under stress, and there is so much pressure on our food systems. We have to put Nature back at the heart of the equation.

This all depends upon our deepening our understanding of the crucial relationship between food, energy, water and economic security, and then rewarding producers who base their farming systems on these principles.

I also believe we need to take responsibility for environmental stewardship. Just last year a promising young forester, Jocelyn Teron, was awarded my Prince's Award for Sustainable Forestry, managed by the Canadian Institute of Forestry. I am also delighted to say that we are now launching a second Award, namely The Prince of Wales Forest Leadership Award. It provides our future forest leaders with a wonderful learning experience early on in their training, helping them to be the leaders of sustainable methods of forest management in both the United Kingdom and Canada. I believe that Canada has a tremendous opportunity to develop its resources sustainably and I hope to encourage young Canadian leaders to do just that.

**You travel extensively in the Commonwealth and to other countries but you keep coming back to Canada. Beyond the eventual constitutional role that you will play as Head of State, what draws you back here? What is your first memory of Canada?**

Canada is a very special country and I have felt very much at home here since my first visit over forty years ago. This is my seventeenth visit to Canada and I have been enormously fortunate

over the years to travel the length and breadth of this remarkable country. I was also brought up on stories about Canada by my Grandmother, who had a deep affection for the country and her people.

I suppose what draws me back the most is the Canadian people. Every time I visit Canada I am struck by people's warmth and national pride. I have always found Canadians to be determined, resilient and progressive – forever willing to take on new challenges to build a stronger society and a better place for future generations.

Another reason that I am drawn to Canada is the opportunity to support Canadians in making a difference through their service to others: whether it is to build more sustainable communities, to help disadvantaged and at-risk youth find opportunities, or to work towards developing Canada's vast natural resources in a way that is harmonious with Nature and leaves something behind for our grandchildren and great grandchildren.

One of my first memories of Canada is travelling to the Arctic, diving under the ice and riding on an Inuit dog sled while dressed entirely in caribou skin clothing. Unfortunately the snow conditions made the sled ride rather more difficult and exhausting than I had imagined and all of the dogs became hopelessly entangled in their harnesses, while a trip to see the midnight sun at Tuktoyaktuk ended in thick fog!

**Top: On July 6, 1970, in Tuktoyaktuk at midnight, the Royal Family took a stroll down the main street, joined by RCMP officers, Inuit officials and local children. The Queen, Princess Anne and Prince Charles (then 22) had changed into Inuit parkas for the outing, but Prince Philip chose to remain in a dobf coat.**

JOHN MCNELL/THE GLOBE AND MAIL

**Left: Prince Charles's visit with his wife, Camilla, the Duchess of Cornwall, begins Sunday night. It is his 57th trip to Canada and his third.**

RUSSELL ROYCE/REUTERS

**What work are you doing to support aboriginal Canadians?**

Let me begin by saying that I have been greatly honoured to be welcomed into quite a large number of First Nations communities during my many journeys to Canada and to experience the diversity of their peoples and cultures. Most recently, in 2012, I was delighted to visit the First Nations University in Regina to see the remarkable work done there by people from so many communities across Canada.

If I can just give one example of my own connections to First Nations, my Prince's School for Traditional Arts is working in partnership with the First Nations Aboosht community in British Columbia to reintroduce the younger generation to traditional art forms and to foster self-esteem and self-confidence. The whole idea, by fostering these connections, is to honour First Nations' wisdom by promoting intergenerational learning and sharing so that the rich culture and history of this ancient First Nations community endures. My charities are working with First Nations communities across Canada to explore similar initiatives that, hopefully, can engender skills and opportunities for the future.





# Prince's Operation Entrepreneur



The Prince's Operation Entrepreneur is a unique, made-in-Canada program that provides transitioning Canadian military personnel with the training, mentorship and financing needed to open their own business.

- 74 businesses started by POE graduates in urban and rural communities across the country
- Record number of applicants for the 2014 educational sessions
- 2014 media includes: The National Post, Salute! Veterans Affairs magazine, Esprit de Corps, Canadian Military Families magazine, CBC radio's Here and Now
- New donors: Aimia; Atlantic Canada Opportunities Agency; Boeing; Ministry of Employment and Social Development Canada (ESDC)
- Renewed commitments for 2015 received from True Patriot Love Foundation and the Mosaic Company

## One-day 'Be your own Boss' introduction to entrepreneurship workshops

February: Toronto

March: Brandon, Manitoba - Victoria, BC - Edmonton, Alberta

October: Trenton and Toronto

November: Fredericton, NB and Halifax, NS

December: St Jean and Ottawa

## Seven-day educational 'boot camp'

Université Laval: Quebec City (en français) - May 11-17

Memorial University: St. John's, Newfoundland - July 20-26

University of Regina, Paul J. Hill School of Business: Regina, SK - August 17-23





*Matt Dittburner*  
 After starting at a one-day workshop, Matt attended the Memorial 2014 boot camp months after leaving the Infantry. He had a passion for business, but lacked any technical knowledge. Matt has started Quality Pro Painting and his revenue has quadrupled since taking the course, which he attributes to his boot camp experience. Matt recently spoke at a True Patriot Love event to showcase the impact of the POE program to their donors.



## Success Story



### Leendert Bolle

*Leendert attended Based in Business at Memorial 2014 and has started Hero Dog Treats, a dehydrated dog food company. During his career in the Canadian Forces, Leendert completed four tours in Bosnia and Afghanistan in the Special Forces Unit and released in August. Before the boot camp training, he had no prior business knowledge and is grateful for the education, network and support so that he can grow Hero Dog Treats and focus on it full-time when he releases. Leendert sponsored a breakfast at the Regina Based in Business to pay it forward. Since July, Leendert's sales have skyrocketed by over five hundred percent.*





## *Mike Dagnault*

*Mike is a graduate of Regina's 2014 class. With his experience in the Special Operations Unit during his time in the Canadian Forces, Mike has founded Magnus Protection Services which is a security company. Right after the course, he used his skills to create a solid business plan and newly acquired marketing skills to create a company website. Mike's business just secured a large contract to manage the security for a significant pipeline project out west.*



# The Campaign for Wool

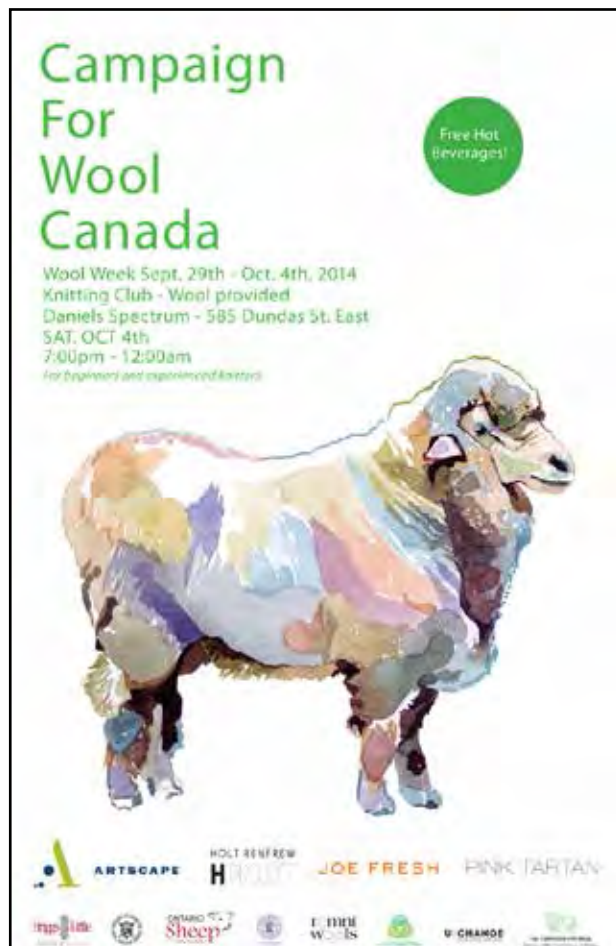


Launched by HRH The Prince of Wales during the 2014 Royal Tour, Canada becomes the 12th country to host The Campaign for Wool.

The purpose of the Campaign is to raise awareness among consumers about the unique, natural, and sustainable benefits offered by wool. It also serves to encourage collaboration between an international community of wool-growers, major fashion designers, retailers, manufacturers, artisans and interior designers.

The Inaugural Canadian Wool Week (September 29th – October 4th) while focused in Toronto saw additional presence in Calgary and Vancouver. Campaign activities, which celebrated wool in all its forms included:

- Press Breakfast at The Spoke Club - September 23
- Creation of a Pop-up Wool Shop at **Holt Renfrew** stores in Vancouver, Calgary and Toronto (Yorkdale and Bloor St. W. locations) - September 29 – October 4
- An interactive children's event at the flagship **Joe Fresh** Store on Queen St. W. - October 1
- A fashion insiders party hosted by **Pink Tartan** at their Yorkville flagship – October 1
- A public knitting event held during the Scotiabank Nuit Blanche in Toronto (an all night contemporary art event) - October 4



HOLT RENFREW  
PINK TARTAN  
JOE FRESH  
ONTARIO  
**Sheep**  
MARKETING AGENCY



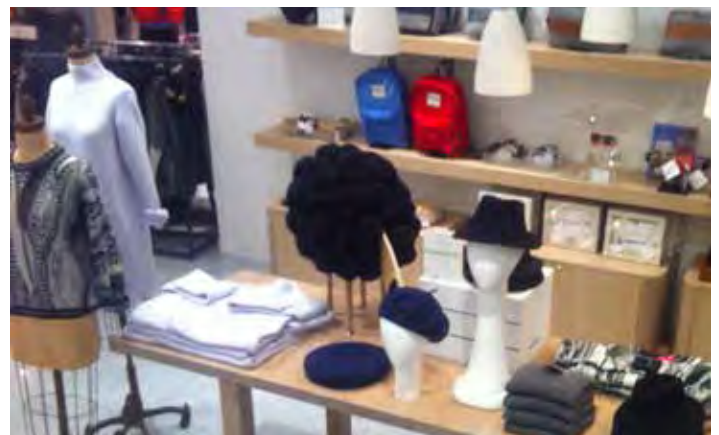
THE WOOLMARK COMPANY  
SUPPORTS THE CAMPAIGN FOR WOOL















# The Prince's Canadian Responsible Business Network



The Prince's Canadian Responsible Business Network (PCRBN) is a business-led organization that aims to advance youth employment through innovative collaborations among businesses and between business and community. Assembled and managed by Prince's Charities Canada (PCC), the network's Founding Partners include: George Weston Ltd, KPMG, RBC, and Scotiabank.

The new network was officially launched during a spectacular dinner on Oct. 15 in RBC's Executive dining rooms in Toronto.

Special guests included Dame Julia Cleverdon (Special Advisor on Responsible Business Practices to The Prince of Wales), PCC's Founding Patrons Galen & The Hon. Hilary Weston and the CEOs of the Network's Founding Partners. We are especially grateful to HRH for recording a special video message of greeting that was played during dinner.

PCRBN represents a shift away from traditional philanthropy and volunteer-focused CSR, and provides opportunities for top-down, hands on relationships between businesses and communities.





**Launch Keynote:**  
Dame Julia Cleverdon is principally known for the considerable reputation she has acquired as a renowned leader and challenging speaker on business leadership, corporate responsibility, education and women's development. She has been acclaimed for achieving real innovation and behaviour change in the boardrooms of the UK while Chief Executive of Business in the Community from April 1992 to March 2008.





*“Almost twenty-five years ago, I realized that there was a tremendous missed opportunity – certainly as far as the UK was concerned then - namely for business leaders to understand more fully the social and environmental issues affecting their communities and for them to try to do something about them.”*  
*–HRH The Prince of Wales*







***"I look forward to the pilot projects in Winnipeg, Halifax and Toronto over the coming months that will focus on providing job readiness, employability and skills for disadvantaged young people. It seems to me that there are so many opportunities to make a real difference."  
–HRH The Prince of Wales***





*"I have been greatly encouraged by hearing from so many of you today about the new opportunities that you have developed for young people as a result of your Seeing is Believing visits to Winnipeg, Calgary, Regina, to London, and to Toronto and Halifax as well. If I may say so, you have proven that your leadership can be leveraged to have such a powerful impact in helping vulnerable communities."*

*–HRH The Prince of Wales*

**The Prince's Canadian  
Responsible Business Network  
Founding Partners**





## PCRBN Pilot Project in Rexdale (North Etobicoke), ON

- 4 community collaborators
- 1 full-time business connector
- 9 business professionals actively involved
- 35 community leaders consulted and 15 actively engaged in planning activities
- 100 youth reached through various events/activities
- Brought business to the table of the local labour market partnership for the first time



# The Prince's Seeing is Believing



The Prince's Seeing is Believing (PSiB) is an experiential program for senior business leaders across Canada created by HRH The Prince of Wales, 25 years ago in the United Kingdom, and is designed to close the gap between the boardroom and the community.

PSiB takes executives out into the community during special Visit Days to engage one-on-one with those affected by an issue and those already working to address it. Through building understanding, PSiB seeks to leverage corporate thinking and responsible business practices to tackle those social and community issues through systemic change. The current focus for PSiB in Canada is youth employment.

With the launch of The Prince's Canadian Responsible Business Network, PSiB remains a first point of engagement for many business leaders and will continue to expand its work to communities across the country that will then influence and inform PCRBN's own pilot projects.

## Previous Prince's Seeing is Believing Community Visit Days and Roundtables

- Toronto, Ontario (4)
- Calgary, Alberta
- London, Ontario
- Winnipeg, Manitoba
- Halifax, Nova Scotia
- Regina/Weyburn, Saskatchewan















## Visit Day Outcome: Toronto (Regent Park)

- 11 business executives in attendance visiting SKETCH (arts charity for street-involved youth) and the Daniels Spectrum (community arts centre) in October 2013

- 10 community organizations involved in the visit day

- 4 business mentorship relationships created with community organizations

- Social Purchasing Roundtable developed and hosted with 25 event planning industry leaders, purchasing officers, and social enterprise practitioners

- 10 organizations receiving focused business capacity research, mentorship and recommendations from a Business Connector hired by PCC

- Meeting Industry Event bringing added capacity to Daniels Spectrum to engage business community in full-rate space rental as a social enterprise



## Visit Day Outcome: Urban Aboriginal Hiring Initiative

- Created by the CEOs of Xerox Canada and the Toronto Region Board of Trade after a 2012 PSiB Visit
- Supported by Birch Hill Equity Partners
- The name “Our Children’s Medicine” was gifted to the initiative by an Aboriginal elder
- 23 youth hired in sustainable employment following the 2013 launch
- 80 job seekers attended our October 21, 2014 networking event
- 40 job seekers have moved onto interviews
- 5 employers have brought their staff for visits to Aboriginal service agencies
- Working with Carillion Canada on a major hiring initiative for Northern Ontario







# The Prince of Wales Prize for Municipal Heritage Leadership



The Prince of Wales Prize is the only national award of its kind, honouring municipalities for their commitment to heritage preservation.

Administered by Heritage Canada The National Trust, this year the prize was presented to the Town of Bonavista, Newfoundland during the Trust's annual conference in Charlottetown, Prince Edward Island.



HERITAGE CANADA THE NATIONAL TRUST







“I was enormously impressed with the way that building community was placed at the very heart of Bonavista’s heritage regeneration efforts. The lives of local residents have been enriched through meaningful collaboration on heritage projects, including employment and skills development programmes for young people, thereby allowing them the opportunity to acquire the skills needed for rehabilitation work underway in the community, and the restoration of important community amenities.”

–HRH The Prince of Wales

# Building Partnerships in Heritage Regeneration



In April 2014, board and staff members of Heritage Canada The National Trust travelled to the United Kingdom to visit The Prince's Regeneration Trust in London. The trip which was facilitated by Prince's Charities Canada was designed to learn from PRT's success using heritage-led regeneration as a vehicle for both preservation and economic development.

The visit included an intensive working session sharing methodologies, funding models and other best practices as well as visits to PRT projects at Middleport Pottery and Bentley Priory.







# The Prince of Wales Award for Sustainable Forestry



The Prince of Wales Award is the only national award of its kind, honouring those who are dedicated to sustainable forestry management.

This prize is presented annually by the Canadian Institute of Forestry to recognize the achievements of an outstanding young forest professional in Canada.

Congratulations to the 2014 Winner:

**Jeff Renton**  
Edmonton, Alberta



## New Award Launched: The Prince of Wales Forest Leadership Award

Launched during the 2014 Royal Tour, this inaugural award recognizes students and recent graduates who have actively engaged in forestry or natural resource management and have demonstrated a passion for the environment and a desire to solve complex problems. A total of 4 award-winners, 2 from Canada

and 2 from the United Kingdom, will take part in the International Forestry Student Exchange Program during the summer of 2015. Participating students will work at meaningful employment in their partner country, which will offer a broad range of interdisciplinary forestry experience in policy, planning and fieldwork.



# The Prince's Foundation for Building Community



PRINCE'S  
FOUNDATION  

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FOR BUILDING COMMUNITY

The Prince's Foundation teaches and demonstrates sustainable development placing community engagement at the heart of their work. The environment within which people live affects the way they live. The Foundation believes that sustainably planned, built and maintained communities improve the quality of life of everyone who's part of them.

Prince's Charities Canada has been actively engaged in helping to bring the

Foundation's expertise to Canada working to promote traditional principles, as well as understand the importance of building in a more sustainable way. We are currently assisting the Foundation in establishing a demonstration project in Canada.

Special thanks to David Brownlow, Dominic Richards and Victoria Chester from The Prince's Foundation for helping to advance this work in Canada.



# The Prince's School of Traditional Arts



Prince's Charities Canada supports three distinct project-related partnerships with The Prince's School of Traditional Arts which specializes in teaching, researching, and promoting the practice and theory of the arts and crafts of the world's great traditions. These include a collaboration with First Nations University's Regina campus, a community project in the Ahousaht First Nation community in British Columbia and support for a post-graduate program at PSTA.

## Partnership with First Nations University

This year Judy Anderson, a professor in traditional art at First Nations University spent a semester teaching and studying at PSTA in London. This was the first time aboriginal art and craft has been included in the PSTA curriculum. The Prince of Wales met Judy and joined some of her students in their beading work during an event at Dulwich Gallery in London on Remembrance Day.



The Samuel Family Foundation









# Ahousaht Project

This project saw PSTA expertise help enhance artistic learning amongst elementary and secondary students in Ahousaht (a First Nations community on Vancouver Island) while also working to revitalize traditional craft and techniques and inspire a new generation of traditional artists.





# Initiatives in Development



## Aboriginal Literacy Initiative

2014 saw the creation of a content sharing partnership between SayITFirst, a publisher of traditional aboriginal language content for children and The One Laptop per Child Foundation.

## Links with other Prince's Charities

Part of Prince's Charities Canada's mandate is to help connect The Prince of Wales's UK-based charities with Canadian organizations that share HRH's vision and principles to facilitate and enable opportunities for collaboration.

In this regard we are currently working with two of HRH's key UK-based charities to help them to develop a footprint here in Canada.

## Prince's Trust International

The Prince's Trust is the largest and most well known of The Prince of Wales's charities. The Trust, which was the first charity founded by The Prince, supports 13 to 30 year olds who are unemployed and those struggling at school and at risk of exclusion. Their programs give young people the practical and financial support they need to stabilize their lives to move into work, education or training.

Originally focused solely on the United Kingdom, the Trust has recently launched an international division and Prince's Charities Canada is currently exploring opportunities to bring elements of their work to Canada. In particular we are helping to assess opportunities for Prince's Trust International to launch a Canadian pilot project for its highly successful "Get Into" skills development program.

## Accounting for Sustainability (A4S)

A4S brings together the accounting, investment and finance professions to develop decision-making and reporting systems that take into account the longer-term and broader consequences of actions and which are capable of responding to the sustainability challenges faced in the 21st century.

After hosting an initial meeting of major CFOs in Spring 2014, PCC is working with an accounting industry champion to create a Canadian stream of A4S for 2015.

# Delegation of Canadian Business Leaders to London, UK – February 2014





**Reception in honour of Prince's Charities Canada  
hosted by the Canadian High Commissioner at  
Macdonald House – February 2014**



**Toronto Board of Trade  
Urban Aboriginal Networking Event  
May 7, 2014**





Reception celebrating Prince's Charities Canada  
Hosted by The British High Commissioner H.E.  
Howard Drake and Mrs. Drake at Earnscliffe,  
Ottawa – Nov. 12, 2014





Reception in honour of Prince's Charities Canada  
hosted by the Lieutenant Governor of Ontario  
July 2014









**Dinner hosted by The Governor General  
of Canada in honour of The Prince's  
Operation Entrepreneur  
November 2014**





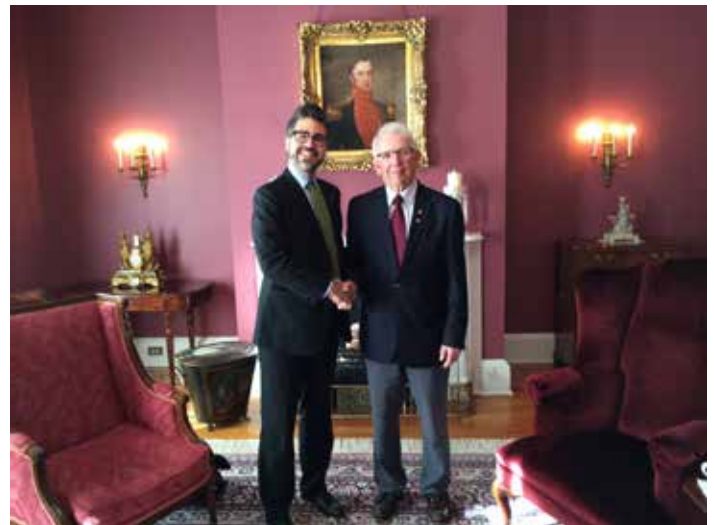




## Public Sector Outreach



As the Canadian charitable office for HRH The Prince of Wales, Prince's Charities Canada regularly meets and engages with vice-regal representatives, politicians of all parties and government officials to keep them informed about The Prince's Canadian charitable initiatives.















## PRINCE CHARLES NORTHERN EXPOSURE AT ART EXHIBITION



**K**een painter Prince Charles got a lesson in Canadian art when touring the Emily Carr exhibit, "From the Forest to the Sea" at the Dulwich Picture Gallery in London.

The royal was shown how to sew beads and porcupine quills onto moose hides by Judy Anderson, professor of Indian fine arts at the First Nations University of Canada in

Saskatoon. She currently teaches at the Prince's School of Traditional Arts in London, sponsored by the Prince's Charities Canada.

Luckily, the prince didn't get the wrong end of the stick when he handled the quills. "You could stick this in your finger and it won't come out," said Judy. "It would have been horrible if he'd actually been injured."





## IN THE COMMUNITY

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# Making dreams come true

CEOs from Canada's biggest companies provide advice to disadvantaged kids in Microskills program

It is, says Kris Thevarajah, "a dream come true."

He's been sending out resumes for two years, looking for a job.

He's in a program that requires him to get six months experience working — and no one will hire him.

But this morning, he's carefully put on his best suit. He's nervous, but dressed to impress. This is north Etobicoke, and Kris, 24, is part of a Microskills at Rexdale Community Hub, a program that helps connect young people with jobs and education.

This is Kris' lucky day. His first big chance at employment is about to walk through the door.

Pavi Binning is the president of George Weston Ltd., the company that includes Loblaw's and Shoppers Drug Mart.

Binning is there as part of the Seeing is Believing program, initiated by Prince Charles more than 20 years ago in the U.K.

Three years ago, the Prince brought the program to Canada as part of his Prince's Charities.

It's aimed at connecting some of the most powerful business figures in the country with disadvantaged youth who are looking for work.

Instead of going the traditional charity route of cutting a cheque, CEOs personally give their time and expertise to help young people.

Binning is far with the program working in the

After riots in Brixton and the Prince of Wales ways to improve life for young people and education and

Rexdale, Binning out, has a large population of young people. Once the program makes a difference to the lives of the young people, start to find work



area benefits and prospers. "It's a difference in communities that have social challenges through education and employment," he said. "That's what I saw in the U.K. One leads to another."

For most of these young people, it's the first time they've talked to a CEO. Kris couldn't be happier. He wants a job in supply chain management.

George Weston is one of the

largest corporations in the country with massive warehouses as part of their chain.

Kris' family came to this country from Sri Lanka. He was born here, lives in Rexdale has two university degrees — and desperately wants to work.

Binning can sympathize with him. He, too, struggled in an immigrant family in the U.K., so he knows where the young man is coming from.

Kris doesn't have a car and can't drive, so Binning talks about the logistics of getting to his company's out-of-town warehouses. He offers him practical

kids have to overcome in this hardscrabble part of the city. On a chilly fall morn-

a job interview because she was "carded," on her way to print her resume at

"We're trying to give everyone the financial education that's missing from provincial education. If you have financial education, you live better because you have the ability to make better decisions in life," he said. He also has to explain the Rexdale way of life. The visitor doesn't know what "carding" means. Blake explains it's a police practice of stopping young

ington, President of the Prince's Charities Canada.

"The main goal of the Prince's Charities, since it started, has always been to give young people an opportunity," she said.

This program helps young people help themselves.

Prince Charles, she says, "never believed in a hand-out philosophy."

"He believes in giving young people a hand up." After months of struggle, for

lifesaver.

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l.ca



PHOTOS BY TOM SANDLER/PRINCE'S CHARITIES CANADA

Business leaders and CEOs sit down with young people looking for work in Rexdale to advise them on skills training and how to find a job. This is called Microskills at Rexdale Community Hub, a program that helps connect young people with jobs and education. Pavi Binning, left, president of George Weston Ltd., one of the largest corporations in Canada, mentors Kris Thevarajah, 24. Kris had been looking for a job placement for two years until Binning offered to find him a place in one of the company's warehouses.



## Regina artist teaches Prince Charles to make moose hide art

Plains Cree artist Judy Anderson gives His Royal Highness an arts and crafts lesson at London gala

By David Allen / CBC News | Posted: Nov 12, 2014 4:55 AM CST | Last updated: Nov 12, 2014 5:36 AM CST



Prince Charles looks at Plains Cree artist Judy Anderson's artwork as he visited new Emily Carr exhibition at the Dulwich Picture Gallery in south London on November 12th. (Photo: AFP/Photo: AFP)

THE AGENDA WITH STEVE PAIKIN

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< A Visit to Springfield

December 18, 2014

Julia Cleverdon: Building Responsible Business

An initiative by the Prince of Wales trusts aims to create opportunities for disadvantaged youth in Rexdale: an area in north Etobicoke that's known as a hotspot for crime and gang activity. The Agenda examines the role businesses should play in helping at-risk neighbourhoods.



## Prince's Charities Canada Team



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# Special Recognition



While Prince's Charities Canada appreciates all our partners, sponsors and supporters our special thanks go to the following for their exceptional support in helping us to nurture, develop and grow the charitable work of The Prince of Wales in Canada.

Special recognition to:

- Birch Hill Equity Partners
- George Weston Ltd.
- The Government of Canada
- The Government of Saskatchewan
- KPMG
- Mosaic Corporation
- The Queen's Trust
- RBC
- Scotiabank
- The True Patriot Love Foundation
- Mr. Galen & The Hon. Hilary Weston
- The W. Garfield Weston Foundation



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THE W. GARFIELD WESTON  
FOUNDATION



# Acknowledgments



Thank you to all those who made 2014 such a successful year for Prince's Charities Canada. Your help in expanding and enhancing the Canadian charitable work of His Royal Highness The Prince of Wales is greatly appreciated.

## Royal Tour

The Household of Their Royal Highnesses The Prince of Wales and The Duchess of Cornwall (Clarence House), His Excellency The Governor General of Canada, The Government of Canada and in particular Kevin Macleod (Canadian Secretary to The Queen), Joel Girouard and Paul "Smokey" Leblanc (Canadian Heritage); Phyllis Fraser (Private Secretary to the Lieutenant Governor of Manitoba), Dr. Chris McCreery (Private Secretary to the Lieutenant Governor of Nova Scotia), Glennie Langille (Chief of Protocol for Nova Scotia), Mary-Ellen Moerike (Chief of Protocol for Prince Edward Island), Dwight MacAulay (Chief of Protocol for Manitoba), Karen Bryk (Deputy Chief of Protocol for Manitoba), The Military Family Resource Centre (Halifax), Red River College, The Canadian Institute of Forestry and Earth Rangers.

## Supporters & Partners

The Office of the Governor General of Canada, The Lieutenant Governors of Manitoba, Saskatchewan, Newfoundland and Labrador, Nova Scotia, Ontario and Quebec, The Office of The Prime Minister, The Speaker of the Senate of Canada, The Government of Canada, The Government of Saskatchewan, The Canadian High Commissioner to the Court of St. James (United Kingdom), The British High Commissioner to Canada, Business in the Community, Canadian Cooperative Wool Growers, Canadian Institute of Forestry, City of Toronto, Dalhousie University, Earth Rangers, Enactus, First Nations University, Futurpreneur, Heritage Canada The National Trust, Holt Renfrew, Joe Fresh, Memorial University, Native Child and Family Services, One Laptop Per Child Foundation, Ontario Sheep Marketing Agency, The Paul J. Hill School of Business at the University of Regina, Pink Tartan, The Prince's Foundation for Building Community, The Prince's Regeneration Trust, The Prince's School of Traditional Arts, The Queen's Trust, SayITFirst, Toronto Region Board of Trade, UforChange, Universite Laval, Willowbank School of Restoration Arts, The Wellesley Institute, Xerox, Nicola Brentall, Dame Julia Cleverdon, Gen. Rick Hillier, Steven Howard, Joseph Mimran,

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## Contributors\*

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\* Jan. 1 – Dec. 31, 2014

Prince's Charities Canada (PCC) is the official Canadian charitable office for His Royal Highness The Prince of Wales.

Guided by The Prince's lifetime of charitable work in Canada, the United Kingdom and around the world, PCC supports and develops initiatives focused on The Prince of Wales's own core interests. These include education and young people, responsible business, the built environment and global sustainability.

**[www.princescharities.ca](http://www.princescharities.ca)**

