



RBC Launches First Career Experience Program for Youth – RBC Career Launch

October 8, 2013

Canada is a resource rich country and one of the greatest resources we have is our youth.

However, young people across Canada today face challenges in establishing sustainable careers, even with college and university degrees in hand. In fact, nearly half (44 per cent*) of those who graduated within the last five years found jobs they don't consider to be a career.

At RBC, we believe that our work environment, culture and values provide an excellent foundational career experience, which is why we are committed to a new and innovative program designed to help break the 'no experience – no job' cycle for recent college and university graduates who are 24 and under.

On January 27, 2014, the first 100 Associates from across Canada will take part in the RBC Career Launch Program, a year-long experience that that will provide a lifetime of benefits to participating youth. What makes RBC Career Launch unique is it's open to recent graduates from all programs and disciplines and combines learning and mentorship with a wide range of practical hands-on business and community experiences. In doing so, it bridges the gap between school and career-life, equipping them with the necessary experiences and business skills to be successful in the future.

In developing RBC Career Launch, we learned that youth across Canada share RBC's passion for making a difference. We want to provide Associates with an opportunity to engage with our partners within the not-for-profit sector. We will be collaborating with regional community partners in thirteen cities across Canada to engage our Associates to help support their initiatives over a three month secondment. By taking part in this program our partners will be empowering our Associates with experiences that will help them to become better citizens.

The RBC Career Launch Program is part of RBC's five-year \$100 million Believe in Kids Pledge to support a wide range of programs dedicated to developing well-rounded kids and youth in Canada. We support a broad range of community initiatives through donations, sponsorships and employee volunteer activities and have just announced this commitment to helping one million kids and youth.

To learn more about RBC Career Launch, please visit www.rbc.com/careerlaunch or contact us by email at careerlaunch@rbc.com.



RBC
Career Launch
Program

By working together to create opportunities to establish and accelerate the careers of recent college and university students, we believe we can contribute to building a stronger future for Canada.

Sincerely,

Shari Austin
Vice President, Corporate Citizenship
Executive Director, RBC Foundation

Ipsos Reid Poll conducted in August 2014 on behalf of RBC.