

Royal Bank of Canada

About Value for Communities

Programs, policies and practices



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This is part of a series of documents that provide additional information on the programs, policies and practices related to the citizenship priorities of Royal Bank of Canada (RBC®). The series supplements our annual environmental, social and governance (ESG) reporting, which provides an overview of our priorities, key performance indicators and annual highlights of ESG issues relevant to financial services companies in general, and to RBC in particular. It complements the information on our operations and financial results provided in our Annual Report and governance and executive compensation information disclosed in our Management Proxy Circular (both available at rbc.com). All amounts in this document are in Canadian dollars unless otherwise noted.

Creating a positive social impact is integral to how we do business and core to RBC's culture. While we are optimistic about the future, we are also in the privileged position of being able to help those we serve – and our society at large – better prepare for it. We are bringing the full breadth of our resources and capabilities to address societal challenges. Helping our communities prosper will have additional benefits, positively impacting our clients and our business over time.

As a purpose-driven company, we have a responsibility to help create positive social and economic impact in our communities. One of the ways we help communities prosper is by providing support to strategic, economic, social and environmental causes through community organizations around the world. We are proud of the contributions we make in the communities where we work and live – our long-term success depends on it.



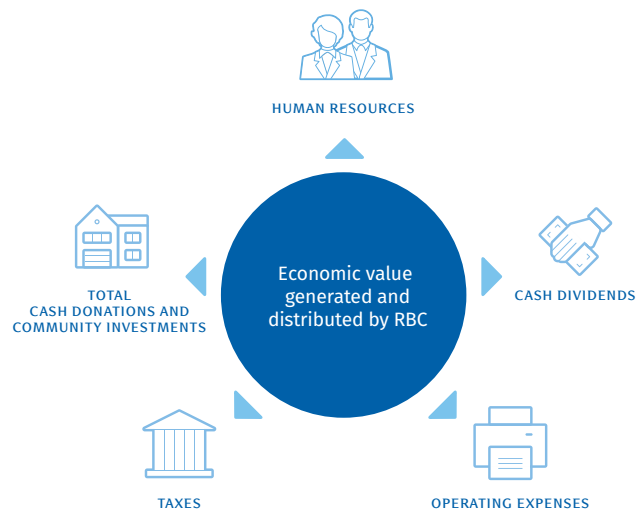
Our priorities

- Economic value generated and distributed
- Responsible procurement and supplier diversity
- Community and social impact
- Financial inclusion and literacy

Economic value generated and distributed

For RBC, generating and distributing economic value is about how we fulfil our obligations to the economy and promote the well-being of society at large. It is a simple equation: we generate revenue from the products and services we sell; we then distribute a portion of that revenue – or economic value – to those we rely on for our success. That distribution is seen in the compensation and benefits we provide our employees, in the dividends paid to our shareholders, in meeting our tax obligations at all levels of government and in the investments we make in our communities.

According to the Global Reporting Initiative (GRI), “economic value generated and distributed” is defined as measuring the impact of a company on the economy. Please see page 52 in our [ESG Performance Report](#) for more information.



Return to shareholders

A large number of people and organizations are RBC shareholders, either directly or indirectly. Our shareholders include individual investors worldwide as well as pension funds; insurance, trust and investment

companies; and our employees. We are committed to providing good returns to our shareholders. We measure our performance in this area using Total Shareholder Returns (TSR), a metric that compares the performance of our common shares over a period of time, reflecting share price appreciation and dividends paid to common shareholders. We report our financial performance in our [Annual Report](#).

Taxes

We pay our share of taxes in all jurisdictions where we operate. This includes income, capital, property, payroll, business, insurance premium, and value added and sales taxes. For our publicly stated financial and tax information, please see page 24 of our [Annual Report](#).

Human resources

RBC provides employment to tens of thousands of people worldwide. The compensation and benefits we provide have both a direct impact and an indirect ripple effect on the economy. Our employees’ compensation and benefits are redirected in their communities, which generates demand for local business. In turn, this demand sparks increased economic activity and hiring in other industries. For more information on employment and remuneration, please see [About Value for Employees](#) and page 35 of our [ESG Performance Report](#).

Operating expenses

In operating our business, we distribute the revenue we generate by making cash payments for materials, product components, facilities and services purchased. This includes occupancy, equipment, communications and professional fees.

Donations and community investments

RBC is one of Canada’s largest corporate donors, with a tradition of philanthropy dating back to 1891. The aim of our donations and community investments program is to have a positive impact on the communities where we do business.

Responsible procurement and supplier diversity

RBC purchases goods and services from thousands of suppliers in Canada and around the world, providing a direct contribution to these economies. Our procurement expenditures have a ripple effect – we pay our suppliers, who in turn hire employees, pay taxes, invest in research and purchase their own goods and services – which becomes a virtual cycle. We make it a priority to practice responsible and sustainable procurement and seek to manage our supply chain effectively.

Our principles-based [Supplier Code of Conduct](#) sets out RBC's expectations of suppliers to ensure their behaviour aligns with RBC standards. It formalizes and standardizes RBC's approach to responsible procurement. As part of the Supplier Code of Conduct, suppliers must, among other things, adhere to human rights, labour and employment standards legislation, and treat their employees fairly and with respect, including respect for their diversity. We have created an ongoing process to monitor the acknowledgement of the Supplier Code of Conduct. The end goal is to ensure all our suppliers meet the expectations of both RBC and our clients to act as good corporate citizens.

As part of our responsible and sustainable sourcing strategy, we are committed to working in partnership with our suppliers to set clear expectations for how their representatives and employees will supply goods and services to RBC. We ask suppliers to provide details on their commitment to responsible environmental management, employee health and safety, ethical business practices, compliance with labour standards, supplier diversity and workforce diversity. We may also ask prospective suppliers to provide extensive corporate and financial information, including a declaration of conflicts, lawsuits or administrative complaints and charges, industry experience and references.

Our Climate Change Supplier Engagement Program requests our top suppliers to disclose environmental data through the CDP Supply Chain program. This program allows us to better measure and understand our environmental footprint, manage shared environmental impacts in our supply chain and work together with our suppliers to drive increased environmental performance.

Support for diverse and local suppliers

RBC is committed to increasing opportunities for diverse suppliers to sell goods and services and compete for business to continually work towards a truly inclusive supply chain. Our goal is to advance equal opportunity for businesses owned by Indigenous, women, BIPOC, LGBT+, persons with disabilities and veterans.

We are a founding member of the Canadian Aboriginal and Minority Supplier Council (CAMSC), an inaugural sponsor of Women Business Enterprises (WBE) Canada – a not-for-profit organization that promotes women-owned businesses – and a founding gold program partner of the Canadian Gay and Lesbian Chamber of Commerce (CGLCC). As a Partner Member Plus of the Canadian Council for Aboriginal Business (CCAB) and an initiator of the formation of the Inclusive Workplace and Supply Council of Canada (IWSCC), we use certified diverse supplier information from certifying councils to identify potential diverse suppliers who can compete for RBC business. RBC is also a national corporate member of the [National Minority Supplier Development Council \(NMSDC\)](#), [Women Business Enterprise National Council \(WBENC\)](#) and [National Gay and Lesbian Chamber of Commerce \(NGLCC\)](#) in Canada; [Disability:IN](#) and [National Veteran Business Development Council \(NVBDC\)](#) in the U.S.; and the [Minority Supplier Development U.K. \(MSDUK\)](#) and [WeConnect International](#) in the U.K. to promote supplier diversity and provide opportunities for diverse suppliers. RBC is a member of the [Financial Services Roundtable for Supplier Diversity \(FSRSD\)](#), which works to strengthen the supplier diversity initiatives of companies in the financial services industry.

We have transformed our flagship Supplier Diversity Mentorship Program into the new Enhanced Supplier Development Program, offering business development advice to diverse suppliers to help them grow their businesses. This new program is intended to help diverse suppliers improve their ability to compete for business from large corporations such as RBC, and to increase our potential supplier base. As part of the program, RBC conducts procurement category focus workshops, partnering with CAMSC, CCAB, CGLCC, IWSCC and WBE Canada, to connect diverse suppliers with RBC category subject matter experts for opportunities.

Community and social impact

As a large global financial institution, RBC has clients in virtually every sector of the economy, and is expected to support a wide range of causes that matter to our clients and communities, not just those that serve our direct interests. This approach reflects our long history of citizenship and leadership in championing causes that may not be directly related to banking but are too important for society to ignore. We are proud to invest significantly in the communities where we work and live; our long-term success depends on it. Our corporate citizenship strategy is an outward expression of our Purpose and puts communities at the centre of what we do. We support community prosperity in many ways:

- **Investing in our communities around the world:** Our Social Impact team oversees donations to registered charities as gifts, gifts in-kind (including philanthropic activities other than charitable donations) and community investments that align with our brand and business goals or deliver social, environmental or economic benefits.
- **Driving impact through our focus areas:** Our dedicated Impact Measurement team continues to develop metrics aligned with our strategy that help us track how our investments add value to the communities where we operate.
- **Supporting employee community involvement:** We have a number of programs to support the fundraising and volunteer efforts of employees, including financial support from RBC to their charitable partners, employee donations and other employee activities in support of community development.

The COVID-19 pandemic increased demand for community services while also impacting charitable organizations' ability to deliver their services to those who need them most. We are committed to supporting community response efforts and evolving community needs.

Investing in our communities around the world

We recognize that we have an important role to play in addressing societal challenges. Our investment areas include:

- **Youth:** Bringing people together to co-create solutions so young people are better prepared for the future of work.

- **Environment:** Supporting organizations that promote environmental sustainability, with a focus on projects that leverage technology and innovation to solve pressing environmental challenges.
- **Arts:** Supporting arts organizations that have a focus on helping emerging artists bridge the gap from emerging to established.
- **Local needs and priorities including a focus on diversity-related investments:** Support for diversity is embedded in all our investment areas; it is a lens through which we assess our donations portfolio to ensure our investments are inclusive in their impact.

Youth

The future of work is changing; therein lies the opportunity for RBC Future Launch® – to help prepare young people for the jobs of the future.

RBC Future Launch is a 10-year, \$500 million commitment to help Canadian youth access meaningful employment through work experience, skill-development opportunities, networking solutions and mental well-being supports and services.

Youth are reacting to not only the new realities created by the COVID-19 pandemic, but also the constant change that technology has brought about. For its part, RBC Future Launch is working with its partners to reimagine the programming and resources available to young people. We are looking for new ways to deliver advice. We know that youth are not simply reacting to the changing world around them including the nature of work, they are active agents in defining it.

We are moving beyond financial investment by engaging the public and private sectors to further understand the barriers facing young people and develop programming and resources that will help ensure young Canadians stay future ready. In 2020, RBC committed \$50 million from now until 2025 through RBC Future Launch to create meaningful and transformative pathways to prosperity for up to 25,000 Black, Indigenous, People of Colour (BIPOC) youth, with investments in areas such as skills development and mentoring.

Prosperity for all Canadians is directly linked to our ability to prepare young people to succeed in an ever-changing global economy. For more information, please visit [rbc.com/futurelaunch](https://www.rbc.com/futurelaunch).

Environment

The effects of climate change connect us all. Our shared future faces great challenges – from food security to air quality, energy needs to access to clean water. There has never been a greater need for extraordinary solutions.

RBC Tech for Nature™

RBC Tech for Nature is our commitment to innovation, data and technologies for our shared future. We work with partners to leverage technology and innovation capabilities to solve pressing environmental challenges.

RBC's goal is to bring the right partners together to tackle these global challenges while leveraging its technology capabilities in areas such as artificial intelligence (AI), blockchain and app development to work with charitable partners to address water, climate and other environmental challenges. RBC Tech for Nature is also an important pillar of the RBC Climate Blueprint, our enterprise approach to accelerating clean economic growth.

Our funding is supporting technology-driven programs in three key areas:

- **Data:** There is a lack of organized data on the health of our planet and how our actions affect it. We believe creating a common language about the environment, through data, will help enable informed and meaningful decision-making.
- **Innovation ecosystem:** We believe that we need to launch and scale up game-changing solutions by empowering the entrepreneurs, ventures and charities working to build solutions to solve the pressing environmental challenges of today.
- **Behavioural change:** Each person holds more power than they think. We believe that through technology, we can empower individuals to work with their communities and positively change their behaviour to produce a notable change for our planet.

For more information, please visit [rbc.com/techfornature](https://www.rbc.com/techfornature).

Arts and culture

We believe in the power of art to enrich our lives and enhance our communities. We support arts organizations of all kinds, with a focus on providing support to emerging artists.

RBC Emerging Artists Project

The RBC Emerging Artists Project bridges the gap from emerging to established for the next generation of artists. It is a multi-year funding commitment dedicated to supporting the careers and development of emerging artists through mentorship and training, access to networks and connections, and exposure to new and diverse audiences.

As a major supporter of visual arts, the RBC Emerging Artists Project works with many galleries and art schools to engage communities across Canada and celebrate the exceptional skills of up and coming visual artists. Through these initiatives visual artists are provided opportunities to broaden their network/connections, hone their craft and exhibit their work. To learn more, please visit [rbc.com/visualart](https://www.rbc.com/visualart).

RBC is a leading patron of the arts and music. We are committed to helping the next generation of musicians develop their skills and bring their talents to diverse audiences from coast to coast through the sponsorship of a variety of programs, including the National Arts Centre's #Canada Performs, RBCxMusic™ First Up program and the MVP project through the Canadian Academy of Film and Television. We also fund numerous projects in the realm of film, theatre, writing including playwriting and dance. For more information, please visit [rbc.com/emergingartists](https://www.rbc.com/emergingartists).

Diversity-related investments

We believe that diversity and inclusion provide an advantage in developing intellectual capital and ensuring our company's continued growth in Canada and around the world. By drawing on the strength of diversity, we can meet new challenges and help create prosperity for our clients, employees, shareholders and communities. As a result, the theme of diversity underscores our community programs. Across our entire donations portfolio, we proactively look for opportunities to support diverse communities. For more information, please visit [rbc.com/diversity](https://www.rbc.com/diversity).

Driving impact through our focus areas

It is important to RBC that our community investments have a positive social and environmental impact. It is also a critical element of our decision-making process that governs where we invest our time, money and effort. We work closely with our charitable partners using impact-

oriented metrics to track and advance the charitable sector, operate efficiently, attract donors and volunteers and be able to measure their value to society. We recognize that more work needs to be done in this space as the social impact measurement and evaluation field grows. We are dedicated to helping drive growth in social impact measurement, evaluation and reporting through our focus areas.

In addition to investing financially in our charitable partners and communities around the world, RBC deploys a more-than-money approach to community investments by building the capacity of our partners, strengthening their capabilities and helping them achieve their respective missions. Our objectives include:

- Forging targeted multi-sectoral partnerships in Canada and, over time, select global markets
- Building scale by connecting and convening not-for-profits, corporations, academics, experts and governments to drive systemic change
- Stimulating public thinking by contributing to the development of meaningful research and thought leadership on relevant matters including social finance, impact measurement and evaluation, and environmental sustainability
- Strengthening the capacity and capabilities of our partners in measuring and reporting

How our focus areas align with the United Nations Sustainable Development Goals

The United Nations Sustainable Development Goals (SDGs) address the world's most pressing social and environmental issues by establishing 17 internationally agreed-on goals (also known as the "Global Goals") and providing a mechanism for aligning governments, businesses and societies in meeting the 2030 target date for achieving the goals.

Using the goals as a common framework enables comparable measurement and increases transparency around progress at the global, national and sub-national levels. Because we are a purpose-driven organization, many of our programs, investments, initiatives and services already contribute to

the SDGs. We will continue to evaluate how our philanthropy, products and services, and operations align with the goals, and we will highlight how our performance metrics compare to the most relevant targets – those most central to our business strategy and in our sphere of influence. The table in our [2020 ESG Performance Report](#) (Appendix III) demonstrates how our programs align with specific SDGs and targets.

Impact measurement

We developed the Impact Measurement Framework (IMF) to help guide our investment decision-making and make sure our overall impact on society is managed appropriately.

Our IMF was established to capture the quantifiable benefits across our six pillars – social, environmental, economic, employee, business and brand – noting that every one of our initiatives and investments drives impact across multiple areas.

For more information on the IMF and how it informs our decision-making, please read our [Impact Measurement Framework Overview](#).

Supporting employee community involvement

Our business depends on our ability to attract and retain top talent and build a strong reputation with clients at the local market level. Our community engagement programs for employees help address both of these business priorities. We know the opportunity for community involvement is a strong driver of employee pride and engagement. And our research indicates that a strong employee presence in community initiatives creates a competitive advantage for RBC, especially in regions where we have a retail presence such as Canada and the Caribbean.

Our goal is to help RBC employees become better citizens. We are focused on making it easy for them to learn about their communities, take action by volunteering, donating or fundraising, and share what they've done to inspire others.

Our global reward and recognition program, RBC Performance, also has a formal community involvement category where employees can be nominated and receive quarterly awards.

Employee volunteering

Volunteering is a hands-on way for employees to help their community prosper in a profoundly satisfying way. Our employees and retirees volunteer with a wide range of community and social service organizations around the world.

RBC employees are passionate volunteers, and here's how we support them:

- We make it easy for employees to create and find volunteer opportunities through our online community involvement hub.
- We invite our charitable partners to post volunteer opportunities on this site.
- We provide tools and resources to help employees choose the style of volunteering that's right for them and to create volunteer events that have the best outcomes for both them and our community partners.
- We thank our employees for volunteering as individuals and teams by providing a corporate donation to the charity they have helped.
- We encourage our employees to share their volunteering experiences so they can inspire others to take part.

Employee donations

One of the ways our employees can help communities prosper is by making a financial donation to a charitable organization that is close to their heart. Our goal is to make it easy for employees to make donations to their favourite cause right from work.

- We encourage employees to learn about the needs in our communities, as well as the specific causes RBC supports, and to share what they have learned with others.
- We provide employees with easy ways to donate.
- In Canada, we hold one of the country's largest annual employee giving campaigns, where we offer payroll deduction, credit card and gift of security donation payment options.
- Employees around the world can make donations using our online community involvement hub, with at-a-glance dashboards to help them track their giving.
- We encourage employees to donate to disaster relief campaigns.

Employee fundraising

There are many worthwhile community organizations that need support, and RBC employees worldwide dedicate countless hours to raising money and awareness for causes they care about.

- The RBC Race for the Kids™ is our cornerstone employee participation and fundraising initiative, held in cities worldwide. Through it we have raised millions of dollars for children's and youths' charities worldwide.
- We thank employee teams that take part in pledged charitable fundraising events such as runs and walks by making a donation to the charity they have helped.

Financial inclusion and literacy

Helping people feel empowered with the knowledge, skills and confidence they need to make smart, everyday financial decisions and work toward reaching their goals is important to RBC. We offer a variety of resources, support, information and tools, online and in person, to cater to everyone's individual needs. We also support not-for-profit organizations that deliver financial education programming.

We value the trust our traditionally under-served clients continue to place in us as we strive to create the society we all aspire to, for our generation and for generations to come. Our financial inclusion efforts help stimulate and grow the economy in our communities, while also promoting social and environmental well-being and contributing to the financial well-being of traditionally under-served groups.

In Canada, our financial inclusion and literacy activities span these focus areas:

- Low-income individuals
- Seniors
- Newcomers
- Persons with disabilities
- Youth and young adults
- Indigenous Peoples

As the financial world grows in complexity, and with consumer debt on the rise, people need to be more knowledgeable than ever about their finances. Yet increasingly, many are having difficulty staying on top of their financial affairs. The financial services industry, and banks in particular, have a critical role to play in helping increase the financial literacy of consumers of all ages.

In Canada, RBC has been promoting financial literacy since at least 1924, when we developed our first budget book. This was the first of many money management tools that we have created over the years to help clients manage their finances. RBC continues to promote financial literacy – knowledge of credit, debt savings, investments and insurance – to clients, prospective clients and the public at large. Today’s tools include websites, online applications, publications and seminars that help clients plan for their financial future.

Low-income individuals

RBC provides a low-cost Canadian deposit account that allows 12 monthly debit transactions for a minimal flat monthly fee. We also support programs that improve access to adequate, suitable and affordable housing under the Canadian federal government’s Affordable Housing Initiative, offered through the Canada Mortgage and Housing Corporation in partnership with the provinces and territories.

Seniors

We continue our longstanding commitment to helping Canadians live an engaged and comfortable retirement by providing them with ongoing education, client-centric advice and products and services that meet their needs. Working in concert with the Canadian Bankers Association, we strive to make banking safe and secure for seniors.

Services developed especially for seniors include:

- Rebates on monthly banking fees for seniors aged 65 years or older
- Full suite of travel insurance products available to clients aged 60 or older through our bank branches, advice centres and online banking
- Group insurance coverage for those Canadians working beyond the traditional retirement age of 65 (limitations may apply)

- Retirement-related, scenario-based training and tools for our advisors, designed to guide them in providing advice tailored to seniors.

To ensure we deliver our services in a manner that continues to meet the needs of seniors, we also made a commitment to adhere to the Canadian Code of Conduct for the Delivery of Banking Services to Seniors. For more information, please see our [2020 Public Accountability Statement](#).

Additional retirement information can be found on the [RBC Retirement Planning](#) website.

Newcomers to Canada

We have long recognized and valued the contributions newcomers make to the social and economic development of Canada. To help address their unique needs, we provide a variety of tailored products, services and programs. RBC branches are also staffed to reflect the communities where we work and the languages our clients speak. Our aim is to deliver a holistic experience that supports every stage of the settlement journey and makes it easier for newcomers to establish themselves in Canada. For more information please see our [2020 Public Accountability Statement](#).

We also support organizations and sponsor programs that promote the interests of newcomers, including education and career placement programs. For more information, please see rbc.com/newcomers.

Additional information can be found in our [Diversity & Inclusion Blueprint 2020](#).

Persons with disabilities

We are committed to providing all of our clients the same opportunity to access our products and services. We also aim to provide a professional and inclusive environment that promotes barrier-free access for clients, respecting or exceeding applicable legislation. We apply barrier-free designs where we operate including wheelchair access. We use internal and external auditors on a regular basis to ensure barriers, if they are found, are removed.

RBC has partnered with the Canadian National Institute for the Blind to implement Blindsquare in approximately 300 of our branches in Canada. Blindsquare is the leading navigational app for blind and partially sighted people that acts as a verbal GPS when they are navigating a city.

Throughout Canada, all of our automated teller machines (ATMs) offer voice guidance and 98% of our ATMs have larger screens to improve readability. All of our branch ATMs are designed for wheelchair accessibility.

Youth and young adults

RBC provides advice, banking services and financing products for youth and post-secondary students, including information on how to budget, fund a post-secondary education and track monthly expenses.

We offer the Student Edition of the RBC Mobile app, designed especially for RBC student clients, offering a simplified, customized experience to help clients better understand banking and manage their money, based on their unique needs. The app also helps younger clients learn how to navigate their financial future with contextual definitions of financial terms and money management insights. For more information, please visit RBC's [Student Solutions Hub](#), which is a landing page for young adults to explore all that RBC has to offer.

Indigenous Peoples

We are committed to increasing Indigenous Peoples' access to financial services such as basic banking, and capital and investment management as a means to foster economic growth in Indigenous economies. We have eight on-reserve branches, five on-reserve agencies, three on-reserve commercial banking centres and three branches in Nunavut, Canada. Our extensive efforts are outlined in our [Indigenous Partnership Report](#).

By sharing financial expertise and resources, we are working with Indigenous Peoples to build sustainable communities and enable them to achieve their goals of economic self-sufficiency, prosperity and sustainable growth.

For clients, consumers and employees, we deliver a number of financial literacy programs, including the ones listed in the table below:

RBC proprietary initiatives	
In-branch advice seminars	We deliver presentations in branches across Canada on topics such as fraud, borrowing, investments and key life events.
Learning Money with Leo	We have designed free, practical and fun tools to help parents teach their children (aged three to six) about the concept and value of money. An iPad app and online printable resources are available.
RBC Mobile Student Edition	RBC is the only Canadian bank to offer a customized mobile banking experience for students. The RBC Mobile Student Edition, within the RBC Mobile app, was designed to include features that matter most to students. The Student Edition hones in on Generation Z (“Gen Z”): all high-school-age and post-secondary-age students. With its easy and accessible interface, customizable features, familiar design and quick touch definitions, this new edition in RBC’s existing mobile app is tailored to students’ digital preferences, enabling them to learn how to manage their finances.
Mydoh™	Mydoh is a money management app for kids between the ages of 8 and 18, with parental oversight. RBC is the first Canadian bank to provide consumers with a product focused on youth financial literacy. Launched in 2020, Mydoh helps kids learn how to manage money through practice, with features such as a smart card that allows them to spend, and tasks and allowances that help kids understand the value of a dollar. Hands-on learning is complemented by short lessons and financial trivia in Mydoh’s newest feature, Play. Parents can easily set up accounts for their family in minutes and then securely add money from their bank account to their Mydoh Wallet. Mydoh is currently only available to RBC clients, but will soon be available to those who bank with other financial institutions.
It All Adds Up: Making Cents of Savings	This workshop for high-school-aged participants covers foundational themes about saving money and everyday strategies that can help with savings goals. RBC employees have been trained to deliver the material virtually in a way that is relevant to and engaging for high-school-aged youth. This high quality workshop is designed to be a free-of-charge turnkey solution for educators, allowing RBC employees to connect with youth and educators in their communities across Canada.
Youth advice events	In 2020 we expanded our traditional youth-focused financial literacy advice events to include virtual events with a focus on money management, budgeting, savings and building good credit habits, ensuring these educational sessions continued during the COVID-19 pandemic.
Money IRL	<p>Money IRL (“In Real Life”) is a proprietary content series aimed at empowering youth to have open and honest conversations about money. This series isn’t about conversations with financial professionals; it’s about talking to people you know and trust. Notable artists and athletes talk about life, money and career with people in their inner circle. Showing popular personalities engage in the very behaviour we are promoting can inspire young people to have these conversations themselves.</p> <p>It’s time to end the taboo and start talking about money. Episodes include singer-songwriter Jessie Reyez with her manager and friend, Byron Wilson; singer-songwriter Troye Sivan with co-creator Allie X; Canadian basketball professional RJ Barrett in conversation with his dad, a former basketball professional, Rowan Barrett; and Canadian singer/songwriter Johnny Orlando and his sister Daria.</p>

RBC proprietary initiatives

RBC banking tutorials for new Canadians	Our online lessons contain helpful information on financial topics, from saving for a child's education to purchasing a car, available in multiple languages.
Debt reduction planner and debt consolidation calculator	We offer free online tools to help Canadians improve their cash flow and reduce their debt.
Financial advice campaigns	Our advice campaigns feature advice on topics such as debt reduction, using credit wisely, cyber security, choosing between buying or leasing a car and tax-free saving. We offer this advice through advertisements, emails and social media postings.
myFinanceTracker®	We have created a customizable online tool that automatically categorizes transactions, tracks expenses and provides advanced budgeting capabilities, empowering personal banking and credit card clients to make sound financial decisions.
Community-based advice seminars	We offer financial literacy seminars for specific community groups on their premises.
Personalized advice	Our highly trained frontline staff deliver personal and financial advice to clients. We have more than 400 branches across the country that, combined, offer advice and assistance in more than 200 languages.
The RBC Insurance® Advice Centre	RBC Insurance offers information and online advice to individuals, families and business owners to help them assess their need for personal insurance, retirement solutions, credit protection and business insurance.
Employee financial literacy	A program exclusively for employees with easy-to-understand information about the many resources available provides advice and helps employees take action to secure their financial future and meet their goals.

In addition to our own extensive financial literacy initiatives, we support other initiatives that promote financial literacy around the world.

Initiatives supported by RBC	
Canada	
YourMoney seminars	RBC employees deliver financial literacy seminars developed by the Canadian Bankers Association in partnership with the Financial Consumer Agency of Canada in classrooms across Canada, helping high school students understand topics such as how to handle credit or start a business.
It All Adds Up	RBC developed this package of lesson plans for educators to help students learn key vocabulary for understanding money matters, develop their ability to set and achieve personal financial goals, plan cost-effective fundraisers and more.
McGill Personal Finance Essentials	In collaboration with The Globe and Mail, RBC Future Launch has identified that young people need and desire financial literacy skills. The research ¹ is overwhelming: 35% of Canadians don't save for retirement and 44% of Canadians polled live paycheque to paycheque. In order to address this gap, McGill University's Desautels Faculty of Management in collaboration with RBC Future Launch and The Globe and Mail is offering a free online personal finance course, ² taught by McGill professors and open to everyone. The course is available in English and French.
Junior Achievement's Economics of Staying in School	RBC contributed more than \$200,000 to this program, which provides seminars and educational materials on career planning and financial awareness.
Canadian Foundation for Economic Education (CFEE) workshops	RBC committed \$100,000 for a workshop series to help recent and established Canadian immigrants improve their economic and financial literacy.
Omega Foundation (SmartSAVER)	RBC supports the SmartSAVER web portal created by the Omega Foundation. This portal helps low-income families take advantage of Registered Education Savings Plans and the Canada Learning Bond by providing RESP information to families. It also guides parents in completing the CLB application form, which is forwarded to RBC, where the parent can then open the RESP.
Elsbeth Heyworth Centre for Women	We donated \$20,000 to help empower immigrant women who are survivors of domestic violence by providing them with skills to manage their day-to-day financial affairs.
Wellspring Cancer Support Network	RBC supported the expansion of a financial literacy program for cancer patients through Wellspring, providing tools and resources they need to identify and apply for government programs, understand long-term disability benefits, deal with legal/tax issues and their cancer diagnosis.
YWCA – skill development	RBC supports the “My Life – My Say” skills-based employment education and financial literacy program, which helps low-income, unemployed and underemployed young women assess their personal strengths and chart a realistic course towards meaningful employment and future economic security.
Momentum Community Economic Development Society	RBC supports the Money Matters Program (MMS), which works with people who are living with mental health or addiction challenges to increase their personal financial management skills and move towards more sustainable living.

¹ Research referenced: Statistics Canada, “Household contribution rates for selected Registered Savings Accounts,” 2016 Census; Canadian Payroll Association, “2018 Survey of Employed Canadians”.

² McGill Personal Finance Essentials in collaboration with RBC Future Launch and The Globe and Mail offers general information only and is not intended as legal, financial or other professional advice. A professional advisor should be consulted regarding your specific situation. While information presented is believed to be factual and current, it should not be regarded as a complete analysis of the subjects discussed. All expressions of opinion reflect those of the individual professor and are subject to change.

Initiatives supported by RBC

Caribbean

Junior Achievement

RBC donated \$18,800 to programs that show young people how to generate and manage wealth, create jobs and apply entrepreneurial thinking in the workplace.

Bahamas Institute of Financial Services
G12 Programme

We donated \$2,000 to help promote financial literacy to grade 12 students.

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When we say “RBC” we’re referring to all of our businesses and functions around the world. VPS107528

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