

# About the RBC Blue Water Project

**The RBC Blue Water Project® is a historic, wide-ranging, 10-year global commitment to help protect the world's most precious natural resource: fresh water.**

Since 2007, RBC® has pledged over \$47 million to more than 760 charitable organizations worldwide that protect water, with an additional \$8.8 million pledged to universities for water programs. In 2016-2017, the RBC Blue Water Project will focus on supporting initiatives that help protect water in towns, cities and urbanized areas. For further information, visit [www.rbc.com/bluewater](http://www.rbc.com/bluewater).

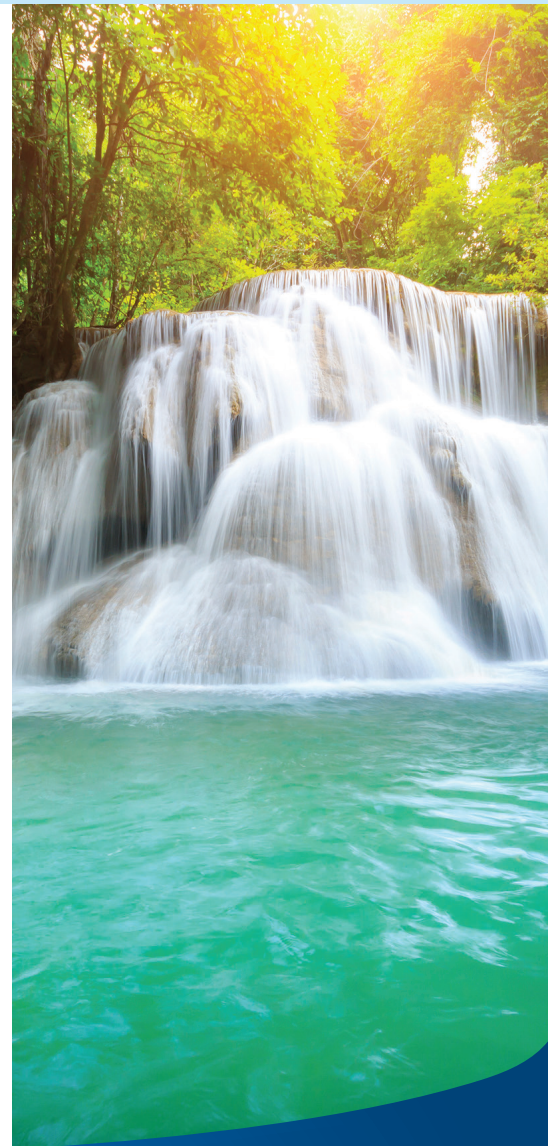
We believe in sustainable communities. Since 2013, the RBC Blue Water Project has focused on helping protect and preserve water in towns and cities, and supports initiatives in urbanized areas with populations of more than 10,000 people that focus on:

- Improved control and management of urban storm or rain water
- Efficient and innovative use (or capture and reuse) of water
- Protection and restoration of urban waterways
- Improved urban water quality

## **Celebrating 10 years of the RBC Blue Water Project**

Join RBC in celebrating the 10<sup>th</sup> anniversary of the RBC Blue Water Project. In 2017, RBC will be celebrating the charitable organizations, employees, clients and communities that we have supported through this program over the past 10 years. Join us as we celebrate the accomplishments of all of those who have been part of this project.

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**RBC  
Blue Water  
Project**

## RBC Blue Water Project Guidelines

The project should:

- Be located in towns, cities or urban areas with a population of 10,000 or more
- Involve collaboration with organizations, agencies or governments representing stakeholders that are affected by the problem or have a role in solving it
- Provide opportunities for community and stakeholder consultation and involvement
- Be based on scientific evidence and best practices, and have the ability to demonstrate innovative approaches to solve problems
- Demonstrate sufficient financial support to ensure project delivery
- Respect cultural and other differences
- Provide measurable goals and outcomes as indicators of success

Key dates for 2017 Community Action Grant application (\$1,000 – 10,000)	
Launch of 2017 Community Action Grant application	October 17, 2016
Deadline to submit 2017 Community Action Grant application	December 23, 2016
Applicants notified of funding decision	February 15, 2017
RBC Blue Water celebrations	March 22 – April 22, 2017

Key dates for 2017 Leadership Grant application (\$10,001 – 100,000)	
Launch of 2017 Expression of Interest	October 17, 2016
Deadline to submit 2017 Expression of Interest	November 4, 2016
Applicants invited to apply for the Leadership Grant	November 30, 2016
Deadline to submit 2017 Leadership Grant applications	December 23, 2016
Applicants notified of funding decision	February 15, 2017
RBC Blue Water celebrations	March 22 – April 22, 2017

### About RBC

Royal Bank of Canada (RY on TSX and NYSE) and its subsidiaries operate under the master brand name RBC. We have over 80,000 full- and part-time employees who serve more than 16 million personal, business, public sector and institutional clients through offices in Canada, the U.S. and 36 other countries.

RBC helps communities prosper, supporting a broad range of community initiatives through donations, community investments, sponsorships and employee volunteer activities. In 2015, we contributed more than \$121 million to causes around the world.

