

## Help your child reach their full potential

We aren't born with a sense of identity. It develops over time as we learn about ourselves by interacting with our parents, teachers, relatives, and other adults who care for us. The messages -- both spoken and unspoken -- that we take and learn from the important people in our lives determine how we feel about ourselves.

To grow into healthy and strong adults, all children need a positive sense of themselves -- what experts call high self-esteem. Self-esteem means being proud of who you are, whatever your gender, skin color, or physical ability; whatever language you speak, culture or class you are from, or religion you practice. It's the foundation for developing successful relationships as children and adults.

Children who feel capable and good about themselves are more likely:

- To do well in school and to have a more optimistic outlook
- Be more open to people from other backgrounds
- Be less fearful of differences
- Are less likely to put others down

Sometimes kids need activities outside of school to excel and shine, and that's where after school programs can come in. These programs, often offered by community-based organizations, provide structured and supervised activities such as computer instruction, sports, literacy tutoring, music and art lessons, nutrition guidance, and help with homework.

"After having funded hundreds of Canada's best after school programs, we've learned that kids enrolled in these programs develop enhanced social behaviours and are more motivated to excel in and stay in school," says Jasmina Zurovac, director of corporate donations at RBC. "This in turn has a positive impact on a child's self-esteem."

The RBC After School Project supports programs that help kids learn, grow and reach their full potential. Visit [www.rbc.com/afterschool](http://www.rbc.com/afterschool) for more information. These tips brought to you by Ceridian Canada.