

Questions and Answers for RBC *Believe in Kids* Pledge Charitable Partners

Is this a new pool of funding?

No. This is a pledge of intention, not a new fund or pool of funding.

RBC has always been dedicated to the development and well-being of kids and youth over the long-term. What's new is that we're articulating a time frame and a clear goal. We are expressing our intention to help improve the well-being of one million kids and youth. We assigned the \$100 million figure as our starting point, and it is an estimate of how much we expect to invest in both legacy and new programs to reach our goal of helping one million kids. The five-year commitment gives us a framework for reaching our goal, and a starting-line for tracking and reporting on the impact of our investments.

How will you decide where the money is going?

With our pledge, we will continue supporting legacy programs such as the RBC After School Project and RBC Children's Mental Health Project, expand newer initiatives such as the RBC Run/Race for the Kids, and invest in new programs. Our intention is to fund a portfolio of programs and initiatives that address the needs of the 'whole' child – mind, body and spirit—rather than simply adopting a single issue, cause or charity. This will include a wide range of education, arts, sports and health programs that we believe have a positive impact on the overall well-being of kids.

How do you define 'well-being'?

This is the big question. We understand, intuitively, that many factors influence a child's well-being. That's why we have historically funded a wide range of kids' programs, from education to arts, human services to athletics. Our charitable partners in each area report as best they can on the impact of our funding, but we have not 'added up' the impact of diverse programs to assess whether we are having a net positive overall outcome for kids and youth. That's what we will be tackling with this pledge.

But we are not the experts in this area. So, in the same way that we developed the RBC After School Project and the RBC Children's Mental Health Project, we will spend the next few months talking to the experts, doing desk research and developing a framework that will help us define and measure 'well-being'. We don't have the answers yet, but we think we're asking the right questions.

How will you track the number of kids you've helped?

While it's important for us to track impact, we do not want to overburden our charitable partners with reporting requirements.

To start with, we will be asking all our grant applicants that deliver programs to kids and youth age 0 – 24, a couple of simple questions when submitting their application for support. When grant recipients report back on how our grant made a difference, we will request a report on the number of kids affected by our grant.

We hope that the information our grant recipients collect will be useful in reporting to other donors as well and to fundraising initiatives more generally.

What happens at the end of five years?

The time frame and goal for this pledge are simply intended to give us a framework, starting and end points to track the impact of our investments. As one of Canada's largest corporate donors, we will continue supporting children's causes at the end of five years. We are not a company that throws short-term support behind causes of the day. We have a track record of providing long-term support to all our priority causes such as after school programs, which we have been funding since 1999.