

RBC makes 5-year pledge to help kids and youth

October 3, 2013

Dear charitable partner:

Earlier today, RBC announced an historic, 5-year pledge of \$100 million to support programs for kids and youth in Canada. I wanted to provide you some details about this great news.

Some companies choose to focus their community investments on single causes or issues: we applaud and celebrate their efforts. We believe that, based on our size, scope and history, RBC is in a privileged position to support a diverse range of organizations that help every aspect of a child's development: the 'whole' child. This 5-year pledge builds on our legacy of support for a very broad range of initiatives and organizations dedicated to the social, intellectual, emotional and physical well-being of kids.

Our \$100 million pledge consolidates the donations, community sponsorships and other investments in children and youth aged 0-24 that we plan to make in Canada from October 1, 2013 to October 31, 2018. This includes funding for existing programs such as our After School and Children's Mental Health Projects, as well as some new funding programs and initiatives. You will hear about a few of these new initiatives over the coming months.

Will this change anything for you?

As noted, our pledge is quite specific about the number of children and youth we seek to benefit. Accordingly, we need our charitable partners to help us track both the number of children and youth benefitting from RBC donations and sponsorships, as well as the ways in which they are benefitting. We will provide more details on our website (rbc.com/kids) in due course.

While it's important for us to track impact, we do not want to overburden our charitable partners with reporting requirements, as we are fully aware that so many are understaffed and overworked. We will do our utmost to make the reporting process as easy as possible for you. We hope that the information you collect will be useful to you in reporting to other donors as well, and to your fundraising initiatives more generally.

The process of applying for a donation from RBC Foundation will not change. You may continue to apply for funding as you have in the past. So, for example, if you run an after school program, you will apply for an after school grant at the appropriate time, as in the past. In any case, please see our website for further details on application procedures.

We consider this pledge to be an expression of our commitment to kids and youth in Canada, as well as to the charitable organizations that serve them. Thank you for all you do to help ensure that our children develop to their fullest potential.

Best regards,

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