

Environment

Priority Area: RBC Blue Water Project™

- Committed over \$4.6 million to fresh water initiatives in 2009;
- Announced significant grants to three universities for water research and programs;
- Pledged more than \$21 million in total support since 2007, to 223 organizations worldwide working in the areas of watershed protection and access to clean drinking water.

Education

Priority Area: RBC After School Grants Project

- Invested almost \$2.4 million with 90 of Canada's top community-based after-school programs in 2009;
- Over the last 10 years, provided more than \$19 million in grants to 198 community-based after-school programs that offer learning and skill development opportunities to youth in the hours after classes end for the day.

Amateur Sport

Priority Areas: Olympic initiatives, Hockey

- Sponsored the Vancouver 2010 Olympic and Paralympic Winter Games, as well as the Vancouver 2010 Olympic Torch Relay, the Vancouver 2010 Paralympic Torch Relay and the RBC Olympians Program;
- Premier Sponsor of Hockey Canada since 1995. In addition to supporting Canada's men's and women's national and Olympic hockey teams, RBC is title sponsor of the National Junior A Championship and the RBC Cup.

Employee Contributions

- Provided 2,443 grants of \$500 each totalling \$1.2 million to organizations in recognition of the volunteer work of our employees and pensioners;
- Since 1999, we have made over 17,000 grants and donated over \$8.5 million to celebrate our employees' volunteer efforts;
- RBC employees in Canada volunteered the equivalent of almost \$600,000* during working hours for United Way, Junior Achievement and Habitat for Humanity.

* Based on an estimate of 22,404 hours at an average of \$25/hr.



RBC
Community
Blueprint™

2009 Highlights

As a large, global financial institution, RBC is expected to support to a wide range of causes. RBC has chosen to focus a portion of our community investments in the priority areas shown here, while continuing a broad base of support across all sectors.

We refer to this approach as the RBC Community Blueprint, which lays out our vision for helping create stronger communities.

Health and Wellness

Priority Area: RBC Children's Mental Health Project

- Donated over \$2.3 million to 55 organizations across Canada dedicated to children's mental health with a focus on early intervention and public education;
- Donated over \$5 million to community and children's hospitals across Canada and supported health-related initiatives around the world.

Arts and Culture

Priority Area: RBC Emerging Artist Project

- Supported the arts through the RBC Emerging Artists Project — long-term partnerships with organizations or programs that bridge the gap from academic excellence to professional careers;
- Invested over \$900,000 in apprenticeship, internship and artist recognition programs at 43 agencies in 20 cities across Canada;
- Sponsored the RBC Painting Competition for the 11th year, providing funding and recognition for budding artists;
- Launched the RBC Emerging Filmmakers Competition in partnership with the Toronto International Film Festival Talent Lab.

Social Services

Priority Areas: United Way, Food Banks

- RBC and our employees contributed \$16.1 million to the United Way in Canada and the U.S.;
- We are the largest private sector contributor to the United Way in Canada, and one of only 77 organizations that contribute over \$1 million annually;
- RBC and our employees gave over \$600,000 to help replenish food banks and soup kitchens across Canada and in the southeastern United States.

Diversity

Respect for diversity is one of our key values, and the theme of diversity underscores all the programs within the RBC Community Blueprint.