RBC Future Launch

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Where we are

- Widening inequality with pockets of significant lower youth employment
- Aging population resulting in increased usage of social safety nets
- Era of disruption thus difficult to prepare for the future of work
- Lack of access to opportunities
First generation of digital natives to come of age in a truly global world

Wired for innovation and inherently creative and disruptive

Entrepreneurial, agile and adaptable

Socially aware and believe they have an obligation to improve the future
Future Launch

• $500 million over 10 years
• Skills, experience and networks
Future Launch Donations

Skills development
- Accelerators for High School
- Creating Future Leaders
- Indigenous Connections & ReconciliACTION

Networking
- Career advice for youth in transition

Work Experience
- Accelerators for Young Entrepreneurs
- WIL on Campus

Mental Well-being
- Knowledge
- Support Networks
- Pathways to Care

Helping ~372M youth gain new skills
1 in 5 youth reached by RBC FL supported program

Helping ~310M youth grow their networks
76% of youth indicate they feel better prepared*

Helping ~30M youth get new experiences
78% of youth participants face one or more barriers*

Helping ~190M youth access wellness

* Indicators sourced from program evaluations.
5 Regional Activations across Canada, connecting youth serving organizations, government, educators and youth

~27,000+ have completed RBC Upskill, 77% between 15-29. Users report 80% satisfaction rate.

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Launched YouthfulCities Urban Work Index in January 2019

Humans Wanted over 100 talks in 2019

Launched always on, 365 Content Plan & Calendar

Brand/Marketing, Corporate Communications & Social Media Launching Campaign April 2019

140+ RBC Future Launch Champions delivering Learning Map Exercise to 1300+ summer students

Launched YouthfulCities Urban Work Index in January 2019

841 average daily views of Future Launch Connect Site, up from 219 YOY

Humans Wanted over 100 talks in 2019
Work Integrated Learning

RBC Career Launch
RBC Amplify
RBC ADaPT
Business/Higher Education Roundtable
Bringing together employers and educators to improve opportunities
Questions?

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