



## About RBC

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Royal Bank of Canada (RY on TSX and NYSE) and its subsidiaries operate under the master brand name RBC. We employ approximately 80,000 full- and part-time employees who serve more than 15 million personal, businesses, public sector and institutional clients through offices in Canada, the U.S. and 44 other countries. RBC is recognized among the world's financial, social and environmental leaders and is listed on the 2012 - 2013 Dow Jones Sustainability World Index, the DJSI North American Index, the Jantzi Social Index and the FTSE4Good Index. RBC is one of Canada's Greenest Employers, one of Canada's 50 Most Socially Responsible Corporations and among the Global 100 Most Sustainable Corporations in the World. Learn more at [www.rbc.com/community-sustainability](http://www.rbc.com/community-sustainability).

RBC supports a broad range of community initiatives through donations, sponsorships and employee volunteer activities. In 2012, we contributed more than \$95 million to causes worldwide, including donations and community investments of more than \$64 million and \$31 million in sponsorships

## About the RBC Blue Water Project

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The RBC Blue Water Project is a historic, wide-ranging, 10-year global commitment to help protect the world's most precious natural resource: fresh water. Since 2007, RBC has pledged over \$38 million to more than 650 charitable organizations worldwide that protect water, including the grants announced today, with an additional \$7.8 million pledged to universities for water programs. In 2013-2014, the RBC Blue Water Project will focus on supporting initiatives that help protect water in towns, cities and urbanized areas. For further information, visit [www.rbc.com/bluewater](http://www.rbc.com/bluewater).

Starting in 2013, the RBC Blue Water Project has focused on supporting initiatives that help protect and preserve water in towns, cities, and urbanized areas including "on the ground" projects that improve water quality and efficiency in towns and cities. More specifically, RBC will fund projects that focus on one or more of the following objectives;

- Improved control and management of urban storm or rain water, such as awareness building about or use of low-impact design or natural systems to control storm or rain water
- Efficient and innovative use (or capture and reuse) of water in towns and cities
- Protection and restoration of urban waterways
- Improved urban water quality

## RBC Blue Water Day

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Join RBC in celebrating Blue Water Day on Thursday June 12<sup>th</sup>, 2014. This year, RBC is encouraging employees, clients and communities that we support around the world to take part in their own RBC Blue Water Community Makeover by helping make their community more water-friendly. Be sure to take photos of your transformation that show how your organization is making a difference.



For further information, visit [www.rbc.com/bluewater](http://www.rbc.com/bluewater)



**This project should:**

- Be located in towns, cities or urban areas with a population of 10,000 or more
- Involve collaboration with organizations, agencies or governments representing stakeholders that are affected by the problem or have a role in solving it
- Provide opportunities for community and stakeholders consultation and involvement
- Be based on scientific evidence and best practices and have the ability to demonstrate innovative approaches to solve problems
- Demonstrate sufficient financial support to ensure project delivery
- Respect cultural and other differences
- Provide measureable goals and outcomes as indicators of success
- **Be invited to apply through a successful Expression of Interest Application**

  <b>Key dates for 2014 Community Action Grant Application</b>	
Launch 2014 Community Action Grant application	November 18, 2013
Deadline to submit 2014 Community Action Grant application	February 3, 2014
Applicants notified of funding decision	May 2, 2014
RBC Blue Water Day	June 12, 2014

  <b>Key dates for 2014 Leadership Grant Application</b>	
Launch of 2014 Expression of Interest	November 18, 2013
Deadline to submit 2014 Expression of Interest	Decemeber 20, 2013
Applicants invited to apply for the Leadership Grant	January 13, 2014
Q&A Webinar for invited Leadership Grant applicants	February 3, 2014
Deadline to submit 2014 Leadership Grant applications	March 3, 2014
Applicants Notified of Funding decision	June 9, 2014
RBC Blue Water Day	June 12, 2014