



AIR MILES Youth Empowerment Grant Application

Program overview & Application

The AIR MILES

Youth Empowerment Grant is
focused on empowering youth
under the age of 24 in Canada.





Defining Youth Empowerment

At AIR MILES, we believe that every young person should have access to the tools and resources they need to build a flourishing future for themselves. We know that their lived experiences within Canada affect the future of our country.

We are committed in investing in organizations that impact each element of a young person's journey and look to our partner's expertise in deeply understanding how to best provide support within their own local context.

Grant details

HOLISTIC IMPACT

We invest in projects that fall within one of the four pillars of our Youth Empowerment program, with a focus on youth facing barriers.

Our pillars include



Removing the barriers to **basic needs**



Providing equitable access to **education and learning**



Preparing youth for future **employment** opportunities



Fostering **leadership development** among youth from all communities

DECISION MAKING

Applications are first vetted for alignment with our funding criteria by our Impact team. Funding decisions are finalized by a committee of AIR MILES associates, who make decisions based on;

1. Clarity of application
2. Alignment with the Youth Empowerment Program
3. Demonstrated organizational need
4. Robust measurement
5. Opportunities for AIR MILES associates to volunteer





Eligibility

We award grants of \$10,000, with a partnership agreement of one year.

TO BE ELIGIBLE TO APPLY

- ✓ Organization must be a recognized federally registered charity with the Canada Revenue Agency
- ✓ Organization must be financially sound and have a high standard of accountability and transparency
- ✓ Organization must be aligned with the theme of youth empowerment
- ✓ Contributions must go towards meeting demonstrated community needs in Canada
- ✓ Organization must deliver measurable results (outcomes & impacts) and provide an annual report

We work collaboratively with partners to measure impact. Our framework allows us to report back on our goals while ensuring flexibility in the variety of programs we support.

Due to the impacts of COVID-19: We recognize that all non-profit organizations are facing significant burdens as they continue to support vulnerable populations. To help organizations in these unprecedented times, we have removed restrictions on how much funding can be used for administration and operational costs. We hope this provides valuable flexibility for your organization.



CLICK HERE TO
ACCESS THE
FUNDING
APPLICATION

Sound like the right fit for your organization?

Completed applications or any questions can be directed to communityinvestment@loyalty.com

We look forward to hearing from you!