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APPLICATION



# YOUTH EMPOWERMENT PROGRAM

## 2019 Grant Application

LoyaltyOne's Community Investment strategy, the Youth Empowerment Program, is focused on empowering marginalized youth under the age of 24 in Canada. By partnering with charitable organizations doing great work in our communities, our goal is to invest \$3 million in youth causes and improve the lives of over 100,000 youth by 2020.

LoyaltyOne has offices in Calgary, Montreal, Toronto Mississauga, Chicago, London (UK) and Europe.

### THE PROGRAM HAS FOUR PILLARS:

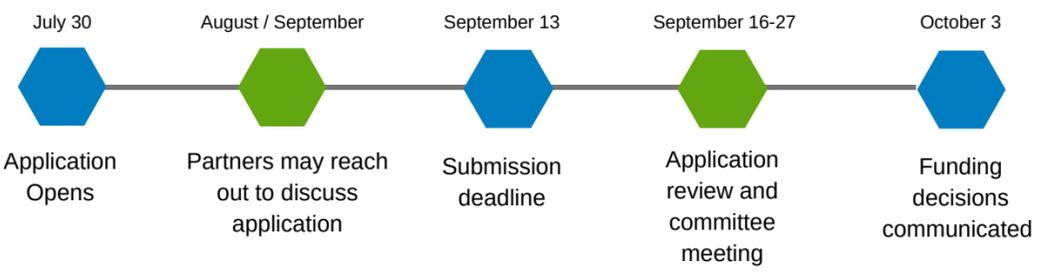
-  **BASIC NEEDS** Providing access to resources necessary for the physical well-being and psychological safety of youth
-  **EDUCATION** Supporting equitable access, and removing systemic barriers to quality education for all youth populations.
-  **EMPLOYMENT** Innovative training and development programs that support vulnerable youth in building the skills they need to find a job that they are passionate about.
-  **LEADERSHIP** Programs that support young people in harnessing their leadership skills, get further involved in their community, and realize their full potential.

### KEY FACTORS OF PROPOSAL

- For the remainder of **2019** – we are accepting grants for up to **\$10,000** and AIR Miles requests of up to **30,000 Miles**
- 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
- Organization must provide engagement opportunities for LoyaltyOne associates

**FUNDING DECISIONS-** Applications are vetted by LoyaltyOne Corporate Responsibility team and funding decisions are made by a committee of associates from across the business.

### TIMELINES



# LoyaltyOne®

## IMPACT FRAMEWORK

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

### PROGRAM PILLARS

We ask partners to identify the primary pillar their proposed program seeks to impact

For more information on past partners, visit our website!  
[www.loyalty.com/home/about-us/corporate-responsibility](http://www.loyalty.com/home/about-us/corporate-responsibility)



BASIC NEEDS

Providing access to resources necessary for the physical well-being and psychological safety of youth



EDUCATION

Supporting equitable access, and removing systemic barriers to quality education for all youth populations.



EMPLOYMENT

Innovative training and development programs that support vulnerable youth in building the skills they need to find a job that they are passionate about.



LEADERSHIP

Programs that support young people in harnessing their leadership skills, get further involved in their community, and realize their full potential.

### HOW WE APPROACH SOCIAL IMPACT

We ask partners to identify the *type of impact* their proposed program will create

We ensure flexibility to allow for more unique programs  
**Partners are not required to select more than what applies**

#### STAKEHOLDERS

- **Well-being:** Access to basic needs, improved nutrition, improved confidence
- **Skills development:** cooperation & teamwork; decision making; critical thinking
- **Behaviour/attitude change:** Addressing substance misuse; increased attendance at school; stopping criminal activity;

#### ORGANIZATION

- **Capacity Building:** Increased number of staff, improved services or management services
- **Brand Reputation:** Increased reach of message, increased access to funding sources

#### PUBLIC AWARENESS

- **Reaching new stakeholders:** expanding program reach in new geographies
- **Public awareness:** Spurring community action through events

### HOW WE MEASURE OUR RESULTS

We ask partners to categorize their measures of success through our *depth of impact* outline.

We seek out programs that either *improve* or *transform*  
**Partners are not required to fall within all categories**

CONNECT

A program that provides one-time services or interactions such as providing a meal or a bed. Transactional but crucial for further development.

IMPROVE

A program that works with individuals over a longer period of time – this could include employment workshops or leadership programs where we are able to see results/outcomes.

TRANSFORM

A program able to set long-term goals for the individuals participating, therefore able to report on long term accomplishments.

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