



LoyaltyOne®

YOUTH EMPOWERMENT PROGRAM

LOYALTYONE'S YOUTH EMPOWERMENT PROGRAM

LoyaltyOne's Community Investment strategy, the *Youth Empowerment Program*, is focused on empowering marginalized youth 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. Our focus is children and youth under the age of 24, and our efforts will be primarily on marginalized youth in Canada.

THE PROGRAM HAS FOUR FOCUS AREAS:



BASIC NEEDS



EDUCATION



EMPLOYMENT



LEADERSHIP

KEY FACTORS OF PROPOSAL

PRIMARY

- 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
- All donations over \$100,000 CDN must include a documented gift agreement

SECONDARY

- Organizations must be aligned to the focus theme of youth empowerment
- Contributions must go towards meeting demonstrated community needs in Canada
- At least 80% of funds from LoyaltyOne must go to program delivery
- Organization must deliver measurable results (outcomes & impacts) and provide an annual report
- Organization must provide engagement opportunities with associates



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REVIEW AND APPROVAL PROCESS

LoyaltyOne's Youth Empowerment Program consists of two levels of giving with corresponding committees:

1. ASSOCIATE DONATIONS COMMITTEE – PROPOSALS UNDER \$25,000 CAD

The Associate Donations Committee is made up of associates from across the organization who consider proposals under \$25,000. This committee empowers our associates to direct funding to the causes and programs that they are most passionate about. The Associate Donations Committee meets every two months.

Deadline for submissions for 2018/2019 are below:

January 8, 2018	November 5, 2018
March 11, 2018	January 7, 2019
May 14, 2018	March 4, 2019
September 4, 2018	May 6, 2019

Results are communicated to the charity two weeks after the submission deadline.

IMPORTANT:

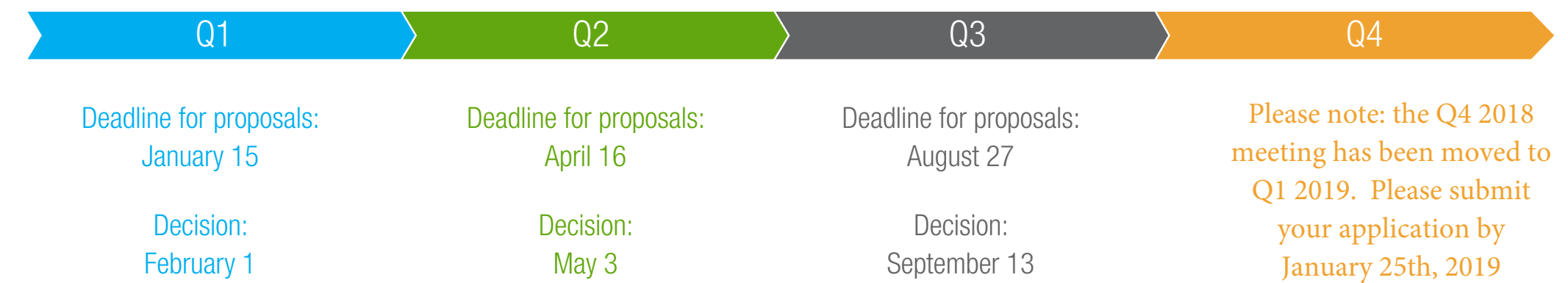
- » Demonstrate connection to youth theme
- » Outline impact reporting and measurement
- » Highlight volunteer and board/committee opportunities for associates

Only one submission for funding can be made each calendar year.

2. YOUTH EMPOWERMENT COUNCIL – PROPOSALS OVER \$25,000 CAD

The Youth Empowerment Council is made up of executives, senior leaders and associates from across the organization. The council reviews proposals over \$25,000 and multi-year agreements. The Youth Empowerment council meets once per quarter.

Key dates for 2018 are:



2019 Q1 KEY DATES:

* **January 25th, 2019 - Deadline for Q1 proposal submissions**

SUBMISSION PROCESS

- STEP 1: Complete the funding application by clicking the link at the top of the page.
- STEP 2: Submit completed document with any appendices to communityinvestment@loyalty.com.