



MEDIA RELEASE

For Immediate Release

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Bold youth-led initiatives address local needs as Community Foundation *Community Foundation of PEI joins national community challenge*

The Community Foundation of PEI is joining the RBC Future Launch Community Challenge, making up to \$30,000 available to youth-led projects that address diverse and urgent local priorities in Prince Edward Island.

“This is incredibly exciting,” says Zac Murphy who has accepted the role as Volunteer Chair for this initiative for the Foundation. “Youth are facing pressures on many fronts, and so are our communities. We want to be part of creative solutions that enhance equity, sustainability and fairness that help lay the groundwork for a brighter future.”

The RBC Future Launch Community Challenge will enable youth (ages 15-29) to apply for funding to support their bold ideas to address urgent community priorities. It is an opportunity for young people to lead, learn new skills, gain experience, and build relationships in their local communities — all things that will help them prepare for the future of work. Later this year, the Community Foundation of PEI will also bring youth and community members together for ‘Vital Conversations,’ community dialogue focused on creating a better future together.

This Community Challenge goes far beyond Prince Edward Island. In fact, participating community foundations will make grants and learning opportunities available to youth-led initiatives in 150 communities from coast to coast to coast. As a whole, the RBC Future Launch Community Challenge aims to empower Canadian youth for the jobs and community realities of the future.

Derek Bondt, who is a new board member for the Foundation has accepted the board liaison role for this project and indicated “we are thrilled to be able to partner with the Community Foundation of Canada and RBC on this exciting initiative to grant \$30,000 to community”. He further added that “we are excited to see what ideas will come from PEI’s youth movement as we have \$30,000 in grants available”.

“Young people are already demonstrating tremendous leadership in communities in Canada and across the world. Look no further than the massive youth-led initiatives such as global student marches against climate change. The RBC Future Launch Community Challenge is an exciting

opportunity to help shift power into their hands further, by bringing them to the decision-making table where they can lead in developing solutions for the future,” says Andrew Chunilall, CEO of CFC.

“RBC believes strongly in the power, vision and potential of youth, and the influence they can have in their communities,” said Mark Beckles, senior director, Youth Strategy and Innovation, RBC. “That’s why we are thrilled to partner with CFC to help young people make a difference in communities across Canada while building the 21st century skills needed to prepare for the future of work.”

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Grant applications will be accepted now through September 18, 2019. Contact the Community Foundation of PEI for more information on how to apply or visit www.cfpei.ca.

About the Community Foundation of PEI

Now in its 26th year, CFPEI currently manages over 80 funds with a combined value of close to \$12 million and distributes funds to all corners of the community in arts and culture, education, health, social services and the environment. CFPEI works with its donors to realize their philanthropic goals, matching their interests with the needs of the community.

About RBC Future Launch Community Challenge

The RBC Future Launch Community Challenge will be hosted by Community Foundations of Canada and participating community foundations, and is made possible thanks to a \$5M donation from RBC Foundation. It is part of RBC Future Launch, a commitment by RBC and the RBC Foundation to empower Canadian youth for the jobs of tomorrow. Over the next 10 years, RBC Future Launch is dedicating \$500 million to help young people access meaningful employment through practical work experience, skills development opportunities, networking solutions and mental well-being supports and services.

For more information:

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