



# MAKING A DIFFERENCE

RBC Royal Bank of Canada and RBC FINCO  
2006 Caribbean Community Report





## LETTER TO THE COMMUNITY

RBC believes in building prosperity by contributing to the communities where we live and work. In the Caribbean region, where we have operated for nearly a century, RBC is a committed community partner and one of the largest corporate donors.

Our community involvement comes in many forms. We help shape the economies of our communities through our activities as a provider of financial services, as an employer, a taxpayer, and a purchaser of goods and services. We invest in sustainable economic development by supporting programs that promote self-sufficiency and build wealth and capacity in our communities.

This commitment however, should not be measured simply in terms of our financial contributions, but also in the personal gifts of time, energy and care that our employees make every day. Our employee engagement helps us make the difference.

We believe our accountability as an organization includes supporting charitable organizations and we primarily focus our donations on education, health care, social services, arts and culture and the environment.

In the end, corporate responsibility is more about actions than words. While you can find more details of our global activities in the Corporate Responsibility Report at [rbc.com/responsibility](http://rbc.com/responsibility), this report focuses on how we support our communities across the Caribbean region. It is intended to provide you with a brief insight of our leaders in the region, an overview of our activities, and an appreciation of our impact on the communities in which we live and work.

Thank you for your support as we focus on making our communities better places to live and work. Together, we can make a difference.

Ross McDonald

A stylized, handwritten signature in black ink, consisting of the letters 'R' and 'M' with a horizontal line underneath.

Head of Caribbean Banking



*Photos left to right:*

*Grants Town after school programme, Bahamas*

*Junior Achievement programme, Cayman Islands*

*Holetown Festival Concert, Barbados*

*School feeding programme, Dominica*

*Earth Day clean-up, Grand Cayman*

## COMMUNITY ENGAGEMENT

*RBC Royal Bank of Canada builds prosperity in Caribbean communities by supporting a broad range of causes including youth and education, arts & culture, health, social services and the environment. The following are just a few examples of our community involvement in 2006.*

## YOUTH & EDUCATION

*By investing in youth and education, RBC helps sow the seeds for a stronger future for our communities.*

### **Royal Bank and FINCO bring an inclusive approach to college funding**

While most educational aid is focused on individual scholarships, Royal Bank and FINCO bring an inclusive approach to college funding. Their joint donation goes directly to the financial aid funds of the College of the Bahamas, Bahamas Technical and Vocational Institute and the Bahamas Baptist Community College.

The donation assists students with a shortfall in tuition or the cost of room and board. In addition, academic standing is not the key consideration: at least 60% of the funding must go to residents of the Family Islands who, as a group, tend to experience greater financial challenges.

- Our support helps provide college access to as many Bahamian students as possible, especially those from the financially-challenged Family Islands.

### **Learning and the arts: New Centre for Creative Imagination at the University of the West Indies, Barbados**

The arts are a powerful tool for learning. To help build the new Errol Barrow Centre for Creative Imagination at the Cave Hill, Barbados campus of the University of the West Indies, RBC pledged \$600,000 over a five-year period that began in January, 2005.

The Centre's academic program continues to expand through an interdisciplinary creative arts major. "We have 6,000 young people from across the region at Cave Hill and therefore they represent all of the artistic and creative abilities of Caribbean people," says University of the West Indies Pro-Vice Chancellor Hilary Beckles.

- Through our partnership, the university is able to meet the needs of society and provide excellent opportunities for students.

### **Helping kids in Dominica: staff leads the way through the School Feeding Program**

Members of the Optimist Club of Dominica are committed to assisting youth through community action, and the School Feeding Program at Roseau Primary School is a perfect example.

The program provides free meals to schoolchildren whose families are unable to feed them. RBC employees recognized the worth of this program and have been contributing consistently through their Staff Charitable Donation Fund, an account that automatically deducts funds each pay period. Three years ago, RBC followed the staff's lead and has been supporting the program ever since.

- Our donations to the Optimist Club of Dominica helps provide nutritious meals to disadvantaged children in the Dominica school system.

### **RBC FINCO Summer Art Workshop helps young artists succeed**

Some of the leading names in the Caribbean art world have participated in RBC FINCO's Summer Art Workshops for Students, a program that for many years has enjoyed a pivotal role in the development of young Bahamian artists.

The Workshop, sponsored by FINCO in partnership with the Ministry of Education's Art and Design unit, is designed for eleventh grade students who are preparing for the Bahamas General Certificate of Secondary Education national art examinations. Teachers coach participants through completion and public exhibition of coursework including drawings, paintings, ceramics and Junkanoo craft.

- Our support of this program helps art students improve their skills and provides an important showcase for their creativity.



### **How do you spell success?**

Now in its tenth year, the RBC Royal Bank of Canada Spelling Bee has become a much-anticipated annual event among primary schools in Grand Cayman and Cayman Brac. The competition begins in early November and ends with an exciting Grand Finale at the end of the month.

Everyone gets involved – teachers, parents, the Ministry of Education, and RBC staff members. Participation develops children's initiative, perseverance, and the spirit of good sportsmanship. Many go on to compete in the national spelling bee during their high school years.

- Our sponsorship provides primary school children with a positive and challenging experience in which they can strive to excel.



*Optometrist Dr. Charlene Wallace-Ferguson provides free eye screening during an RBC-sponsored preventative health care initiative for Special Olympic Athletes in The Bahamas*

## HEALTH

*RBC supports research as well as programs that improve community health services and enhance quality of life.*

### **Healthy athletes for the Special Olympics**

At the Special Olympics, winning is about more than crossing the finish line first. It's about winning at life. For over a decade, RBC has been a committed partner with Special Olympics Bahamas to enrich the lives of Bahamians with intellectual disabilities.

Most athletes are from the lower economic level and their families are not in a financial position to afford proper health care. To meet their needs, RBC sponsors the "Healthy Athlete" program that screens athletes' eyes, ears, teeth and general health at no cost to them. They also receive eyeglasses and follow-up dental care if required.

- Our partnership enables some 200 athletes to receive health care free of charge.

### **Providing a caring environment for cancer patients**

Cancer is a disease that affects all of us. When the Cancer Society of The Bahamas launched a campaign to build and operate a \$2 million Cancer Caring Centre in Nassau, RBC responded with donations and ongoing support.

Since opening its doors in 2005, the Cancer Caring Centre has been a haven of comfort, security and peace for patients undergoing treatment and an ideal environment for medical teams, volunteers, family and friends. Our ongoing support of the Cancer Society reflects our wish to improve the quality of life for everyone cancer affects.

- Our ongoing support helps Bahamians, and Family Island residents in particular receive cancer treatment and care in an atmosphere of comfort, dignity and peace.

### **Helping Barbadians be heart-smart and healthy**

Heart disease is a silent killer. Our longstanding commitment to the Heart & Stroke Foundation of Barbados supports educational prevention programs on radio and television as well as the Cardiac Disease Prevention and Rehabilitation program, provided to indigent people at no charge.

"The Heart & Stroke Foundation of Barbados is delighted to be continuing our partnership with RBC Royal Bank of Canada, which started some time ago but was cemented in 2006 with the sponsorship of an edition of our educational quarterly magazine Heartline," says CEO Adrian Randall.

- Our support helps deliver heart disease prevention awareness to Barbadians at no cost.

### **Raising funds at the RBC Royal Bank of Canada Red Cross Golf Tournament**

The Cayman Islands Red Cross celebrated its 45th year in 2006. Originally begun to help the population prepare for hurricane season, it now serves the community with a range of health care and humanitarian programs and services including disaster management, first aid, and HIV/AIDS awareness.

For the past decade, RBC has sponsored the Red Cross Golf Tournament to raise funds for the important services the Red Cross provides to the community. Our tournament has become one of the most popular and best-supported events on the Cayman calendar.

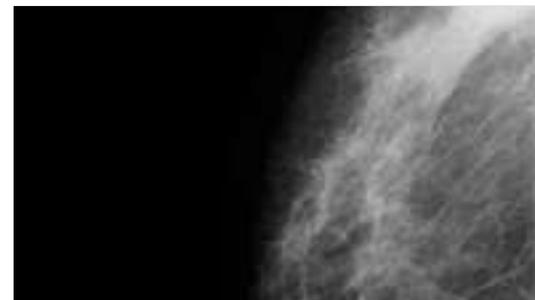
- Our sponsorship helps the Red Cross raise substantial funds for health care and community services.

### **Making a difference at Princess Margaret Hospital, Bahamas**

Hospitals serve community members of all ages. RBC FINCO saw an opportunity to make things better for newborn Bahamians and their families by purchasing much-needed paediatric equipment for Nassau's Princess Margaret Hospital. Although acclaimed for its neonatal services, the hospital was operating without enough ventilators in the intensive care unit and lacked an adequate number of oxygen monitors for neonates.

"The ventilator and oxygen monitor RBC FINCO donated to our hospital have made a real difference to vulnerable infants and their families," says Herbert Brown, Managing Director of Princess Margaret Hospital.

- The much-needed paediatric equipment RBC FINCO donated is helping to save lives at Princess Margaret Hospital.



### **Breast Friends: increasing breast cancer awareness in Antigua and Barbuda**

Breast cancer is the most commonly diagnosed cancer among women and the second most common cause of cancer death in women. It's a fact: every woman in the world has a one in nine chance of developing breast cancer in her lifetime.

RBC is concerned about breast cancer and recognizes the importance of early detection. Our donation to Breast Friends, a support group for breast cancer survivors in Antigua, helped provide literature on the topic and fund related initiatives during Breast Cancer Awareness Month in October 2006.

- Our contribution helped increase breast cancer awareness in Antigua and Barbuda.