



Media Advisory

May 3, 2010

Announcement: RBC gives \$25,000 donation to Hastings Children's Aid Society's Family Enhancement in support of Children's Mental Health

Venue: Bay of Quinte Boardroom
Hastings Children's Aid Society
363 Dundas Street West
Belleville, Ontario

Date: Friday, May 7, 2010

Time: 11.00 a.m.

Hastings Children's Aid Society will be adding much needed mental health services to the community's adolescents, thanks to a \$25,000 donation from RBC to Family Enhancement, a service sponsored by the Society.

Family Enhancement, established in April, 2008, is a unique program designed to help parents manage their teen's behaviours in an attempt to keep the family together and the teen out of the care of the CAS. The funding will be used to add supports and counseling to families involved with Family Enhancement.

HCAS Executive Director, Len Kennedy, expressed appreciation to RBC on behalf of the Society, Family Enhancement and the youth and families it serves, adding that it was very timely that the announcement should be made this week – Children's Mental Health Awareness Week. "This \$25,000 gift from RBC is going to make a significant difference in the lives of many families and will greatly assist Family Enhancement in providing the vital mental health component of its service," said Kennedy.

Children's Mental Health is a national pillar of support for RBC. As such, RBC will be celebrating Children's Mental Health Awareness Week at all branches in North and East Ontario. RBC has contributed over \$1,000,000 to organizations that assist children's mental health awareness and prevention in Ontario in 2010.

“RBC believes in giving back to the communities in which we live and work with donations that help promote a stronger, healthier and sustainable future,” said Carrie Lagasse, RBC Vice President Commercial Banking, Kingston Quinte region. “Supporting Children’s Mental Health is one of our primary focuses at RBC and I’m so pleased to present this gift to Hasting Children’s Aid Society’s Family Enhancement Team.”

According to HCAS Family Service Protection Supervisor, Paul Hamilton, the fund will allow Family Enhancement to purchase necessary mental health support services from community partners, with a view to assisting families manage their teen within the family. “The goal is to prevent the use of expensive, long-term, out-of-home placements which, research indicates, can lead to poor outcomes for disengaged youth, including a disconnect to family relationships and, in some situations, homelessness,” said Hamilton.

Hamilton said the funding received from RBC is an important supplement to a Children’s Aid Society’s core funding, explaining that Hastings CAS is unable to apply child welfare funding from the Ontario Ministry of Children and Youth Services towards mental health supports and counseling.

-30-

For additional information contact:

Paul Hamilton
Family Service Protection Supervisor
Hastings Children’s Aid Society
613-962-9291, extension 2328

Lauren Raley
Communications Advisor
RBC
416-313-6496/lauren.raley@rbc.com

Media Note:

Interview and photo opportunities will be available with representatives of Hastings Children’s Aid Society, Family Enhancement and RBC following the announcement.