



Youth INC Programs Empowered By News Corp and Royal Bank of Canada Foundation

Metrics and BridgeFund Programs Receive 2016 Grants to Expand the Capacity of Youth-Serving Organizations

NEW YORK CITY, March 31, 2016 —Youth INC announced today it has been selected by [News Corp](#) and [Royal Bank of Canada \(RBC\) Foundation](#) as a 2016 grant recipient to continue innovative programming for youth-serving organizations through two of their core programs, Metrics and BridgeFund, respectively.

“We are excited to partner with News Corp and RBC Foundation to provide grassroots nonprofits with the resources and guidance they need to better serve the children in our community,” said Rehana Farrell, Youth INC Executive Director. “Youth INC empowers youth serving nonprofits to increase organizational sustainability and program effectiveness. We are incredibly grateful to have leading corporate supporters like News Corp and RBC Foundation helping Youth INC drive our knowledge and best practices across the sector to make a difference for kids in New York City.”

Youth INC’s Metrics program addresses the need of grassroots organizations with limited resources needed to engage in program evaluation. Youth INC helps these organizations not only quantify their program measures, but find sophisticated ways to demonstrate their impact on the communities they serve.

As a News Corp Philanthropy Partner, select Youth INC Partner Nonprofits will be able to continue in the Metrics program during 2016. News Corp is also committed to providing annual funding in future years to enable its other Philanthropy Partners to benefit from the Metrics program, too. In addition, News Corp, which developed the idea of a Metrics best practices manual, is funding Youth INC’s creation of the manual, which will be presented at News Corp’s Philanthropy Leaders Forum in October 2016. The manual will encourage youth-development organizations to seek out information on performance and use that data to deliver and design the most impactful programming possible.

“Youth INC is an ideal partner for us, because they are real innovators in the field, identifying ways to use data to make it possible for a multitude of non-profits to learn best practices and increase their efficiency and effectiveness,” said Keisha Smith-Jeremie, Chief Human Resources Officer of News Corp. “We look forward to working with Youth INC to help bring their expertise to the attention of other nonprofits we work with so that a rising tide of knowledge can lift all their ships.”

Youth INC’s BridgeFund program provides cash grants to select high-performing partner organizations. These capacity-building grants empower recipients to build sustainability, experience significant return on investments, strengthen management, expand staff, and serve more youth. Support provided by the RBC Foundation will fuel the program that selects the best opportunities from a competitive application and interview process led by Youth INC’s Board of Directors and an RBC selection committee. Grants may be used for projects such as hiring development staff, implementing a volunteer database, or designing a new marketing campaign.

“We are pleased to continue our partnership with Youth INC and to have the opportunity to truly make a difference for the youth in New York City by supporting the grassroots organizations in our community,” said Sharon Solomon, Managing Director of Client and Marketing Strategy at RBC Capital

Markets. "Investing in Youth INC is part of RBC's commitment to bettering the communities in which we live and work."

[Youth INC's other core programs](#) include Celebration Fundraising Training, Board Advancement, and two pilot programs launched in 2016: Strategic Planning and Succession Planning. These programs are funded through Youth INC's signature events, which include the State of the Market Conference 6/22, Celebration to Benefit New York Kids Gala, RBC Race for the Kids, Trading Week for Kids, and Chips for Change, as well as through support by Youth INC's boards and other generous corporate supporters.

For a full list of Youth INC's corporate supporters, please visit <http://youthinc-usa.org/our-supporters>.

About News Corp

News Corp (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV) is a global, diversified media and information services company focused on creating and distributing authoritative and engaging content to consumers throughout the world. The company comprises businesses across a range of media, including: news and information services, book publishing, digital real estate services, and cable network programming and pay-TV distribution in Australia. Headquartered in New York, the activities of News Corp are conducted primarily in the United States, Australia, and the United Kingdom. More information: <http://www.newscorp.com>.

About RBC Foundation

Royal Bank of Canada is Canada's largest bank, and one of the largest banks in the world, based on market capitalization. RBC helps communities prosper, supporting a broad range of community initiatives through donations, sponsorships and employee volunteer activities. In 2015, we contributed more than \$100 million to causes around the world.

The mission of RBC Foundation is to help our communities thrive by engaging clients and employees in philanthropy and volunteerism. The RBC Foundation supports youth-oriented nonprofits that serve kids across the United States.

About Youth INC

Youth INC's venture philanthropy model uses a rigorous screening process to identify the most promising nonprofits serving kids in New York City. Youth INC helps its nonprofit partners to develop robust fundraising capabilities, build a strong board, and establish metrics to increase and better illustrate their impact. Youth INC also issues capacity building grants that accelerate growth and drive sustainable scale. Over the life of their partnership with Youth INC, participating nonprofits experience an average increase of more than 170 percent in revenue, over 45 percent increase in Board size and, most importantly, over 160 percent increase in the number of youth served. Since 1995, our venture philanthropy model has helped raise over \$65 million to transform over 140 nonprofits and improve the lives of more than 600,000 New York City youth. To learn more about Youth INC visit: www.youthinc-usa.org.

For more information please contact:

Jean Lee, Youth INC
Director, Head of Corporate Partnerships
jlee@youthinc-usa.org
(212) 401-4083

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