TCCSA 多華會 The Cross-Cultural Community Services Association

Sponsorship Announcement

TCCSA and RBC collaborate to Empower Newcomers and Build Stronger Communities

November 27, 2026, | Greater Toronto Area, Ontario Canada

The Cross-Cultural Community Services Association (TCCSA) is pleased to announce a new collaboration with Royal Bank of Canada (RBC) to give support for 5,000 newcomers to Canada with welcome boxes, financial literacy seminars, and employment initiatives across the Greater Toronto Area.

Through this collaboration, RBC will serve as TCCSA's **exclusive sponsor and provider of Newcomer Banking Services.** This support will help newcomers navigate Canada's financial system and build a strong foundation for their new lives by providing improved access to banking services, financial education, and valuable community resources.

"At RBC, we believe that when newcomers thrive, we all thrive. For decades, we've had the honour of growing alongside Canada's East Asian communities, and now, through this exclusive newcomer banking sponsorship with TCCSA — their first with a financial institution — we can continue to show up for families as they settle in and navigate their many firsts in Canada. We're proud to join TCCSA in welcoming them and supporting them in their new home."

— **Michelle Waite**, Regional President, Greater Toronto Region, RBC

What the sponsorship includes:

Through this exclusive newcomer banking sponsorship, newcomers will be supported through several avenues, including:

- ***Welcome boxes*** *— providing 5,000 newcomers with helpful information and resources about banking services and financial products available to them*
- ***Financial literacy seminars*** *— covering practical topics such as personal budgeting, credit management, everyday banking, and tax obligations*
- ***Easier access to newcomer banking information*** *— through TCCSA's communication channels and digital resources*
- ***Employment-related initiatives*** *— such as job fairs, to help newcomers explore career opportunities and connect with the Canadian labour market*

For over 50 years, TCCSA has been committed to helping newcomers and diverse communities settle, integrate, and thrive in Canada. This collaboration represents another meaningful step in helping strengthen the support and resources available to the communities we serve.

"Starting a new life in Canada comes with many challenges, and access to financial information is an important part of the settlement journey. Through our collaboration with RBC, we hope to help newcomers build confidence, make informed decisions, and establish a stronger foundation for their future in Canada."

— Henry Chui, President, TCCSA

Together, TCCSA and RBC are committed to empowering newcomers with the knowledge, resources, and connections they need to build brighter futures in Canada.

We sincerely appreciate RBC's support and look forward to working together to make a positive and lasting difference in the lives of newcomers and their families.

About TCCSA
Founded in 1973, The Cross-Cultural Community Services Association (TCCSA) is a registered charitable organization dedicated to supporting newcomers and diverse communities through settlement, language training, employment services, and community programs.

Learn more: www.tccsa.on.ca
rbc.com/TCCSA
rbc.com/TCCSA-SC