



For Immediate Release
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Citi Foundation Selects Changing Young Lives in Hong Kong for the 2025 Global Innovation Challenge to Accelerate Youth Employability

Changing Young Lives Foundation set to receive US\$500,000 in catalytic funding and access to a global learning community and network

HONG KONG – The Citi Foundation (the “Foundation”) announced the 50 community organizations around the world that will each receive US\$500,000 in grant support as part of its 2025 Global Innovation Challenge. With this support, the selected organizations will help advance innovative employment solutions for low-income youth, building on Citi and the [Citi Foundation’s longstanding commitment](#) to young people and their economic futures.

In Hong Kong, Changing Young Lives Foundation has been selected as a grantee. The Citi Foundation grant will support Changing Young Lives Foundation on a two-year project aimed at equipping underprivileged youth with essential artificial intelligence (AI) skills as they prepare to enter the workforce.

Youth unemployment is an ongoing and pervasive issue. Despite recent progress, the International Labour Organization estimates that [65 million](#) young people globally are unemployed — which places a substantial burden on public resources, increases poverty and stifles growth, presenting a critical challenge to global economic progress.

“As young people today continue to navigate significant barriers to employment, empowering this next generation with relevant skills and meaningful opportunities is critical,” said **Edward Skyler, Head of Enterprise Services and Public Affairs at Citi**. “Citi and the Citi Foundation have an established track record of investing in our youth to help them access job opportunities and unlock economic growth more broadly. I look forward to seeing the work of our grantees in action as we work together to help close the job-skills mismatch.”

“AI literacy is now a core competency with AI skills becoming vital in the workplace. As employer demand for such capabilities continues to grow, there is no time like the present to start building an AI-ready workforce. We are delighted to join hands with the Changing Young Lives Foundation to empower young people with essential AI skills as they prepare to enter the workforce. This program is a powerful example of how we marry innovation with Citi Foundation’s philanthropic efforts to address social needs,” said **Aveline San, CEO and Head of Banking for Citi Hong Kong**.

Caribbean Chan, Executive Director of Changing Young Lives Foundation said, “We are honored to share the vision of promoting youth social mobility with Citi Foundation and incredibly grateful for their generous support to help under-resourced young people in Hong Kong to break into the workforce in a hiring environment that is driven by AI. The grant will enable Changing Young Lives Foundation to upskill low-income youth in talent matching analysis, job hunting tactics, self-presentation and AI communications.”

The Citi Foundation grant will support Changing Young Lives Foundation with the execution of the following program:

Job Hunter Challenge is a two-year human capital program to equip underprivileged young people with necessary job-hunting skills for securing their first employment in the era of AI. Through upskilling young people in talent matching analysis, CV and aptitude test preparation, self-presentation and communication, and wrapping up with a competition in job hunting each year during the program period, the immersive and all-round experiences gained from the program will help target participants break into the workforce.

Programs funded by these grants will be implemented over two years and recipients will have access to a learning community of fellow grantees that facilitates opportunities to build deeper connections, share lessons learned and exchange best practices.

For more information, including the [complete list](https://citifoundation.com/challenge) of grant recipients, please visit citifoundation.com/challenge and follow the impact these organizations are making at #InnovationChallenge on social media.



Changing Young Lives Foundation to receive US\$500,000 in funding from Citi Foundation to advance AI skills and youth employability for low-income youth in Hong Kong. **Aveline San**, CEO and Head of Banking for Citi Hong Kong (third from right), with **Changing Young Lives Foundation's** Honorary Co-Chairman **Sheilah Chatjaval** (third from left) and **Yvette Ho** (second from left), and **Executive Director Caribbean Chan** (second from right).

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About The Citi Foundation

The Citi Foundation works to promote economic progress and improve the lives of people in low-income communities around the world. We invest in efforts that increase financial inclusion, catalyze job opportunities for youth, and reimagine approaches to building economically vibrant communities. The Citi Foundation's "More than Philanthropy" approach leverages the enormous expertise of Citi and its people to fulfill our mission and drive thought leadership and innovation. For more information, visit www.citifoundation.com.

About Citi

Citi is a preeminent banking partner for institutions with cross-border needs, a global leader in wealth management and a valued personal bank in its home market of the United States. Citi does business in more than 180 countries and jurisdictions, providing corporations, governments, investors, institutions and individuals with a broad range of financial products and services.

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About Changing Young Lives

Since the 90s, Changing Young Lives Foundation has been dedicating to rewriting the life stories of thousands of underprivileged children and marginalized youth in Hong Kong every year by providing them with 100% free of charge centre-based and outreach programs in education, talent development and self-empowerment, unleashing their potential to maximize their opportunities for upward mobility and inspiring them to live their lives to the fullest.