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Citibank, N.A., Indonesia
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Citi Foundation Announces 2025 Global Innovation Challenge for Nonprofits Accelerating Youth Employability

50 community organizations globally to receive a collective \$25 million or amounting Rp406 billion in catalytic funding, building on over a decade of Citi Foundation investment in youth.

Jakarta, February 5, 2025 – The Citi Foundation today issued a Request for Proposals (RFP) for its [2025 Global Innovation Challenge](#), which provides philanthropic support for community organizations to pilot or scale solutions to social and economic issues around the world.

Despite recent progress, young people globally continue to experience challenges in their pursuit of employment, including the [skills mismatch](#) and gaining access to quality jobs. According to the International Labour Organization, [65 million](#) young people globally are unemployed. With this RFP, 50 community organizations globally will receive \$500,000 or amounting to Rp8,1 billion each in grant support for innovative employment solutions for low-income youth, from upskilling and reskilling efforts to entrepreneurship programming, financial education and more.

The 2025 Global Innovation Challenge builds on Citi and the Citi Foundation's long-standing investment in youth, including:

- The Citi Foundation invested more than \$300 million over the last decade alone in programs that supported over one million young people in expanding their skills, experience and networks through its [Pathways to Progress](#) initiative.
- Citi provides banking services for clients expanding access to high-quality education and youth entrepreneurship opportunities and invests in solutions for early career professionals. Citi has also financed and facilitated access to education in emerging markets through [social finance bonds](#) and other transactions.
- Citi employees volunteer year-round, lending their talent and expertise in support of youth employability, including engaging in financial education and career development workshops and mentoring and coaching youth.

“From skills training to job placement programming and more, Citi and the Citi Foundation have long invested in scalable solutions to accelerate youth employability. But it remains a persistent and urgent matter, and we know there is more work to be done,” said **Ed Skyler, Citi Head of Enterprise Services & Public Affairs and Chair of the Citi Foundation**. “Applying the Global Innovation Challenge model to this issue represents the next step in our funding journey and our continued investment in the young people poised to build thriving and resilient communities.”



Batara Sianturi, Chief Executive Officer, Citi Indonesia said, "Empowering youth with the skills and access to quality jobs is crucial to building a more inclusive and sustainable future. At Citi, we are committed to contributing to youth employability through innovative programs that create new opportunities and enable them to meet the challenges of the global economy."

The deadline for eligible organizations to register to apply is **Tuesday, March 4, 2025 at 12:00 p.m. New York Time (Eastern Time)** and recipients will be announced later this year. For more information on this opportunity including eligibility requirements and target geographies, please visit www.citifoundation.com/rfp.

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About 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 Citibank, N.A., Indonesia

Citibank, N.A., Indonesia (Citi Indonesia) is a full branch of Citibank, N.A., a wholly owned subsidiary of Citigroup, Inc., which is based in New York, United States of America. 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.

In Indonesia, Citi was established since 1968 and is one of the country's largest foreign banks. Citi Indonesia now operates with a refined focus, maintaining four branches in four major cities in Indonesia, namely Jakarta, Bandung, Surabaya, and Medan.

In 2024, Citi Indonesia received numerous prestigious awards both domestically and internationally. Citi Indonesia was named *Indonesia's Best International Bank* by Euromoney, as well as *Best Bank*, *Best Corporate Bank - Large Corp & MNCs*, *Most Innovative Use of Technology - Banks*, and *Highly Commended for Best Commercial Bank - SMEs* and *Best Sustainable Bank*, all for International categories from FinanceAsia. Citi Indonesia was also recognized as *Best Bank for Sustainable Finance*, *Best Bond Adviser - International*, *Best Green Bond - Geothermal Energy*, *Best Convertible Bond*, and *Digital Bank of The Year* from The Asset, as well as *2nd Best Foreign Bank for Corporate Bank* category from Infobank magazine.

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