



PNC Financial Education for Young Children Fact Sheet

HIGHLIGHTS: The *PNC Grow Up Great* financial education initiative leverages the experience of PNC; Sesame Workshop, its partner in early childhood education; and eight regional partners to introduce financial education concepts to young children in six southeast markets. With more than \$875,000 in funding from the PNC Foundation, the initiative builds on a program first launched in April 2011, which initially served more than 50 grant partners. Including new funds, this approximately \$13 million financial education program will continue to serve children, their parents, caregivers and teachers in 18 states and the District of Columbia. This initiative will:

- **Distribute educational, multimedia kits with lessons and activities to enhance financial education for children between the ages of 3 to 5.** "For Me, for You, for Later: First Steps to Spending, Sharing, Saving™" was created by Sesame Workshop, the nonprofit educational organization behind *Sesame Street*™. The bilingual (English/Spanish) kits include a guide for parents and caregivers, a children's activity book, along with an original *Sesame Street*™ DVD that follows Elmo, Cookie Monster, and their Sesame Street friends as Elmo learns the financial basics of spending, sharing and saving. The kit materials are available for free at PNC Bank branches, pncgrowupgreat.com and sesamestreet.org. More than 500,000 kits have been distributed since April 2011.
- **Provide grants to seed programs in each of six markets** with local non-profit organizations that will provide financial education instruction and materials along with teacher training. PNC pledged \$5 million at the initial launch to advance similar programs.
- **Encourage children to learn basic financial concepts** through activities and tips that highlight the importance of saving, spending and sharing, making choices and the value of people, things, and money. These learning opportunities can occur during every day routines and experiences.
- **Engage parents in their children's learning experience** through a Parent/Caregiver Guide that provides ideas on how to easily introduce developmentally appropriate financial concepts and skills
- **Establish ample volunteer opportunities for PNC employees** to assist non-profit organizations, teachers and instructors in support of the program

PARTICIPATING ORGANIZATIONS AND PROGRAM FEATURES:

- [YWCA Central Alabama, Birmingham, Ala.](#) – Integrate financial education into early childhood development centers; offer teacher training; provide children with hands-on materials
- [Mobile Public Library, Mobile, Ala.](#) – Provide financial education programming in branch library locations through story times, family financial fairs & additional library resources
- [Community Coordinated Care for Children, Inc. \(4C\), Orlando, Fla.](#) – Educate & provide resources that support family engagement to introduce children to basic financial concepts
- [Great Explorations Children's Museum, St. Petersburg, Fla.](#) – Deliver financial education to children in preschool classrooms and to families through workshops and stage shows
- [YMCA of Metro Atlanta, Atlanta, Ga.](#) – Teach basic financial education concepts to pre-K children and introduce early financial education practices to teachers and parents
- [Charlotte Mecklenburg Library, Charlotte, N.C.](#) – Provide financial education programs for young children & engage parents in their learning; offer outreach to selected communities
- [Wake County Public Library, Raleigh, N.C.](#) – Train library staff in financial education; increase awareness of educational materials; share program experience with other libraries
- [New Hanover County Public Library, Wilmington, N.C.](#) – Provide financial education story times, weekly outreach to childcare centers and performances showcasing financial lessons