



PNC Grow Up Great Initiative Fact Sheet

What: PNC Grow Up Great, a 10-year, \$100 million investment in early childhood education

- PNC Grow Up Great and PNC Crezca con Éxito form a comprehensive, bilingual initiative committed to help prepare children from birth to age five - with a focus on underserved children - for success in school and life. Founded by The PNC Financial Services Group, Grow Up Great is a corporate-based school readiness program committed to helping produce stronger, smarter and healthier children, families and communities.

Why: An Investment in the Future

- Extensive research indicates that the returns on investments in high-quality early education and school readiness initiatives are significant and long lasting – impacting our children, our society and the health of our economy for generations to come.
- Research shows that children who participate in high-quality preschool programs are far more likely to experience greater educational achievements, strive toward higher vocational aspirations and contribute to society later in life.

Who: Expert Partners Help Guide the Initiative

PNC Grow Up Great has partnered with some of the nation's most highly respected early childhood experts and nonprofit organizations to help guide this initiative:

Advisory Council

- Maureen Barber-Carey, Ed.D, Dr. Gertrude A. Barber National Institute
- W. Steven Barnett, Ph.D, National Institute for Early Education Research
- Jerlean Daniel, Ph.D, National Association for the Education of Young Children
- Sharon Darling, National Center for Family Literacy
- Marcia Egbert, George Gund Foundation
- Ellen Galinsky, Families and Work Institute
- Deforia Lane, Ph.D., University Hospitals of Cleveland, Ireland Cancer Center
- Antonia Lopez, National Council of La Raza
- Barbara Wasik, Ph.D, PNC Chair of Early Childhood in the College of Education, Temple University
- Barry S. Zuckerman, MD, Boston Medical Center; creator of "The Healthy Steps" program

Ex-Officio Advisory Council Members

- Bill Isler, Family Communications, Inc.
- Gary Knell, Sesame Workshop

Sesame Workshop

Sesame Workshop is the nonprofit educational organization behind Sesame Street and so much more.

Family Communications, Inc.

Family Communications, Inc., producer of *Mister Rogers' Neighborhood*, creates a wide range of multi-media materials dedicated to young children, their families and those who support them.

Head Start

Founded in 1965, Head Start is a comprehensive, nonprofit child development program for children, from birth to age five, and their families. Head Start's mission is to prepare young children from low-income families to succeed in school and give them the basic skills necessary to succeed in life.

How: A Comprehensive Approach

Grants

- Currently, more than \$17 million in grants have been distributed to Head Start and other initiatives that support early childhood education. Best practices are shared among early educators.
- Almost \$2 million of the grants have supported innovative preschool demonstration projects that develop and test new curriculum and teaching practices in math, science and creative arts. Examples include:
 - *Council of Three Rivers American Indian Center in Pittsburgh*: An independent study of the science program revealed that, in measures of teacher confidence and the creation of a science-rich learning environment, the center not only exceeded other Head Start programs, but was comparable to a program at a private preschool recognized for its excellent science-based curriculum.
 - *North Philadelphia Head Start Program*: PNC, the Administration for Children and Families and Internal Revenue Service launched the collaborative program "Add It Up For Families" in October 2007. Building off a math curriculum funded by PNC since 2004, this program has been enhanced to include free tax preparation, Individual Development Accounts, and free financial education for children and families served by Head Start.
- *Grow Up Great with Science* was launched in April 2009 to establish or expand programs in science for preschoolers in partnership with 14 regional science centers in seven states and D.C. The \$2 million in grants will enable the centers to provide professional development for teachers, enhance children's science activities, offer free family visits to explore the centers' exhibits and provide volunteerism opportunities for PNC employees.

Volunteerism

- PNC encourages employee involvement in this cause through a progressive policy that permits 40 hours a year of paid time off to volunteer.
- Grants for Great Hours: PNC employees who volunteer at least 40-hours per year with a qualified nonprofit early education program earn a \$1,000 grant for the preschool donated in the employee's name. Groups of employees may also volunteer as a team and may apply for a grant of up to \$3,000.
- In five years, 41 percent of employees have volunteered and approximately 125,000 volunteer hours have been logged at early childhood education centers. In addition, employees donated more than 100,000 items for use in the classroom as well as for the personal well being of preschool children.

Advocacy

- PNC is leveraging its influence with the corporate community, policymakers and other key influencers to elevate public/private discussions about the importance of access to quality early childhood education.
- PNC Chairman and Chief Executive Officer James E. Rohr serves as honorary chair of the Pennsylvania Early Learning Investment Commission along with Pennsylvania Governor Edward G. Rendell. Made up of business leaders from across the state, the commission seeks support for public investment in early learning.
- Through a partnership with The Pew Charitable Trusts and Committee for Economic Development (CED), PNC launched the first-ever summit of the nation's top economists to explore the economic impact of investment in early education. The third such gathering was held in March 2007.

Awareness

- PNC Grow Up Great has an ongoing campaign to communicate the importance of school readiness. These efforts have garnered more than 1 billion media impressions since the program's inception.
- PNC and Sesame Workshop created the bilingual educational kit, "Happy, Healthy, Ready for School: Learning is Everywhere." 500,000 kits were distributed to provide helpful tips and fun activities for children and families to turn everyday moments into learning opportunities. They are available for free at every PNC Bank branch.

National Acclaim

- Excellence in Corporate Philanthropy Award, Committee Encouraging Corporate Philanthropy (2007)
- Sesame Workshop Corporate Honoree along with First Lady Laura Bush (2007)
- National Corporate Friends of Children Award, Child Welfare League of America (2007)
- Corporate Stewardship Award, U.S. Chamber of Commerce (2006)

For More Information: Visit www.pncgrowupgreat.com or contact Eva Blum, Program Director, at eva.blum@pnc.com.