



# ***PNC Grow Up Great*** **Initiative Fact Sheet**

## **What: *PNC Grow Up Great*, a 10-year, \$100 million early childhood education initiative**

- Founded by The PNC Financial Services Group, *PNC Grow Up Great* and *PNC Crezca con Éxito* form a comprehensive, bilingual program designed to help prepare children - particularly underserved children - from birth to age five for success in school and life. Through *Grow Up Great*, PNC provides the leadership, advocacy, funding, resources and volunteers to help parents, caregivers and communities in their efforts to increase the potential for young children to succeed.

## **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*
- *Barbara T. Bowman Ph.D., Chicago Public Schools*
- *Jerlean Daniel, Ph.D., National Association for the Education of Young Children*
- *Sharon Darling, National Center for Family Literacy*
- *Marcia Egbert, George Gund Foundation*
- *Deforia Lane, Ph.D., University Hospitals of Cleveland, Ireland Cancer Center*
- *Michael L. López, Ph.D., National Center for Latino Child & Family Research*
- *Kristen McDonald, Skillman Foundation*
- *Barbara Wasik, Ph.D., PNC Chair of Early Childhood in the College of Education, Temple University*

### **Ex-Officio Advisory Council Members**

- *Lewis Bernstein, Ph.D., Sesame Workshop*
- *Bill Isler, The Fred Rogers Company*
- *Christopher Marquis, Ph.D., Harvard Business School*
- *Yasmina Vinci, National Head Start Association*

### **Sesame Workshop**

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

### **The Fred Rogers Company**

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

### **National Head Start Association (NHSA)**

NHSA is a private, national association that supports Head Start programs. It offers a wide variety of services and provides a number of programs designed to directly enhance the operations of Head Start and Childhood Education communities and enrich the lives of Head Start students, parents, and staff.

- more -

## **How: A Comprehensive Approach**

### **Grants**

- More than \$30 million in grants have been distributed to Head Start and other organizations that support early childhood education. Funding through *PNC Grow Up Great* has established innovative school readiness programs for preschoolers in math, science and the arts, including:
  - *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, the 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*: The initiative funded 14 regional science centers to help improve the quality of science education for underserved preschool children in seven states and the District of Columbia. Grants totaling \$6 million over three years enable the centers to provide professional development for teachers, enhance children’s science activities, offer families free visits to the centers and share best practices.
  - *Detroit Arts and Science Initiative*: This program pledges \$2.1 million to establish new programs in science and the arts for underserved preschool children in the Detroit Public Schools. It leverages the resources of two regional institutions to design classroom activities to enhance science and the arts learning, provide preschool teachers a competency in teaching the subjects and launch a summer school program in support of them.

### **Volunteerism**

- PNC encourages employee involvement in *Grow Up Great* through a progressive policy that permits 40 hours a year of paid time off for volunteerism.
- *Grants for Great Hours Program*: Employees who volunteer at least 40 hours within a twelve month period at a qualified nonprofit early education program earn a \$1,000 grant that is donated to the preschool in the employee’s name. Groups of employees may also volunteer as a team and apply for a grant of up to \$3,000.
- In the last seven years, approximately 20,000 PNC employees have volunteered while approximately 176,000 volunteer hours have been logged at early childhood education centers. In addition, employees donated more than 260,000 items for use in classrooms or 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 CEO James E. Rohr serves as honorary chair of the Pennsylvania Early Learning Investment Commission along with Pennsylvania Governor Edward G. Rendell. Comprised 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.

### **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 school readiness initiative, “Happy, Healthy, Ready for School,” through which more than 1,000,000 free educational kits have been distributed. “Math Is Everywhere,” the most recent kit, provides helpful tips and fun activities for children and families to turn everyday moments into math learning opportunities. Kits are available at no cost at PNC Bank branches.

### **National Acclaim**

- Trustee Leadership Award, Committee for Economic Development (2009)
- Committee Encouraging Corporate Philanthropy, Large Company Excellence Award (2007)
- Sesame Workshop Corporate Honoree along with First Lady Laura Bush (2007)

**For More Information:** Visit [www.pncgrowupgreat.com](http://www.pncgrowupgreat.com) or contact Eva Blum, Program Director, at [eva.blum@pnc.com](mailto:eva.blum@pnc.com).