



PNC Grow Up Great Initiative Fact Sheet

What: *PNC Grow Up Great* is a \$350 million, multi-year, bilingual initiative that began in 2004 to help prepare children from birth to age 5 for success in school and life. To date, the program has served more than 1.9 million children.

- Founded by The PNC Financial Services Group, Inc., *PNC Grow Up Great* and *PNC Crezca con Éxito* form a comprehensive, bilingual program designed to help prepare children - particularly underserved children - for success in school and life. Through the program, PNC emphasizes the importance of the first five years of life, which research has shown is critical to long-term achievement, and provides innovative opportunities that assist families, educators and community partners to enhance children's learning and development. An investment in pre-K students makes good economic sense and plants the seeds for the dynamic workforce of tomorrow.

Why: An Investment in the Future

- Extensive research indicates that the return 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 also 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., Barber National Institute
- W. Steven Barnett, Ph.D., National Institute for Early Education Research
- Barbara T. Bowman, Erikson Institute
- Jerlean E. Daniel, Ph.D., National Association for the Education of Young Children
- Sharon Darling, National Center for Families Learning
- Marcia Egbert, The George Gund Foundation
- Deforia Lane, Ph.D., University Hospitals of Cleveland, Seidman Cancer Center
- Michael L. López, Ph.D., Abt Associates
- Kristen McDonald, The Skillman Foundation
- Barbara A. Wasik, Ph.D., PNC Chair in Early Childhood Education, Temple University
- Barbara Weinstein, Ed.D., Family Central, Inc.

Ex-Officio Advisory Council Members

- Lewis Bernstein, Ph.D., Sesame Workshop
- William H. Isler, The Fred Rogers Company
- Christopher Marquis, Ph.D., Harvard Business School
- Yasmina S. 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.

How: A Comprehensive Approach

Grants

- Approximately \$70 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, the arts and financial education, including:
 - Enhanced Science Education: Part of an ongoing initiative to help improve the quality of science education for underserved preschool children in 14 states and the District of Columbia. The program has funded approximately \$11 million to 27 regional science centers to provide professional development for teachers, enhance children's science activities, offer families free visits to the centers and share best practices.
 - Financial Education Initiative: A \$12 million program from the PNC Foundation seeds programs through non-profit organizations that provide financial education resources to children, their families and teachers. Based on the lessons in a multimedia bilingual activity kit Sesame Workshop created for PNC, the program encourages 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.
 - Southeast U.S.: With its expansion into southeast markets, PNC has introduced arts and science initiatives in North Carolina, Georgia, and Alabama and with additional partners in Florida where PNC has had a presence. In Raleigh, PNC launched an initiative that establishes new programs in the arts for preschool children in Wake County Public Schools by leveraging the resources of Carolina Ballet and North Carolina Museum of Art.

Volunteerism

- PNC encourages employee involvement in *PNC Grow Up Great* through a progressive policy that permits up to 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 nine years, more than 38,000 PNC employees have volunteered and approximately 380,000 volunteer hours have been logged at early childhood education centers. In addition, employees donated approximately 583,000 items for use in classrooms or for the personal well-being of preschool children.

Advocacy

- PNC is leveraging its influence with the business community, policymakers and other key influencers to elevate discussions about the importance of access to quality early childhood education.
- PNC Executive Chairman James E. Rohr serves as honorary chair of the Pennsylvania Early Learning Investment Commission along with Pennsylvania Governor Tom Corbett. 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 5.7 billion media impressions since the program's inception.
- PNC and Sesame Workshop created the multimedia educational kit, "Math Is Everywhere," the most recent in the bilingual school readiness initiative, "Happy, Healthy, Ready for School." It was followed by "For Me, for You, for Later: First Steps to Spending, Sharing and Saving™," which was produced to introduce children to basic financial education concepts. Both kits provide helpful tips and fun activities for children and families to turn everyday moments into learning opportunities. More than 2.6 million kits have been distributed and are available at no cost at PNC Bank branches and available for download at pncgrowupgreat.com.

National Acclaim:

- Corporate Champion Award, National Head Start Association (2011)

For More Information: Please contact Eva Blum, program director, at eva.blum@pnc.com, visit www.pncgrowupgreat.com and follow Grow Up Great on:



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