

Ready for School!



A TIP FOR
EVERY DAY OF THE WEEK.



Grow Up Great[®]

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Kids who enter school ready to learn:

- Have higher self-esteem and value achievement
- Are more likely to attend college
- Develop stronger language, mathematics and social skills



An investment in the future.

A doctor? An engineer? An astronaut? With help, kids have the potential to be anything. Research shows children are more successful in school when their natural love of learning is encouraged long before they set foot in a classroom. That's why we created PNC Grow Up Great and PNC Crezca con Éxito. This bilingual program is part of our 10-year, \$100 million initiative in school readiness to help prepare children from birth to age five for success in school and life. We're working together with our communities to invest in the future of at-risk children. It's our way of giving back.



Ready for school—and life.

Together with experts in early education, we're promoting the importance of school readiness. Every dollar spent now can save society up to \$16 in future costs such as welfare, special education and grade retention. Just one of the many reasons we're dedicated to providing parents with the tools and



resources they need to help children be prepared for school socially, emotionally, physically and intellectually. In addition to providing resources, PNC Grow Up Great includes grants, advocacy, employee volunteerism and resources to support early childhood education. We do it to prepare kids not only for school, but for life.



MONDAY Learn to count.

Ask your child to count carrots or peas on their plate. It's a great way to practice counting and learn colors at the same time.





TUESDAY Practice teamwork.

Help your child learn to work with others by suggesting they draw a picture or make a long paper chain with friends or siblings.



“Happy, Healthy, Ready for School: Math is Everywhere” kit

To make PNC Grow Up Great the best that it can be, we’ve partnered with some of the most highly respected early education experts and nonprofit organizations in the nation.

Our partners include renowned experts like The Fred Rogers Company, the producers of *Mister Rogers’ Neighborhood*, and Sesame Workshop, the nonprofit organization behind *Sesame Street*.

Our “Happy, Healthy, Ready for School:

Math is Everywhere” kit, developed for PNC Grow Up Great by Sesame Workshop, is a product of these great partnerships.

It’s a FREE bilingual (English and Spanish) kit that includes an educational DVD filled with helpful advice and fun activities—a valuable resource that offers tips on how children can have fun learning math every day.

Pick up a FREE kit at any branch or download the kit online at pncgrowupgreat.com.



Little things can make a big difference.

During meals, bedtime—even running errands—children can learn new things anywhere, at any time.

Developed by experts in early education, Grow Up Great provides parents and caregivers with easy tips on how to turn everyday moments into learning opportunities.

For example, singing songs that have finger motions, like *Itsy Bitsy Spider* or *The Wheels on the Bus*, gives children something physical to do, plus helps develop memory.



Download your free 25 Great Tips brochure online at pncgrowupgreat.com.



WEDNESDAY Foster imagination.

Give your child an old key and pretend it opens the door to an imaginary land. Ask things like, “What do you see?” “Who’s there?” and “What’s happening?”





THURSDAY Make a list together.

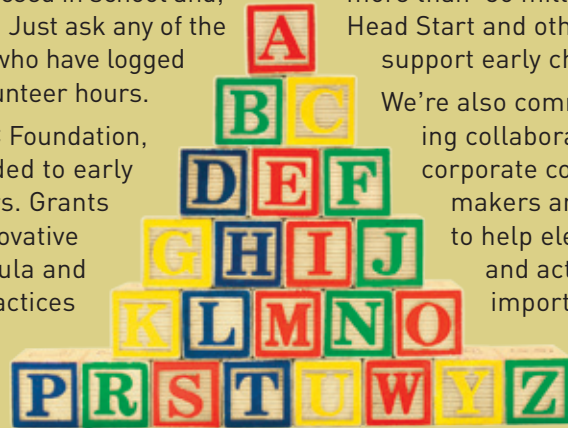
Involve your child when writing a shopping or "to do" list. It lets them know that writing is important in everyday life.



Our commitment to school readiness.

We're dedicated to providing resources to help children succeed in school and, ultimately, in life. Just ask any of the PNC employees who have logged thousands of volunteer hours.

Through the PNC Foundation, grants are awarded to early education centers. Grants help support innovative preschool curricula and best teaching practices for early childhood educators. So far,



the PNC Foundation has distributed more than \$30 million in grants to Head Start and other programs that support early childhood education.

We're also committed to encouraging collaboration among the corporate community, policy-makers and key influencers to help elevate discussions and action around the importance of access to quality early childhood education.

Making financial education count.

Research shows very young children are capable of understanding basic financial concepts. At the same time, studies show that parents and caregivers want to address financial matters with their children but lack the necessary resources. Based on these findings, PNC launched a \$12 million financial education initiative geared for children ages 3-5, their families and educators. Components of the initiative include:

- the distribution of 1 million free, bilingual outreach kits, *For Me, for You, for Later: First Steps to Spending, Sharing, and*



Saving™, developed by Sesame Workshop

- a \$5 million grant pool from the PNC Foundation to seed programs by non-profit organizations that provide financial education instruction and materials along with teacher training
- a public awareness campaign to highlight the importance of learning financial basics at a young age



FRIDAY Share your feelings.

Let your child know how good you feel when they do something nice, like give you a present or a hug, or display good behavior.





SATURDAY Be creative.

Make placemats out of old maps by cutting them to size and covering them with clear contact paper. Talk about the different states and cities on each placemat during dinner.



Mobile Learning Tours.

The Mobile Learning Adventure travels from city to city within the PNC service area. The goal of the Mobile Learning Adventure is to raise awareness of the importance of early childhood education. At each event, there are tents filled with fun learning activities for both children and parents to enjoy.

The Growing Up Great Together Under One Big Sky Mobile tour is a cross-cultural planetarium show geared toward children ages 4-6 that provides an enriching, exciting and interactive introduction to astronomy. It features Big Bird, Elmo and

Hu Hu Zhu, a muppet from the Chinese co-production of Sesame Street™. With a cross-cultural focus – that we all live under one sky – the program and related educational materials are available in three languages: English, Spanish and Mandarin.



National awards.

PNC Grow Up Great is the most comprehensive corporate-based school readiness program in the nation. In fact, others have taken notice and awarded our efforts:

- Trustee Leadership Award, Committee for Economic Development (2009)
- Large Company Excellence Award, Committee Encouraging Corporate Philanthropy (2007)
- Sesame Workshop Corporate Honoree (2007)
- Corporate Friends of Children Award, Child Welfare League of America (2007)



SUNDAY Learn to pay attention.

As you are driving, ask your child to pay special attention to signs. Ask how many signs she sees, what color they are and what they mean.





Grow Up Great

Ready, Set, Go!

Pick up a FREE educational kit at any branch, or download materials online at pncgrowupgreat.com.



Find out more!

PNC is committed to producing stronger, smarter and healthier children, families and communities. For more information, stop by a local branch, visit pncgrowupgreat.com or call **1-877-PNC-GROW**.

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