



Preschool Financial Education Fact Sheet

HIGHLIGHTS: The *PNC Grow Up Great* financial education initiative leverages the experience of PNC and Sesame Workshop, its partner in early childhood education, along with funding provided by the PNC Foundation. The \$12 million initiative will serve children, their parents, caregivers and teachers to enhance financial education for families in 15 states and the District of Columbia. This program initiative will:

- **Introduce 1 million 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.
- **Commit \$5 million** from the PNC Foundation to seed programs by non-profit organizations that provide financial education instruction and materials along with teacher training
- **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
- **Reference a new children’s savings account supported separately by PNC Bank, the retail banking division of PNC.** It will inform and entertain through online and interactive functions that utilize Sesame Street™ characters to reinforce money-wise lessons and leverage the technology behind PNC’s popular Virtual Wallet account. Available this fall.

PARTNERS & PROGRAMS:

The launch of the financial education initiative in Newark, N.J. will engage two local institutions: Newark Public Library and Montclair State University. Over the next few months, additional programs will be launched across 15 states and the District of Columbia.

- **Newark Public Library** – will teach city children lessons in spending, sharing and saving and equip parents to reinforce the lessons at home. The 18-month program will include story telling and structured activities to provide age appropriate financial education to approximately 8,000 preschoolers aged 3 to 5. The main library and eight-branch system will work with community partners, including Newark Public Schools, to bring the instruction to children, parents and families throughout the Newark area.
- **Spanish Instruction** – will be provided by Newark Public Library staff. Materials and special activities in Spanish as well as the collaboration with Hispanic service agencies will ensure that the program will be readily accessible to Newark’s growing Hispanic population.
- **Montclair State University** – will provide professional development for preschool teachers in seven counties in northern New Jersey. The program will assist teachers in delivering developmentally-appropriate lessons and activities to preschool children.