



Grow Up Great®

From Seven Years of Achievement,
to a \$250 Million, Multi-Year Extension
for the Future



*An Investment in the Workforce
of Tomorrow Makes Solid Economic
Sense Today...*

The Program

SUCCESS IN SCHOOL AND LIFE

A Comprehensive Initiative

PNC Grow Up Great is an initiative to help prepare children from birth to age five for success in school and life. So that future generations won't just grow up...but grow up great!



early childhood education

THE WHAT:

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 - from birth to age five for success in school and life. Through Grow Up Great, PNC supports families, educators and community partners to provide innovative opportunities that enhance learning and development in a child's early years. To this end, we offer leadership, advocacy, funding, volunteers and educational resources because we believe an investment in our children, the workforce of tomorrow, makes economic sense today.

“Grow Up Great is perhaps best conceptualized as a transformative venture, durably altering the PNC enterprise; the children, families, and organizations served.”

- Sharon Lynn Kagan, Ed.D.
Teachers College, Columbia University
Child Study Center, Yale University



A FOUNDATION FOR SUCCESS:

Expert Partners Help Guide the Initiative

PNC has convened an Advisory Council of some of the nation's most highly-respected early childhood experts to provide strategic direction and guidance for the program. Among their many roles, council members stand with PNC to advocate for the issue, help identify opportunities for strategic alliance and work to evaluate the success of various outreach efforts.

We have also partnered with several nonprofit organizations:

- ▶ Sesame Workshop, the parent company of the world renowned television program, Sesame Street®
- ▶ The Fred Rogers Company, producer of Mister Rogers' Neighborhood
- ▶ National Head Start Association, a private, national association that supports Head Start programs



THE 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.

A Comprehensive Approach

GRANTS

Millions of dollars in grants have been distributed to Head Start and other organizations that support early childhood education.

MATH
SCIENCE
ARTS
FINANCIAL
EDUCATION

Funding through PNC Grow Up Great has established innovative school readiness programs for preschoolers in math, science, the arts and financial education. The accepted principles of what constitutes quality early childhood education demonstrate that the most effective programs are comprehensive in nature and serve not only the children, but their families and teachers.

Evaluation results from PNC's major science and arts initiatives show that:

- Classroom environments to support early science and arts learning improved to significantly higher quality
- Parents report engaging in more science and arts activities at home with their children
- Teachers' practices in teaching early science and arts programming in their classrooms significantly improved

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. The volunteerism program is focused so that we reach low- to moderate-income children that will benefit most from PNC's support.



Through the 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 earn a grant of up to \$3,000.



ADVOCACY

PNC is leveraging its influence with the corporate community, policymakers and other key influencers to elevate discussions about the importance of access to quality early childhood education. Our corporate voice is important to encourage others to support this cause.

AWARENESS

PNC Grow Up Great has an ongoing campaign to communicate the importance of school readiness. These efforts have garnered more than 2.7 billion media impressions since the program's inception.

PNC and Sesame Workshop created the bilingual school readiness initiative, "Happy, Healthy, Ready for School," and the most recent educational kits, "Math Is Everywhere" and "For Me, for You, for Later: First Steps to Spending, Sharing and Saving,"™ which provide helpful tips and fun activities for children and families to turn everyday moments into learning opportunities. Results of an evaluation of "For Me, for You, for Later" show that the kit helped parents of young children and preschool educators introduce the basics of financial education, and had considerable positive impact on their attitudes.

More than 2,000,000 free kits have been distributed and are available at no cost at PNC Bank branches and available for download at pncgrowupgreat.com.



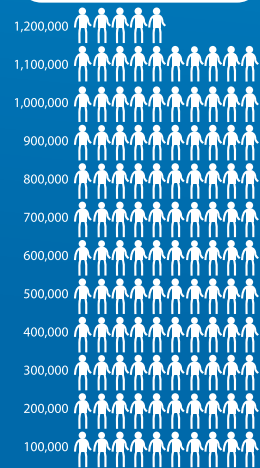
Seven Years of Achievement

Children

1,000,000

More than 1 million children have been served through Grow Up Great programming

1,151,555

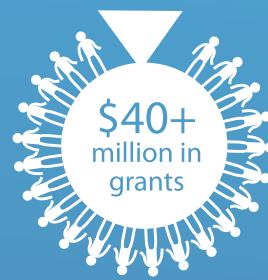


Grants have served 1,151,555 low- and moderate-income preschool-age children

Grants

\$40,000,000

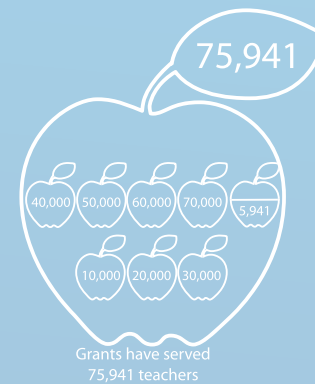
More than \$40 million have been awarded in Grow Up Great grants



Teachers

75,000

More than 75,000 teachers have received professional development through Grow Up Great grants



PNC Employee Volunteer Hours

215,000

PNC employees have volunteered more than 215,000 hours across our footprint in support of early childhood development



PNC Employee Volunteers

21,000

More than 21,000 PNC employees have volunteered through Grow Up Great since the inception of the program



Items Donated

280,000

Over 280,000 items have been donated by employees for use in classroom or for the personal well-being of preschool children



“In 14 years, I’ve never seen our Head Start program so excited about science. It’s clear by watching the children that this program is really helping them and it has awakened our parents and teachers to how simple science can be.”
- Head Start Teacher

A STRONG MODEL

Momentum for the Future

- **Meaningful success** to build upon
- **Track record** of performance and success
- **Credibility** within the early education space
- **Real data and relationships** to hone future direction

A New Chapter

A \$250 million, multi-year extension

Grow Up Great's meaningful success and growing community impact has prompted us to extend the initiative with an additional \$250 million to reach more children, families and teachers for years to come.

OUR FOCUS FOR THE FUTURE

Continue what's working

Continue and expand upon success of past seven years

Outcomes

- Impact more children
- Enhance teacher training
- Reach families in new ways

Innovate for the future

Pursue new outreach via technology, social media and family engagement

“At PNC, we are dedicated to the well-being of our youngest citizens and believe it is imperative that all children enter kindergarten ready to learn. We must invest in the future of children. They are our future employees and customers. The research tells us that the rewards of school readiness initiatives are significant and long-lasting. It not only makes good business sense, but it is the right thing to do.”



- Jim Rohr,
PNC Chief Executive Officer and
Chairman of the Board

To learn more visit pncgrowupgreat.com.



EARLY CHILDHOOD EDUCATION QUICK FACTS

- ▶ Investments in early childhood education help to improve the work force, promote economic growth and hold down the rising costs of government. (Source: Business Roundtable and Corporate Voices for Working Families (n.d.). Early childhood education: A call to action from the business community.)
- ▶ Estimates of the return on investment of high quality programs for low-income children range from \$4 to \$17 for every \$1 spent, depending on the program quality. (Source: Corporate Voices for Working Families and Business Roundtable. (2009). Why America Needs High-Quality Early Care and Education.)
- ▶ Thirty-five to 45 percent of first-time kindergartners are poorly prepared for school. (Source: Hair, E., Halle, T., Terry-Humen, E., Lavelle, B., Calkins, J. (2006). Children's school readiness in the ECLS-K: predictions to academic, health, and social outcomes in first grade. Early Childhood Research Quarterly 21, 431-454.)
- ▶ Enrolling poor children in early childhood programs improves outcomes in elementary school, with benefits including higher scores on achievement tests and lower use of special education according to reviews across many evaluations. (Source: Isaacs, J. (2008). Impacts of Early Childhood Programs. Washington, D.C.: Brookings Institution.)
- ▶ High-quality preschool education that includes an emphasis on children's social development can reduce rates of challenging behaviors and serve as a long-term protective factor for children at risk for developing challenging behaviors. (Source: Frede, E.C. & Barnett, W.S. (2007). Challenging Behaviors and the Role of Preschool Education. National Institute for Early Education Research.)



SO FUTURE GENERATIONS WON'T JUST GROW UP... BUT GROW UP GREAT!



Grow Up Great®