



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*
- *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*
- *Antonia Lopez, National Council of La Raza*
- *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

- *Bill Isler, Family Communications, Inc.*
- *Gary Knell, Sesame Workshop*
- *Chris Marquis, Harvard Business School*

Sesame Workshop

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

Family Communications, Inc.

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

Head Start

Founded in 1965, Head Start is a comprehensive, nonprofit child development program for children, from birth to age five, and their families. Head Start's mission is to prepare young children from low-income families to succeed in school and give them the basic skills necessary to succeed in life.

How: A Comprehensive Approach

Grants

- More than \$25 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 provides funding to 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 enables the centers to provide professional development for teachers, enhance children’s science activities and learning environments, introduce families to science exhibits through free visits, share best practices and provide volunteerism opportunities for employees.
 - *Our Kids and the Arts – A Great Early Start*: The program provides \$2 million in grants over three years to four Cleveland arts and cultural institutions and establishes new arts education programs for preschool children in lower income communities. The grants also enable collaboration on a series of professional development days, sharing of best practices and opportunities for PNC employees to volunteer in support of the programs.

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 five years, more than 12,000 PNC employees have volunteered while more than 142,000 volunteer hours have been logged at early childhood education centers. In addition, employees donated more than 100,000 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 “Happy, Healthy, Ready for School: Learning is Everywhere” kit. More than 650,000 kits have been distributed to provide helpful tips and fun activities for children and families to turn everyday moments into learning opportunities. Kits are available at no cost at PNC branches.

National Acclaim

- Trustee Leadership Award, Committee for Economic Development (2009)
- Sesame Workshop Corporate Honoree along with First Lady Laura Bush (2007)
- National Corporate Friends of Children Award, Child Welfare League of America (2007)

For More Information: Visit www.pncgrowupgreat.com or contact Eva Blum, Program Director, at eva.blum@pnc.com.