



PNC Grow Up Great **Initiative Fact Sheet**

What: *PNC Grow Up Great* – a multi-year, \$250 million extension of PNC’s early childhood education initiative

- 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.

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, Chicago Public Schools*
- *Jerlean E. Daniel, Ph.D., National Association for the Education of Young Children*
- *Sharon Darling, National Center for Family Literacy*
- *Marcia Egbert, The George Gund Foundation*
- *Deforia Lane, Ph.D., University Hospitals of Cleveland, Seidman Cancer Center*
- *Michael L. López, Ph.D., National Center for Latino Child & Family Research*
- *Kristen McDonald, The Skillman Foundation*
- *Barbara A. Wasik, Ph.D., PNC Chair in Early Childhood Education, Temple University*

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.

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How: A Comprehensive Approach

Grants

- More than \$40 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:
 - *Grow Up Great with Science*: The initiative funded 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 enable the centers to provide professional development for teachers, enhance children's science activities, offer families free visits to the centers and share best practices.
 - *Detroit Arts and Science Initiative*: This program pledges \$2.1 million to establish new programs in science and the arts for underserved preschool children in the Detroit Public Schools. It leverages the resources of two regional institutions to design classroom activities to enhance science and the arts learning, provide preschool teachers a competency in teaching the subjects and launch a summer school program in support of them.
 - *Financial Education Initiative*: A \$5 million commitment 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.

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 seven years, approximately 21,000 PNC employees have volunteered while more than 215,500 volunteer hours have been logged at early childhood education centers. In addition, employees donated more than 280,000 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 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 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 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. 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.

National Acclaim

- Corporate Champion Award, National Head Start Association (2011)
- Trustee Leadership Award, Committee for Economic Development (2009)

For More Information: Visit pncgrowupgreat.com or contact Eva Blum, program director, at eva.blum@pnc.com.