

\$5 MILLION

TO HELP
PRE-K IN 2017 & 2018



GROW UP GREAT DAY / APRIL 4, 2018

This year's campaign has four parts:

Part 1: MATCH FUNDING

- Dollar-for-dollar donations are matched to requests from pre-K teachers, including Head Start, public and public charter school teachers, in PNC's service area, through May 31, 2018.*

Part 2: TEACHER HERO

- PNC markets have recognized a **Teacher Hero** who received two \$2,000 gift cards — to fund his or her project and to donate to other projects.
- Pre-K teachers in the Teacher Hero's school received \$100 electronic gift cards to inspire projects.

Part 3: TEACHER GIFT CARDS

- Every pre-K teacher in the PNC footprint who submitted a project on DonorsChoose.org since April 4, 2017, received a \$100 electronic gift card to fund future projects.
- More than 3,700 pre-K teachers benefited.

Part 4: EMPLOYEE VOLUNTEERS

- More than 17,000 PNC employees who volunteered in 2017 received a \$50 electronic gift card in 2018 to support pre-K project requests.
- PNC employees receive up to 40 hours of paid time off each year to support pre-K children through volunteerism.

DonorsChoose.org and The PNC Foundation 2017 initiative results:

- 7,536 pre-K teacher requests fully funded in 21 states, District of Columbia.
- The PNC Foundation contributed \$2.2 million for pre-K projects.
- 243,831 students received new classroom materials and opportunities.

High-quality early education helps children achieve

High-quality birth-to-age-5 programs for disadvantaged children can deliver a 13% annual return on investment. (Source: Nobel Laureate in Economics James Heckman, Ph.D., via December 2016 study)

PNC Grow Up Great® is a \$350 million, multi-year bilingual initiative that began in 2004 to help prepare children from birth to age 5 for success in school and life.

#PNCGrowUpGreat

