**PNC Grow Up Great®** is a $500 million, multi-year, bilingual initiative that began in 2004 to help prepare children from birth to age 5 for success in school and life. To date, the program has served over 5 million children.

- 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 - for success in school and life. Through the program, PNC emphasizes the importance of the first five years of life, which research has shown is critical to long-term achievement, and provides innovative opportunities that assist families, educators and community partners to enhance children’s learning and development. An investment in pre-K students makes good economic sense and plants the seeds for the dynamic workforce of tomorrow.

**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**

- Nearly $160 million in grants have been awarded to organizations that support high quality early childhood education: A few highlights, which demonstrate our commitment to inspiring great futures at home, in school and across communities, include:
  - **DonorsChoose.org**: Since 2017, the PNC Foundation has awarded nearly $5 million to DonorsChoose.org, an online charity that connects individual donors with classrooms in need, to help pre-K and Head Start teachers obtain high quality classroom resources and learning experiences for their students. More than 630,000 pre-K and Head Start children have benefited from the DonorsChoose.org alliance. This alliance will continue with an additional $5 million grant over the next two years.
  - **TMW Center for Early Learning + Public Health**: The University of Chicago’s TMW Center is in the midst of a 5-year PNC Foundation funded study of 200 families designed to help parents build their children’s vocabularies and school readiness. The TMW Center’s aim is to create a population-level shift in knowledge and behavior of parents and caregivers in order to optimize children’s foundational brain development, particularly those living in poverty.
  - **Online Lesson Center**: PNC Grow Up Great created a [website](#) featuring lesson plans developed by grant-funded organizations. Designed for pre-K teachers, the resource is organized by common preschool themes and features a "Home/School Connections" printout in English or Spanish for each lesson that can be sent home to families to reinforce what their children learned in class.

**Volunteerism**

- PNC encourages employee involvement in PNC Grow Up Great through a progressive policy that permits up to 40 hours a year of paid time off for volunteerism.
- Employee volunteers are passionate and dedicated. They support early learning in a variety of ways, from serving as classroom readers and facility beautification crews, to lending human resources expertise and document translation services to Grow Up Great community partners.
- Since Grow Up Great's 2004 inception, approximately 850,000 employee volunteer hours have been logged at early childhood education centers. In addition, employees donated more than 1.2 million items for use in classrooms or for the personal well-being of preschool children.
- Grants for Great Hours Program: Employee volunteers have the opportunity to earn up to $6,000 in grant credits to donate to a PNC Grow Up Great partner organization. Grants to such organizations, to date, total approximately $6.6 million.

- more -
**Advocacy**

- PNC is leveraging its influence with the business community, policymakers and other key influencers to elevate discussions about the importance of access to high quality early childhood education.
- PNC leaders are persistent advocates for high quality early childhood education. One leader, Jim Hansen, PNC’s Regional President in Eastern North Carolina, is facilitating a statewide conversation on adequate funding for high quality early childhood education in all parts of the state. Together with other business leaders, and using data developed through funding by the PNC Foundation to the National Institute on Early Education Research (NIEER), we are sparking a newly-charged analysis of how to meet the needs of North Carolina’s children.
- Working 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.
- PNC is helping to empower parents through support of the First Advocates Project, the National Head Start Association’s innovative parent advocacy training program.

**Awareness**

- PNC Grow Up Great has partnered with Sesame Workshop to create a new educational initiative, Growing Together: Ready for School & Beyond. Through digital storytelling games, a family activity guide and online videos in English and Spanish, these resources help kids, parents, and providers get ready to succeed in school.
- PNC Grow Up Great continues to sponsor mobile tours that visit early learning centers and communities, engaging children and families in the magic of early learning.

**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:

- **Sesame Workshop**
  Sesame Workshop is the nonprofit organization behind *Sesame Street* helping kids everywhere grow smarter, stronger, and kinder.

- **Fred Rogers Productions**
  Fred Rogers Productions, producer of *Daniel Tiger’s Neighborhood*, creates a wide range of multimedia 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.

- **Advisory Council**
  - Tonya Allen, The Skillman Foundation
  - Maureen Barber-Carey, Ed.D., Barber National Institute
  - W. Steven Barnett, Ph.D., National Institute for Early Education Research
  - Barbara T. Bowman, Erikson Institute
  - Jerleann E. Daniel, Ph.D., Early Childhood Consultant
  - Sharon Darling, National Center for Families Learning
  - Marcia Egbert, The George Gund Foundation
  - Michelle Kinder, Momentous Institute
  - Deforia Lane, Ph.D., University Hospitals of Cleveland, Seidman Cancer Center
  - Michael L. López, Ph.D., NORC at the University of Chicago
  - Barbara A. Wasik, Ph.D., PNC Chair in Early Childhood Education, Temple University
  - Barbara Weinstein, Ed.D., Family Central, Inc.

- **Ex-Officio Advisory Council Members**
  - Jeanette Betancourt, Ed.D., Sesame Workshop
  - Paul Siefken, Fred Rogers Productions
  - Yasmina S. Vinci, National Head Start Association

**NATIONAL ACCLAIM**

- Halo Award, Engage for Good Silver Halo Award in the Education Category (2018)
- Community Reinvestment Award, Excellence in Cross-Sector Community Development Collaboration (2014)
- U.S. Chamber of Commerce Foundation Corporate Citizenship Awards, Best Commitment to Education (2014)

**FOR MORE INFORMATION**

Contact Sally McCrady, director of Community Affairs and Corporate Social Responsibility for PNC Bank, at sally.mccrady@pnc.com, or visit [www.pncgrowupgreat.com](http://www.pncgrowupgreat.com) and check out #PNCGrowUpGreat.