



# Inspiring Great Futures for Young Children

## Initiative Fact Sheet

**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 supported 8.1 million children.

- Founded by The PNC Financial Services Group, Inc., and supported by the PNC Foundation, *PNC Grow Up Great* is 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

- \$211 million in grants have been awarded by the PNC Foundation 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:** Since 2017, the PNC Foundation has awarded \$10 million to DonorsChoose, 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 1.5 million pre-K and Head Start students have benefited from PNC's alliance with DonorsChoose.
  - **TMW Center for Early Learning + Public Health at the University of Chicago (TMW Center):** PNC has supported the TMW Center since 2014 to fund research and programs that help parents build their children's vocabularies for school readiness. In 2019 and 2021, the PNC Foundation expanded support to help launch the "Any Time is 3Ts Time" campaign - a community-driven suite of online, print, and in-person resources for families and community organizations. Visit [The 3Ts](#) to learn more.
  - **Online Lesson Center:** PNC Grow Up Great created a [website](#) featuring lesson plans developed by grant-funded organizations. Designed for early education 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. Currently, only virtual volunteerism is permitted due to COVID.
- 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, more than 1 million employee volunteer hours have been logged at early childhood education centers. In addition, employees donated nearly 1.5 million items for use in classrooms or for the personal well-being of preschool children.
- Grants for Great Hours Program: Employee volunteers can earn up to \$3,000 in grants to donate to a PNC Grow Up Great partner organization. Grants to such organizations, to date, total over \$9 million.

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## 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.
- The National Institute on Early Education Research (NIEER) developed a parent survey to learn about the pandemic's impact on preschool-aged children's learning and development. The survey was conducted in Spring 2020 and December 2020. PNC provided funding for this work and will utilize findings to help shape policy decisions about early education programs and resources.

## Awareness

- PNC Grow Up Great collaborates with Fred Rogers Productions and local public television stations on Be My Neighbor Day events across our markets. These events give children an opportunity to learn about ways they can be a caring neighbor. Recent events include school supply donation drives, virtual story times, drive-through parades, and even a "virtual hug" campaign.
- 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.
- In 2020, PNC Grow Up Great distributed 50,000 at home learning kits to families with young children across PNC markets. These fun educational kits help encourage ongoing discovery and enrichment for children while learning at home.

## 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 Production

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 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

The [Advisory Council](#) includes national early education experts spanning various industries and provides guidance and feedback on PNC Grow Up Great initiative.

## FOR MORE INFORMATION

Contact Sally McCrady, Director of Community Affairs for PNC Bank; Chair and President, PNC Foundation, at [sally.mccrady@pnc.com](mailto:sally.mccrady@pnc.com), or visit [www.pncgrowupgreat.com](http://www.pncgrowupgreat.com) and check out #PNCGrowUpGreat.