

PNC GROW UP GREAT GRANT REFERENCE DOCUMENT FOR POTENTIAL GRANTEES

Eligibility Criteria

PNC Grow Up Great grants must:

- Support early education initiatives that benefit children from birth to age five; and
- Serve a majority of children (51% or more) from low- to moderate-income families; and
- Adhere to all other standard PNC Foundation guidelines, as outlined on the PNC Foundation website, applicant eligibility quiz, as well as the Foundation policies and procedures; and
- Include one or a combination of the following:
 - direct services/programs for children in their classroom or community;
 - professional development/workforce development for early childhood educators;
 - family and/or community engagement in children's early learning

Additional considerations:

- The grant focus must include math, science, reading, vocabulary building, the arts, financial education, or social/emotional development.
- The grant recipient, or collaborative partner, should have early childhood education as an area of focus. If the organization's focus is beyond birth to age five, the specific grant must be earmarked for birth to age five.
- Incorporate opportunities for PNC volunteers in classroom or non-classroom-based activities, virtually or in-person.

Examples of What Meets PNC Grow Up Great Grant Criteria

- Classroom educational lesson(s) followed by a visit to a museum, science center, etc.
- Early childhood education outreach, program development and implementation (includes reasonable administrative expenses related to a program)
- Professional development for existing early childhood education teachers, assistants, etc.
- Parent/community engagement activity including the Grow Up Great primary focuses referenced above
- Development of outdoor early learning environment (e.g., classroom, play space) with educational or arts-based component

Examples of What Does Not Meet PNC Grow Up Great Grant Criteria

- Scholarships/tuition assistance for children to attend preschool
- Scholarships/tuition assistance for high school or college students or other adults who are studying early childhood education but not yet working in the field
- Health or wellness initiatives, including mental health, vision or hearing screenings, anti-obesity efforts, learning disability evaluations, medical care and research
- Treatment for abused or neglected children
- Capital campaigns (e.g., equipment, building renovation) or operating expenses (e.g., teacher salaries)
- Curriculum purchases
- Pre-natal education visits or infant safety items
- Passes or memberships to cultural organizations. Exceptions may be granted for memberships to rotate throughout parents within the early education center or for passes used as an incentive-based rewards program
- Fees or travel costs related to regional/national/international conferences or training
- Sponsorships or underwriting for charitable walks or galas
- Support for advocacy efforts or legislative action including lobbying, meetings with elected officials or staff, or attendance at political fundraisers

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Quick Tips

- In the Funding Information section of the CyberGrants application, select **Education** as the “Funding Category” – with **Early Childhood Education** then selected in the “Education Type” secondary drop-down field.
- Provide as much detail as possible on the budget breakout categories.
- Low- to Moderate-Income (LMI) requirements are required for PNC Grow Up Great (and CRA) eligibility. In the “Project/Program Description” field in the Request Information section of the CyberGrants grant application please include a clear description of how 51% or more of children supported are from LMI families. Further, supporting documentation that demonstrates that 51% or more of the population served is LMI must also be uploaded.
 - Examples of supporting LMI documentation: Head Start information; child care subsidy information (for private providers); Free and Reduced Meals information (for public school districts); Medicaid information; income statistics on families to show the % under 80% of Area Median Income (AMI); a mission statement that clearly indicates a focus of supporting LMI children and families.
- **Link to access the CyberGrants Grant Application:** www.cybergrants.com/pncfoundation/application
Link to access the Eligibility Quiz: www.cybergrants.com/pncfoundation/eligibilityquiz