

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 (>50%) from low- to moderate-income families; 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.

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 early childhood educators
- 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 OR adults entering the early education 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) 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 conferences or international cultural training
- Sponsorships or underwriting for charitable walks or galas

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 essential for Grow Up Great (and CRA) eligibility. Ensure that the grant partner provides LMI indicators as evidence that their request will be serving majority LMI. This is typically captured in the Project/Program Description field in CyberGrants. For example: This grant will serve pre-K children in the Pittsburgh Public Schools (PPS). PPS as a district has a majority of students with Free and Reduced Lunch (LMI indicator).
- Here are the CyberGrants URLs to access the Grant Application: www.cybergrants.com/pncfoundation/application along with the Eligibility Quiz: www.cybergrants.com/pncfoundation/eligibilityquiz