



**PNC
CORPORATE SOCIAL
RESPONSIBILITY**

Exploring our environmental, social
and governance commitments

DECEMBER 2018

Shopping Online? Foil the Fraudsters with These Tips



There it is, that fantastic gift everybody wants but has been so hard to find. Your excitement builds as you take out your credit card and begin typing in the number and expiration date quickly ...

One of the biggest mistakes shoppers can make when buying online is failing to shop with legitimate online retailers. Instead of buying gifts, shoppers are handing over their credit card information to fraudsters.

[Read more](#) from Trevor Buxton, fraud communications manager and Certified Fraud Examiner at PNC.

PNC Crezca con Éxito and Hispanic Heritage Month



Building on the success of the annual PNC Grow Up Great Day of service, PNC Crezca con Éxito Day brought together more than 150 employees across PNC markets to provide support for early childhood education initiatives during Hispanic Heritage Month.

The Latino Employee Business Resource Group (EBRG) led the effort and employees in other EBRGs, including Multicultural, African American, Women Connect, PNC Proud (LGBTQ+) and PREP (emerging professionals), joined in. The EBRGs are an important part of PNC's diversity & inclusion strategy and support employees with a shared heritage, gender, sexual orientation, background or interest in intergenerational connection, and are open to anyone who supports their mission.

Throughout the month, these employees volunteered more than 500 hours at preschools in their communities. In addition to outdoor maintenance, landscaping playgrounds, cleaning up classrooms and painting, employee volunteers prepared emergency evacuation materials for classrooms, delivered school supplies and spent time with children and teachers.

You can learn more about PNC Grow Up Great, our signature early childhood education initiative, in [English](#) or [Spanish](#).

Decorated Veteran Receives Keys to Mortgage-Free Home

On November 7, Former Master Sgt. Michael Levine and his family received the keys to their new home in Stantonsburg, North Carolina. PNC Bank and the Military Warriors Support Foundation donated the four-bedroom, two-bath house to Levine, who was wounded during his second tour of Iraq in 2005. Levin is a 24-year veteran of the U.S. Army and the Iowa Army National Guard. He received the Purple Heart and many other commendations for his service.

"We have our freedom today because of your sacrifice and your family's sacrifice," said Jim Hansen, PNC regional president of Eastern Carolinas, in opening remarks. "Welcome home."



It Took an Opportunity to Give Life to an Old Building



The Opportunity Zone program, part of the federal tax legislation passed in December 2017, is the latest in a series of tax-incentive programs designed to encourage investment, jobs and economic growth in low-income or economically distressed communities across the country. The newly created PNC Opportunity Zone Investment, together with traditional Community Development Banking financing and the use of historic tax credits, is helping to breathe new life into a 125-year-old former ice plant and cold storage warehouse in Bethlehem, Pennsylvania.



“We view this program as a natural extension of what we do every day,” said Kevin Rogers, senior vice president of Community Development Banking at PNC Bank. “This supports our commitment to finding investment opportunities that provide affordable housing, economic development and revitalization in the communities in which PNC operates.”

[Read more.](#)

Meet PNC's First Accessibility Officer

As organizations deepen their commitment to diversity and inclusion, a best practice is emerging: companies like PNC are adding roles specifically focused on disability and accessibility.

In late 2017, a team of leaders from around the company convened to form a ‘disability roundtable’ to advance PNC’s work around disability inclusion. As the team explored opportunities and needs, one recommendation was clear: hire an accessibility officer.

“Leaders at all levels of the organization are committed to accessibility and disability inclusion,” says Greg Pollock, PNC’s first-ever accessibility officer, “and my position is proof of their commitment to this strategy.”

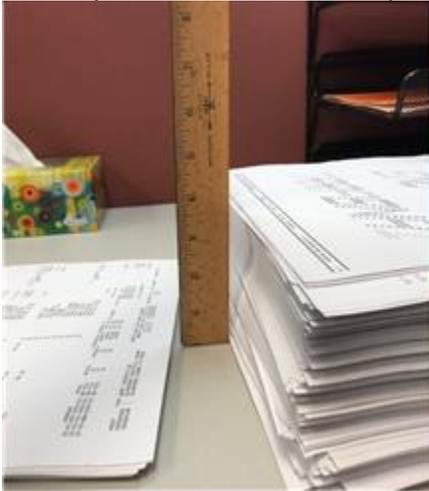
[Read more.](#)



It Takes a Village: Corporate Social Responsibility in Action

PNC's commitment to Corporate Social Responsibility depends on the everyday actions of our employees. Recently, two employees in our Camp Hill, PA office recognized an opportunity to better live our commitment to environmental sustainability while also eliminating an issue that wasted employee time and money.

Every night, a set of 57 reports was automatically generated and sent to the Camp Hill office printer. The team only needed five of these 57 reports - in fact, they were shredding four inches of paper *every day*.



Employees Jaylene Barnowsky, client solutions supervisor and Jack Dreibelbis, senior client solutions specialist, reached out to colleagues and a project team was formed. Working together, they found ways to access the reports virtually and eliminate the unnecessary printing of these documents.

PNC's goal is to reduce our paper usage by ten percent each year. One component of reaching this goal is the efficient enterprise-wide management of our printers, copiers, scanners and fax machines. But meeting this goal would not be possible without the vigilance, creativity and daily action of our employees.

[Learn more](#) about PNC's commitment to environmental sustainability.

Contact Us

You can reach us by email at CSR@PNC.com, or follow us on social media!



For more information

Visit PNC's Corporate Social Responsibility website at www.pnc.com/csr for more information, our latest CSR Report and more. Additional information on PNC is also available on our corporate website at www.pnc.com/investorrelations.