



# Inspiring Great Futures for Young Children

## Initiative Fact Sheet

**PNC Grow Up Great®** is a \$350 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 4 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.

### 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:

#### 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*
- Jerlean 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*

#### Sesame Workshop

Sesame Workshop is the nonprofit educational organization behind *Sesame Street* helping kids grow up smarter, stronger and kinder!

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#### 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.

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## A COMPREHENSIVE APPROACH

### Grants

- Approximately \$137 million in grants have been distributed to Head Start and other organizations that support early childhood education. *PNC Grow Up Great* has established innovative school readiness programs that emphasize vocabulary as preschoolers learn math, science, the arts and financial education. They include:
  - **Community Vocabulary Initiative:** The initiative brought together non-profit organizations in 10 cities to collaborate across their community-facing programs in support of children's vocabulary development. The programs help families and caregivers develop positive routines and habits that support children's language skills. Here are sample programs that were part of the \$13.65 million initiative:
    - **Charlotte, N.C.** – Led by the Charlotte Mecklenburg Library, the bilingual program assists 700 children and their families in two city neighborhoods. Features include museum visits, weekly story time, art activities, summer programs, and take-home books, art supplies and science kits.
    - **Chicago** – Three organizations, led by the Chicago Public Library, offer highly engaging family activities with strategies to promote vocabulary development in the home. Program partners offer story hours, parent workshops and family reading nights as part of the bilingual program serving three communities.
  - **Online Lesson Center:** PNC created a website ([pncgrowupgreat.com/lessoncenter](http://pncgrowupgreat.com/lessoncenter)) 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.
  - **Thirty Million Words®:** The University of Chicago Medicine initiative is engaging 200 families to help parents build their children's vocabularies. The program derives its name from a study that determined an at-risk child by age 4 may have heard 30 million fewer words than a child from more highly educated family. The PNC-funded effort will follow the children from age 15-months to kindergarten as part of a five-year longitudinal study.

### 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.
- *Grants for Great Hours Program:* Employees who volunteer at least 40 hours within a twelve month period at a qualified nonprofit early education program earn a \$1,000 grant that is donated to the preschool in the employee's name. Groups of employees may volunteer as a team and apply for a grant of up to \$3,000. Grants to qualified preschools to date total approximately \$6.1 million.
- Since *Grow Up Great's* 2004 inception, more than 61,000 PNC employees have volunteered and approximately 747,000 volunteer hours have been logged at early childhood education centers. In addition, employees donated more than 1 million items for use in classrooms or for the personal well-being of preschool children.

### Advocacy

- PNC is leveraging its influence with the business community, policymakers and other key influencers to elevate discussions about the importance of access to quality early childhood education.
- Peter J. Danchak, regional president for PNC Bank, Northeast Pennsylvania, serves as co-chair of the Pennsylvania Early Learning Investment Commission. Comprised of business leaders from across the state, the commission seeks support for public investment in early learning.
- 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.

### Awareness

- *PNC Grow Up Great* has an ongoing campaign to communicate the importance of school readiness. These efforts have garnered approximately 7.2 billion media impressions since the program's inception.
- Sesame Workshop has created a new digital resource for young children. The free, interactive storytelling experience is available at [SesameStreetInCommunities.org/storycircle](http://SesameStreetInCommunities.org/storycircle). The bilingual game features story time in the classroom in which the user (or two users together) contribute to creating a story that has a very clear beginning, middle and end.
- PNC and Sesame Workshop also developed the multimedia educational kit, "Words Are Here, There, and Everywhere," the most recent in a series of English/Spanish school readiness kits. More than 3 million kits have been distributed and are available at no cost at PNC Bank branches and available for download at [pncgrowupgreat.com](http://pncgrowupgreat.com).

### 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 for PNC Bank, at [sally.mccrady@pnc.com](mailto:sally.mccrady@pnc.com), or visit [www.pncgrowupgreat.com](http://www.pncgrowupgreat.com).