



# PNC Grow Up Great

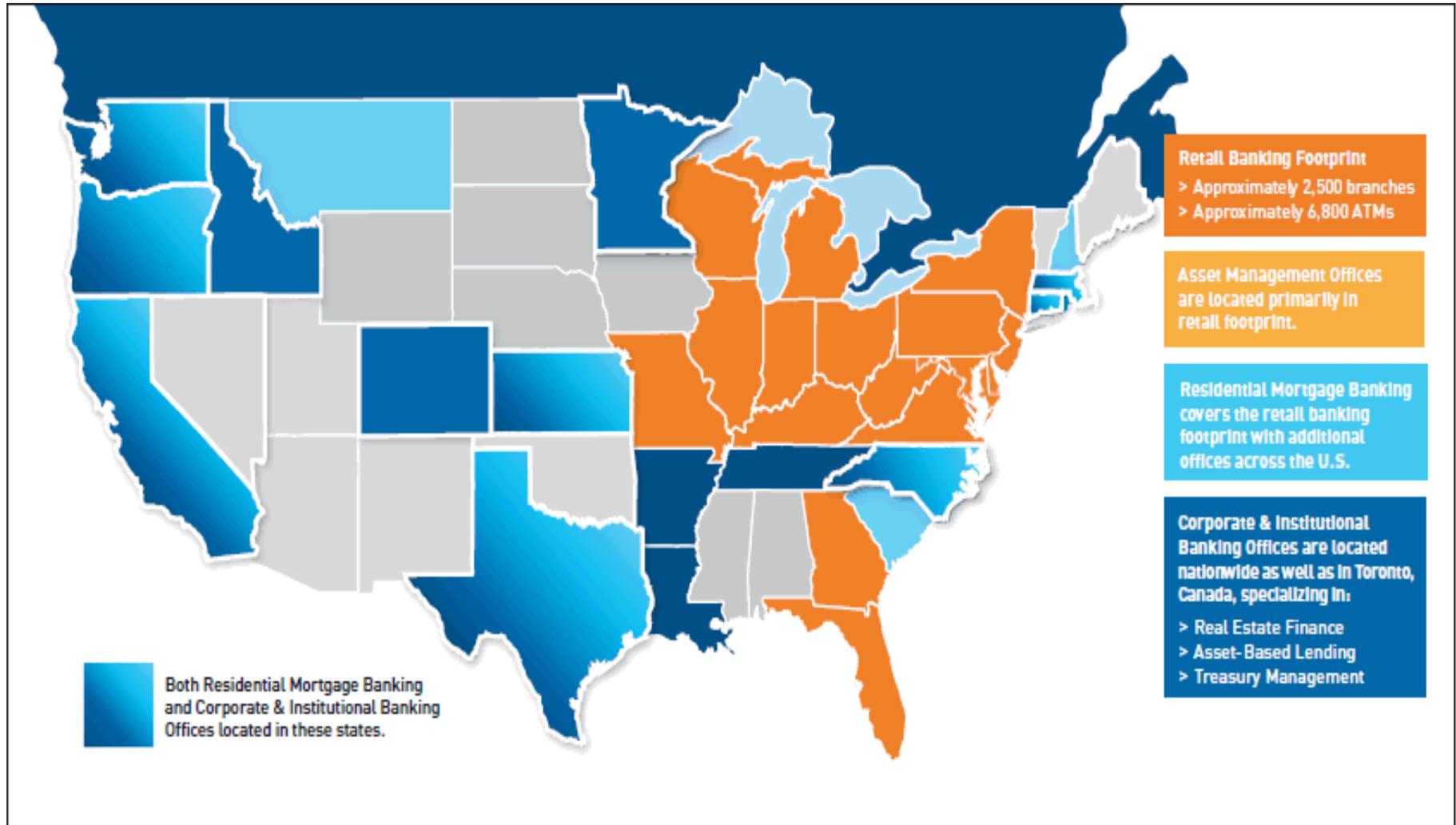
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# The PNC Financial Services Group



# Why Early Childhood Education



- U.S. Economy is based in knowledge and skill, yet workforce is ill prepared to compete
- A child's education between years 0-5 determines a lifetime learning trajectory
- Economic benefit of early education and aligns well with PNC's business
  - Economists estimate as high as a \$16 return on investment for every \$1 invested in high quality early childhood education
- Experts expressed a desire for a corporation to raise awareness of the issue
- Employees felt particularly connected to children and education

# The Vision



- Focus the power of a Fortune 300 company around one cause
- Develop a meaningful, cutting-edge and measurable program
- Involve the entire company in some capacity
- Enhance brand preference and appeal
- Be recognized by stakeholders as a community leader

# The Program



*Issue*

***Early Childhood Education***

*Resources*

**PNC Leadership**

**PNC Dollars**

**PNC Assets**

*Elements*

**Volunteerism**

**Advocacy**

**Grants**

**Awareness**

# How We Chose our Partners



- ✓ Reaches across PNC footprint
- ✓ Credible organization
- ✓ Proven, measurable results



The nonprofit organization behind Sesame Street and so much more

- ✓ Recognizable and appealing to general public
- ✓ Expertise in developing quality materials
- ✓ Strong national communications vehicle



- ✓ Experts in teacher and volunteer training
- ✓ Strong relationships in Pittsburgh area
- ✓ Pioneer in addressing children's feelings

# Program Impact - Children



**\$90 million** in math, arts, science, and financial education grants

**485,000 volunteer hours** by more than 42,000 PNC employees

**390,000 educational and personal supplies** donated



**Difference-maker for Children**

**3 million+ *Ready for School* kits** distributed

**2.3 million children** benefited from PNC grants and programs

**162,000 teachers** received professional development

## *Personal Impact*

**“In 14 years, I’ve never seen our Head Start program so excited about science.”**

**“We are extremely thankful for the volunteers . . .**

**The children truly benefit from the individual help and attention.”**

**– *Head Start Teachers***

**Other ways we impact children:** Mobile Learning Adventure, *Growing Up Together Under One Big Sky* mobile planetarium tour, Grow Up Great with Science

# What's Next... Vocabulary



- Marker that commonly determines a child's likelihood of success by kindergarten is basic vocabulary
- Direct link between academic success of a child is the number of words he or she has heard
- Literacy experts emphasize the importance of natural conversations during play

- **Results of the evaluation of the “Math Is Everywhere” kit**
  - **Parent results:**
    - 97% of parents indicated that the program increased the amount of time their child spent in math-related activities
    - Over 90% of parents indicated some or a lot of change in children’s interest in counting, sorting and matching
  - **Teacher results:**
    - Over half of the teachers indicated that they will be teaching math differently
    - Teachers’ perceptions of the children’s interest in math increased significantly
    - **Teachers and their students became more comfortable with math and reported increases in the use of math in everyday environments.**



# Program Impact - PNC



**54% of employees** gained strong sense of pride from program

These employees are **nine times more likely** to be engaged



**Difference-maker Supporting Brand & Leadership**

**Earned billions of media impressions**

**Appeals to consumers** of whom 62% believe just giving money is not enough

**Proven ability** to garner media attention and enhance reputation

**Opened the door** to new relationships in the community

**Other ways PNC makes an impact:** Awards, editorials, thought leadership in the community, connecting to local and state officials, recruiting GenY