



\$5 million initiative to help preschool teachers obtain more classroom resources

- **The PNC Foundation** and **Donors Choose.org** have joined together to help preschool teachers obtain more classroom resources through DonorsChoose.org’s education funding platform. The \$5 million initiative is expected to impact approximately 200,000 preschool children over the two-year relationship. It consists of:

<p style="text-align: center;">Part 1: Flash Funding</p> <p>Immediately funds all pre-K project requests in 22 states and the District of Columbia where PNC has a significant presence.</p> <ul style="list-style-type: none"> • April 4, 2017 donation of \$504,000 flash funded 849 projects and experiences in public and charter pre-K classrooms. • That includes approximately \$30,000 for 50 projects in North Carolina. 	<p style="text-align: center;">Part 3: Match Funding</p> <p>Matches dollar-for-dollar donations to pre-K requests on DonorsChoose.org that fall within PNC’s service area.</p> <ul style="list-style-type: none"> • The duration of the match campaign will depend on the number of project requests and donations. The offer is subject to restrictions and a maximum dollar amount. Specific guidelines on the match offer are available at donorschoose.org.
<p style="text-align: center;">Part 2: Adds Head Start to DonorsChoose.org</p> <p>Allows Head Start teachers across the U.S. to request resources through DonorsChoose.org <u>for the first time</u>. As a result, more pre-K teachers can provide quality educational experiences that enhances student outcomes.</p> <ul style="list-style-type: none"> • Head Start supports 1 million+ children every year (ECLKC Fact Sheet), yet still reaches fewer than 40 percent of 3- and 4-year-olds in poverty. Head Start services are provided by more than 1,700 organizations across the U.S., including dedicated centers, schools, community-based settings, farmworker camps and in more than 155 tribal communities (ECLKC About Us). 	<p style="text-align: center;">Part 4: Employee Volunteerism Equates to Dollars for Pre-K Classrooms</p> <p>Provides 14,500 PNC employees who volunteered in 2016 with a \$50 electronic gift card to donate to project requests on DonorsChoose.org.</p> <ul style="list-style-type: none"> • The employee gift cards direct <u>up to \$725,000</u> to fill teacher project requests on DonorsChoose.org. • PNC employees are <u>paid up to 40 hrs/year</u> to support pre-K children and contribute to their personal well-being through classroom volunteerism. Employees earn grants for the classrooms where they volunteer. • Employees who are proud of PNC Grow Up Great® are 12 times more likely to be considered engaged. • Here in the Eastern Carolinas, we have provided \$150,000 in volunteer grants and employees have volunteered 8,000 hours in support of pre-K programs and classrooms since introducing the initiative in 2012.

High quality early education is essential to children’s achievement

- Education budgets are under constraints, creating a need to help teachers provide additional classroom resources that enrich student learning.
- High quality pre-K environments create improved learning for students compared to children in lesser quality environments.
- High quality birth-to-age 5 programs for disadvantaged children can deliver a 13 percent per year return on investment – Source: *Nobel Laureate in economics James Heckman, Ph.D., via [December 2016 study](#).*

The Need: Topline Analysis of National Head Start Association Study

1,513 Head Start teachers reported:

- 94% need more resources to enrich the classroom
- 93% purchase supplies with their own money
- 84% are unable to fund experiences they want to provide
- 88% spend up to \$500 of their own money

Editor’s note: Related multimedia assets at http://pnc.mediaroom.com/pnc_donorschoose.org_projects. For more info, visit <http://www.pncgrowupgreat.com> and follow Grow Up Great on <http://www.youtube.com/PNC>.