



## \$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:*

### **Part 1: Flash Funding**

Immediately funds all pre-K project requests in 22 states and the District of Columbia where PNC has a significant presence.

- April 4, 2017 donation of **\$504,000 flash funded 849 projects** and experiences in public and charter pre-K classrooms.

### **Part 3: Match Funding**

Matches dollar-for-dollar donations to pre-K requests on DonorsChoose.org that fall within PNC's service area.

- 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](http://donorschoose.org).

### **Part 2: Adds Head Start to DonorsChoose.org**

Allows Head Start teachers across the U.S. to request resources through DonorsChoose.org for the first time. As a result, more pre-K teachers can provide quality educational experiences that enhances student outcomes.

- 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](#)).

### **Part 4: Employee Volunteerism Equates to Dollars for Pre-K Classrooms**

Provides 14,500 PNC employees who volunteered in 2016 with a \$50 electronic gift card to donate to project requests on DonorsChoose.org.

- The employee gift cards direct up to \$725,000 to fill teacher project requests on DonorsChoose.org.
- PNC employees are paid up to 40 hrs/year 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.

### **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>. For more info, visit <http://www.pncgrowupgreat.com> and follow Grow Up Great on <http://www.youtube.com/PNC>.