Quick Hits: Early Childhood Education

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PNC FINANCIAL SERVICES GROUP

National: Asset Management, Corporate & Institutional Banking and Retail Digital Presence (includes AK, HI)

Regional: Asset Management, Corporate & Institutional Banking and Retail Bank Branch Presence
PNC FOUNDATION: THE MISSION

• Economic Development
  • Includes support for arts and cultural organizations

• Education
  • Emphasis on early education initiatives serving low- and moderate-income children
THE VISION
• Focus the power of the company around one cause
• Develop a meaningful, cutting-edge and measurable program
• Be recognized by stakeholders as a community leader

WHY EARLY CHILDHOOD EDUCATION?
• Survey of employees revealed children and education as desired focus
• Compelling research on long-term impact
• Economic benefits
  • Economic and workforce development tool
  • Social and economic mobility
• Experts expressed a desire for a corporation to raise awareness of the issue, and to serve as an unexpected advocate
PNC GROW UP GREAT: A SUMMARY

MISSION: Inspiring great futures for young children

DESCRIPTION: A $500 million, multi-year, bilingual school readiness initiative that began in 2004 to help prepare children – particularly underserved children – from birth to age 5 for success in school and life. Provides innovative opportunities that assist families, educators and community partners to enhance children’s learning and development.

PROGRAM ELEMENTS:
• Grant funding
• Volunteerism
• Awareness efforts
• Advocacy of the issue
MARKET GRANTS
- 20% of market grants budget allocated toward early childhood education
- Locally driven and administered

CORPORATE GRANT PARTNERS
- Sesame Workshop
- Fred Rogers Productions
- DonorsChoose
- TMW Center for Early Learning + Public Health, University of Chicago
- National Association for the Education of Young Children (NAEYC)
- National Center for Families Learning (NCFL)
- National Head Start Association / HeadStarter Network
- National Institute for Early Education Research (NIEER)
PANDEMIC DISRUPTS EARLY CHILDHOOD EDUCATION

Even though children are shown to be the least vulnerable to COVID-19 health dangers, they’ve been hit hard by the disruption of preschool opportunities triggered by the pandemic.

PRE-K PARTICIPATION HAS TUMBLED

In-person and online learning aren’t enough to restore pre-pandemic participation levels.

THE BIG BOOK DIVIDE

Books are essential to early childhood learning. But today, young children in lower-income homes are at a distinct disadvantage in the number of books available to them compared to children in homes of greater means.

PARENTS AND CAREGIVERS STRUGGLE TO FILL THE PRESCHOOL VOID

While many parents and caregivers have been forced to remain at home during the pandemic, the amount of time spent on in-person learning activities has declined.

OUTDOOR PLAY IS IN SHORT SUPPLY

The outdoors offers countless learning opportunities for kids. But during COVID-19, fewer than half of 3- to 5-year-olds enjoy frequent outdoor play. Children from all backgrounds are not getting much time outdoors.

PRE-K ENROLLMENT:

<table>
<thead>
<tr>
<th>Age</th>
<th>Spring 2020</th>
<th>Fall 2020</th>
<th>Inc. Rem. 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-5</td>
<td>51%</td>
<td>37%</td>
<td>24%</td>
</tr>
<tr>
<td>4-6</td>
<td>51%</td>
<td>37%</td>
<td>24%</td>
</tr>
</tbody>
</table>

PARENTS & CAREGIVERS SPEND MORE TIME IN FRONT OF A SCREEN

While experts recommend no more than 1 hour of screen time per day for children under age 5, the norm during the coronavirus pandemic has doubled that or more in most U.S. households.

PARENT EDUCATION IMPACTS SCREEN TIME

Whether you’re trying to find more ways to create a fun at-home learning experience, or looking to grow your preschooler’s collection of engaging, entertaining books, PNC Grow Up Great® is here to help. Since 2004, we’ve been helping to inspire a love of learning that lasts a lifetime. Now, with so many parents and caregivers spending more time at home, we’re connecting you to the resources you need to make this an enriching time for you and your child.

- pncgrowupgreat.com
- niever.org
UP TO 40 HOURS PER YEAR PAID TIME OFF

DIVERSE OPPORTUNITIES

- Donate to book and school supply drives (virtual and in-person)
- Assist classroom teachers
- Serve on committees or boards
- Provide skills-based or technical support
- Document translation
- Build a playground or landscape
- Classroom painting

GRANTS FOR GREAT HOURS
PNC GROW UP GREAT ADVOCACY

SUMMARY:
• PNC leverages its influence with the business community, policymakers and other key influencers to elevate discussions
• PNC has created a broad coalition of organizations, particularly among other business leaders, that are now equally as passionate about the issue

APPROACH:
• Emphasis on expanding access and improving quality standards
• Focus on state-level and/or regional-level (county or municipality) advocacy
• Importance of partnerships with one or more community entities
PNC GROW UP GREAT: THE IMPACT

GRANTS:
• More than $217 million awarded

VOLUNTEERISM:
• More than 1 million volunteer hours
• Over $9 million Grants for Great earned
• Approximately 1.5 million books and other items collected

AWARENESS:
• DonorsChoose – PNC campaigns totaling more than $10 million leveraged several million dollars more from citizen donors since 2017
• Broad awareness campaigns highlighting Sesame Street™ resources
• Over 4 million printed resources distributed since 2004
• More than 8 million digital resource plays since 2016

ADVOCACY:
• Elevated state and local discussions about the issue
PNC GROW UP GREAT: THE IMPACT

MORE THAN 8 MILLION CHILDREN SUPPORTED
QUESTIONS?
MAUREEN WEBER
President and CEO, Early Learning Indiana

ANDREW PERRIN
Regional Sales Executive, Treasury Management, PNC Bank

Moderated by JEANINE FAHNESTOCK
Feeling inspired?

PLEASE RATE THIS SESSION BEFORE LEAVING