



In 2007, the PNC Foundation awarded \$12 million in grants to nonprofit organizations that further community goals which are driven by two priorities:

- (1) Early childhood education, and
- (2) Community and economic development.

Early Childhood Education

In 2004, PNC launched *Grow Up Great*, a 10-year, \$100 million investment to help prepare children from birth to age five - with a focus on underserved children - for success in school and life. *PNC Grow Up Great* is the most comprehensive corporate-based school readiness program in the nation committed to helping produce stronger, smarter and healthier children, families and communities. PNC Foundation grants have established innovative programs for preschoolers in math and science, and funded classes emphasizing the arts.

Community and Economic Development

Community and economic development funding has focused on providing affordable housing and community services support for lower-income families.

How We Do It

Through *PNC Grow Up Great* and related Foundation giving, we are working to effect meaningful change in our community.

- Our goal is to partner with good non-profit organizations and make thoughtful grants to further our mutual objectives.
- We understand that investing in human capital, as we do with *Grow Up Great*, is an important part of community development.
- PNC Foundation support for the arts has resulted in new initiatives that encourage arts organizations to create programming for preschoolers, and emphasize the value of the arts in revitalizing communities.

Measurement

PNC Grow Up Great demonstration grants incorporate measurements for evaluating success and appraising program outcomes. For instance, successful demonstrations in math and science have shaped an expansion initiative focusing on these educational areas and benefitting communities across our footprint.

Awards

- Excellence in Corporate Philanthropy Award (2007)
- Corporate Stewardship Award, U.S. Chamber of Commerce (2006)

The PNC Foundation receives its principal funding from The PNC Financial Services Group, Inc. (NYSE: PNC), one of the nation's largest diversified financial services organizations.