PNC Arts Alive Initiative Extended and Enhanced in St. Louis

- **PNC Foundation commits $1 million to support arts organizations in Greater St. Louis**
- **New for 2021: Next-generation capacity-building opportunities, 24-month funding cycle**
- **Accepting proposals for 2021-2023 grant programs until Jan. 5, 2021**

ST. LOUIS, Nov. 23, 2020 – As arts organizations revisit their artistic identities, audience development strategies and business models to succeed in today's environment, the PNC Foundation is committing an additional $1 million to non-profit cultural institutions in Greater St. Louis. This funding will be distributed over a five-year period, and represents an extension and evolution of PNC Arts Alive, through which PNC has granted $3 million to visual and performing arts groups throughout Greater St. Louis since 2010.

Built on the premise that engagement in the arts enriches lives and builds stronger, more vibrant communities, the PNC Arts Alive initiative will continue empowering arts organizations to expand audience participation and engagement. Additionally, in 2021, enhancements to PNC Arts Alive in St. Louis will be introduced to help arts nonprofits improve their business resilience and sustainability.

In addition to funding, grant recipients will benefit from next-generation capacity-building sessions and access to experts — including members of PNC's enterprise innovation team — who will encourage the consideration and adoption of "next practices" such as design thinking and various principles of successful startups. The 24-month grant funding cycle will allow for learnings to be incorporated by participants throughout the execution of their grant projects.

"Since establishing a presence in Greater St. Louis 10 years ago, PNC has helped local institutions make the arts more accessible to diverse audiences," said Michael Scully, PNC regional president for St. Louis. "While that objective remains, we recognize that now is a critical time for the arts community as it adapts, rebuilds and reimagines the landscape for visual and performing arts. The next phase of PNC Arts Alive will provide organizations the space, funding and time to design the future of the arts — with a focus on sustainable programming."

PNC is now accepting grant proposals from qualified arts organizations in Greater St. Louis for new or evolving programs that are designed to increase audience development and diversification. The deadline for proposals is 5 p.m. Jan. 5, 2021. Additional information about the application process and registration details for a Nov. 30, virtual Q&A session with prospective applicants can be found here. The 2021-2023 grant recipients will be announced in April 2021.

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (www.pnc.com), actively supports organizations that provide services for the benefit of communities in which it has a significant presence. The foundation focuses its philanthropic mission on early childhood education and community and economic development, which includes the arts and culture. Through Grow

Up Great, its signature cause that began in 2004, PNC has created a bilingual $500 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life.

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