PNC Institutional Asset Management® Launches PNC Gifting Portal℠

New solution offers holistic approach to nonprofits sponsoring donor-advised funds

PITTSBURGH, March 8, 2021 – PNC Bank's Institutional Asset Management® (IAM) organization announced the launch of its newest offering for nonprofit organizations – the PNC Gifting Portal℠ – intended to streamline how charitable organizations manage donor-advised funds (DAFs), an increasingly popular designated account that holds funds allocated to charitable causes by a sponsoring nonprofit at the recommendation of the donor.

The portal is a significant investment in technical capabilities offered by IAM to its nonprofit clients, many of which regularly face challenges effectively managing assets while navigating a complex regulatory environment.

"Charitable organizations must increasingly do more with less, and we created this offering with that challenge in mind" said Henri Cancio-Fitzgerald, managing director of Nonprofit Solutions for PNC Institutional Asset Management. "The PNC Gifting Portal is designed to help our nonprofit clients better manage investment, administrative and philanthropic tasks, so their focus can be on their most important work, achieving their missions."

The PNC portal offers a secure online platform that provides the ability to streamline administrative tasks to charitable organizations, while providing a seamless donation experience to DAF contributors. Access to the portal is provided to nonprofit clients through IAM services offered as part of a bundled solution, including:

- Investment management, custody and responsible investing services;
- Administrative support with subaccounting, recordkeeping and real-time transaction processing;
- Access to educational resources and a dedicated team to manage investment; and
- Administration of planned giving programs.

"The bundling of our services as part of the PNC Gifting Portal offering sets us apart from competitors in this space. We are providing clients an opportunity to upgrade current abilities or create a customized platform while a team of experts handles investments and administration," said Cancio-Fitzgerald.

Best suited for charitable organizations with over $1 million in DAF assets, the PNC Gifting Portal and bundled solution offering is now available. For more information, visit the PNC Gifting Portal section of pnc.com.

PNC Asset Management Group, a member of The PNC Financial Services Group, Inc., is a relationship-based provider of investment, planning, banking and fiduciary services to wealthy individuals and institutions through the proactive delivery of value-add ideas and solutions. The Asset Management Group offers personal asset management for high and ultra-high net worth individuals and families and institutional

asset management services to corporations, healthcare systems, insurance companies, unions, municipalities and nonprofits. For more information about PNC Asset Management, visit www.pnc.com.

The PNC Financial Services Group, Inc. (NYSE: PNC) iis one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking including a full range of lending products; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management.

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