

President Bush's New Director of Faith-Based Initiatives, John Dilulio, Discusses Pros and Cons of New Government Program at Community Development Conference, Sat., March 31

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Should local religious organizations participate in President Bush's new faith initiative? How else can they raise funds, plan for their future and tap into resources that can help their communities become healthier? The answers to these and many more questions can be found at a free conference on Saturday, March 31 from 8:30 a.m. to 4 p.m. at Friends Meeting House, 4th and Arch Streets, Philadelphia. John Dilulio, newly-appointed Director of the White House Faith-Based and Community Initiatives is keynote speaker. To register for the conference, call 215-573-7272.

Presented by the Program for the Study of Organized Religion and Social Work (PSORSW), the conference - Empowering to Build Healthy Congregations: Growth and Vision -- is sponsored by The PNC Financial Services Group. The day-long event will offer workshops from experts in community development, financial services, faith-based economic development, grant writing, funding regulations, compliance and fund-raising, and program planning and development. Workshop speakers include: Professor Ram Cnaan, Director of PSORSW, University of Pennsylvania; Reverend W. Wilson Goode, Public Private Ventures; Louis Lugo, Pew Charitable Trusts; Reverend Herbert Lusk, People for People; Dede Myers, Federal Reserve Bank; Frank Sitner, Shirlyn Swann, and Lori Perkins from PNC Bank; and Reverend Dean Trulear, Yale University.

"The purpose of this event is to affirm the work of Philadelphia's faith-based communities as well as to inform them of new faith initiatives that are vital to their work in community-serving ministries," said Reverend Rodney D. Rogers, associate director of the PSORSW. "It is our intention to be supportive of ministries that have the greatest potential for improving the lives of the 'least of these' in urban America," he added.

Additional sponsors include the Center for Urban Theological Studies, Episcopal Services, the Federal Reserve, Northwest Interfaith Movement, the Philadelphia Baptist Association, Public Private Ventures, and the University of Pennsylvania.

Representatives from PNC's Development Bank will present information on services that PNC offers to churches, community-based organizations, businesses and individuals to help their communities prosper and grow including flexible financing options, equity investments, financial education, and technical assistance.

"In addition to money management tools and access to credit, PNC believes that shared financial knowledge is key to empowering individuals and businesses to taking control of their money, and their futures," said Preston Pinkett, senior vice president of PNC Bank and director of the Development Bank. "Education is an important part of our commitment to developing relationships with our customers, and with our communities."

The PNC Financial Services Group, Inc. (NYSE: PNC), headquartered in Pittsburgh, is one of the nation's largest diversified financial services organizations, providing regional banking, corporate banking, real estate finance, asset-based lending, private banking, asset management and global fund processing services.

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SOURCE: PNC Financial Services Group, Inc.

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