

PNC Foundation Renews Support of United Way Program To Prepare Local Children For Success In Kindergarten

YOUNGSTOWN, OH, June 30, 2011 – The [PNC Foundation](#), which receives its principal funding from The PNC Financial Services Group, announced today a \$25,000 grant to renew its support of the United Way’s “Success by 6” program in the Mahoning Valley. Last summer, with financial support from the United Way and PNC’s donation, the Success by 6 initiative prepared more than 300 students to enter kindergarten. This donation will allow the program to continue this summer and also expand from 14 schools in Mahoning and Trumbull County to an additional school in Boardman. The grant was made by PNC in support of [Grow Up Great](#), its 10-year, \$100 million bilingual initiative to improve early childhood education.

“Research indicates that early education and school readiness initiatives are long-lasting, impacting our children, society and the health of our economy for generations to come,” said Theodore M. Schmidt, PNC regional president for Youngstown. “At PNC, we have made a commitment to kindergarten readiness programs, and the overwhelmingly positive results of Success by 6 demonstrate the effectiveness of the program.”

Success by 6 is a framework developed by the United Way to provide children with the resources and education to prepare them to enter kindergarten. The Success by 6 program improves the language, social/emotional development, cognitive and physical skills of participating children through four weeks of focused instruction designed to familiarize them with the physical structure and routines of the classroom and develop relationships with teachers and other children. Eighty-six percent of the 324 children who completed last year’s program increased their kindergarten readiness test scores by an average of 12 points over their pretest levels.

“During the course of the program, parents and teachers alike witness the children becoming more comfortable and confident in the four short weeks of the program and excited about the school year to come,” said Bob Hannon, president of the United Way of Youngstown and the Mahoning Valley. “PNC’s funding was critical for the continued expansion of the pre-K readiness program in Mahoning Valley. Their combined support of \$50,000 over the past two years has made them our largest corporate sponsor of the program.”

Gift of Kits: Success in School

As part of PNC’s dedication to early learning and education, Schmidt presented the United Way with a gift of 480 For You, for Me, for Later – First Steps to Spending, Sharing, and Saving multimedia kits for use by participating Success by 6 schools.

Developed in conjunction with Sesame Workshop as part of an ongoing partnership with PNC, the free bilingual kits include a parent/caregiver guide, a children’s activity book that introduces concepts of spending, sharing and saving and an original Sesame Street™ DVD with Elmo, Cookie Monster and their friends. More than 1 million kits will be produced. All bilingual materials will be available for free at PNC

Bank branches, pncgrowupgreat.com, and sesamestreet.org/save. Additional materials are available online, including an educator's guide and an interactive game featuring Cookie Monster.

About The United Way of Youngstown and the Mahoning Valley

In existence since 1919, the United Way of Youngstown and the Mahoning Valley is a non-profit organization that raises and distributes funds to over 70 programs of 27 local health and service agencies. Each year, approximately one out of every four people in the Mahoning Valley receives services from a United Way-funded agency. The mission of the United Way of Youngstown and the Mahoning Valley is to improve lives by mobilizing the caring power of the Mahoning Valley.

About the PNC Foundation

The PNC Foundation, which receives its principal funding from The [PNC Financial Services Group](#), Inc. (NYSE: PNC), 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 its signature cause, Grow Up Great, PNC has created a 10-year, \$100 million initiative to enhance early childhood education and school readiness. For more information on Grow Up Great, please visit pncgrowupgreat.com.

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