

CORPORATE LEADERSHIP AWARD

PNC Bank



Since its inception, **PNC Bank** has been committed to providing clients with great service and powerful financial expertise. But what is as equally outstanding, or even more so, is PNC's commitment to community.

PNC's signature cause, Grow Up Great[®], is a \$350 million, multi-year English/Spanish initiative that helps prepare children from birth to age 5 for success in school and life. This initiative has benefited more than 2.6 million children since it started in 2004.

PNC encourages employee involvement in Grow Up Great[®] through a policy that offers employees 40 hours of paid time off per year for volunteerism. Since 2004, approximately 575,000 employee volunteer hours have been logged with Grow up Great[®]. In addition, Grants for Great Hours allows a PNC employee who volunteers at least 40 hours over a 12-month period at a qualified, early education nonprofit to donate a \$1,000 grant to that nonprofit. Just a small sampling of organizations on the receiving end of PNC's initiative include Early Childhood Resource Center (Stark County) and Akron Area YMCA Preschools.

If that wasn't enough, in the past 12 months, PNC granted \$300,000 to many local early childhood programs, including but not limited to, Artful Living, an early learning childhood program that immerses students in fine arts, and Summit for Kids, an annual expo for families before the start of school.

Other PNC initiatives include a new pro bono program that offers PNC attorneys opportunities to provide free legal services to individuals in their local communities and Arts Alive, an initiative to make visual and performing arts more accessible in select communities.

nominated by
**Early Childhood
Resource Center**