



## **National Philanthropy Day®**

### **2015 Winning Nominations**

#### **PNC Bank, Outstanding Philanthropic Organization**

PNC Bank has provided major support to Lucy Daniels Center's Lucy's Book Club (LBC) through its Grow Up Great initiative, enabling the LBC to expand its outreach to young children ages 0-5 in Wake, Johnston and Durham counties. Childcare centers with few resources are now able to have LBC-purchased books that support healthy social and emotional development for the children and build their literacy skills. PNC's commitment has enabled LBC to grow from what was once a modest book club to a resource for more than 22 centers in the Triangle with plans for expansion. PNC's support also enabled LBC to provide free admission for those caregivers to attend an all-day conference in 2014 entitled Bookmarked! featuring children's authors, senior-level educators and child-development experts. While LBC cannot reach all the childcare centers who desire services – there is currently a waiting list – the support of PNC has been pivotal in extending LBC's outreach. PNC Bank's internal system for rewarding employees who volunteer in the community has resulted in several key board members for Lucy Daniels Center as well as support of our major annual fundraising event, Expressions. We salute PNC Bank for coming into the Triangle area only recently yet still having a major impact upon nonprofits and their work in a short amount of time.

PNC arrived in the Triangle and immediately made an impact on the community. Partnering with numerous local organizations, PNC sponsored programs to enhance the cultural, educational and arts experience for Triangle residents. Successful programs included:

- “Grow Up Great” with the Arts, a collaboration with the North Carolina Museum of Art, Carolina Ballet and Wake County Public Schools. Grow Up Great is a program dedicated to helping prepare America's youngest children for great things in school and life.
- A music education program, “North Carolina Symphony Music Discovery,” is designed for preschool children and their families. PNC awarded a \$50,000 grant to the North Carolina Symphony to fund the program, as part of its Grow Up Great initiative.
- Through PNC PlayFREE Access, eligible preschools and community organizations can bring the children they serve to Marbles Kids Museum free of charge up to three times per calendar year.
- PNC is the presenting sponsor of the 2015 Wide Open Bluegrass Festival at the Red Hat Amphitheater. Up to half of the net proceeds from the ticket sales of Red Hat Amphitheater go to the Bluegrass Trust Fund, a 501(c) 3 non-profit organization that provides financial assistance to individuals in the bluegrass music community in times of emergency need.
- In 2012-13, a committee of community members who were involved in Civil Rights era protests assembled, curated and produced the “Confronting Change” exhibit at the Carolina Theatre. The powerful display, which was made possible by private donations and generous support from PNC, honored the peaceful protests and resolute protestors who helped desegregate the city-owned theatre via a landmark court case in 1963.