SANTA MARIA COMMUNITY SERVICES™
Helping Families Help Themselves Since 1897

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Santa Maria Community Services Receives $50,000 PNC Foundation Grant to Support Childhood Literacy in Price Hill

CINCINNATI - Santa Maria Community Services, Inc., announced it received a $50,000 PNC Foundation grant for its Promoting Our Preschoolers (POP) program. The two-year grant will help Santa Maria continue the growth and development of its POP program in Price Hill.

The POP program is a family-focused kindergarten-readiness program that works collaboratively with families, schools and the community and bases its work on home visits. By building reading, language and social skills, POP seeks to create a seamless transition into school for preschool-age children while reducing barriers to school readiness.

"We are so pleased to receive another PNC Foundation grant that will help the sustainability of this vital program," said H.A. Musser, Santa Maria Community Services president and CEO. "This grant will continue to help Santa Maria improve the health, well-being and development of the children we serve, particularly those from at-risk or disadvantaged backgrounds."

The grant is part of PNC Grow Up Great®, PNC's $500 million bilingual initiative dedicated to helping prepare children from birth through age 5 for success in school and life and supporting high-quality early childhood education opportunities.

"At PNC, we believe that investing in high-quality early childhood education is one of the most meaningful ways we can strengthen our communities and create opportunities for future success," said Warren Weber, PNC regional president for Greater Cincinnati and Northern Kentucky. "Santa Maria's 'Promoting Our Preschoolers' program is making a measurable difference for children and families in Price Hill by helping young learners build the foundational skills they need before entering kindergarten. Through this grant, we're excited to support an organization that is helping prepare children for lifelong learning and achievement."

A recent evaluation by the University of Cincinnati's Arlitt Child and Family Research Education Center found that POP significantly improves children's motor, social and conceptual skills, along with the parenting behaviors that support learning, with the strongest gains among the families who need it most.

Over 98% of families enrolled in Santa Maria's programs receive Medicaid and fewer than 30% of the parents in POP have a high school diploma. Therefore, these children tend to fall behind their peers in reading and literacy skills, which impact their lives in every area of education through their school years and beyond.

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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 PNC Grow Up Great®, its signature cause that began in 2004, PNC has created a bilingual $500+ million initiative to help prepare children from birth to age 5 for success in school and life. For more information, visit http://www.pncgrowupgreat.com.

About Santa Maria Community Services, Inc.
Santa Maria Community Services, Inc. is an independent, 501(c)3 nonprofit organization originally founded by the Sisters of Charity in 1897 and place-based in Cincinnati Ohio's Price Hill community. Santa Maria, a United Way Partner Agency provides nearly 3,000 individuals with educational tools and resources to build strong families, promote healthy residents, and foster neighborhood revitalization. Our Price Hill Family Centers provide a welcoming environment and the coaching, support, and flexibility to assist families to achieve their identified goals toward stabilization and self-sufficiency. Our mission is to be a catalyst and advocate for Greater Price Hill families to attain their educational, financial, and health goals. Our vision is for Greater Price Hill to be a vibrant, thriving, and self-sustaining community. Learn more at SantaMaria-Cincy.org.