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Three Indiana Independent Colleges & Universities Selected for PNC Financial Literacy on Campus Grants

INDIANAPOLIS, July 6, 2010 – The Independent Colleges of Indiana (ICI) announced today the selection of three Indiana independent universities to share a \$10,000 grant as part of the PNC Financial Literacy on Campus Initiative 2010. The initiative is made possible by the PNC Foundation, which receives its principal funding from The PNC Financial Service Group. The recipients are Franklin College, Valparaiso University, and Wabash College.

“Teaching young people how to manage their money for success in work and in life is a priority for PNC,” said Steve Stittle, PNC regional president for Indiana. “We look to invest in the communities we serve, and one way is by funding creative programs that address financial literacy.”

“We are very pleased that PNC has stepped forward to offer such creative financial support to our campuses,” said Richard Ludwick, ICI president and CEO. “Now more than ever, students need guidance and direction in planning their financial futures, and this funding will help them launch their lives and careers successfully.”

All member colleges of the Independent Colleges of Indiana were invited to submit proposals for how they would use the funding to address the critical need for college students to acquire and understand basic skills in economics, personal finances, and the responsible use of credit. Chosen by a panel of PNC officers, the selected programs are:

Franklin College: Franklin’s “Financial Choices” program will include three major components: (1) meeting with incoming freshmen and parents to construct a financial plan to support the cost of their college education; (2) requiring all new Franklin students to participate in a financial literacy workshop; (3) offering in partnership with local PNC staff a financial strategies workshop for high-school juniors and seniors at five central Indiana school systems.

Valparaiso University: The VU Financial Management Association will conduct “Invest in Your Future 2010,” a series of eight financial literacy sessions to educate students and members of the community about managing personal finances in order to build sustainable financial security. Topics range from creating financial strategies to making and analyzing investments to evaluating performance.

Wabash College: “Webisode Wisdom – A Guide to Financial Management” will feature four “MoneyCam webisodes,” produced by the Wabash College chapter of Students in Free Enterprise and the Financial Aid Office. Using humor, these webisodes will show how to create a budget, choose and use credit cards, read a credit report, and invest; they will be used in campus workshops, posted on YouTube and the Wabash website, and promoted and utilized by Workforce One in Crawfordsville in working with Head Start families.

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (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.

Independent Colleges of Indiana, Inc. (ICI) is a nonprofit corporation that represents the state’s 31 nonprofit, accredited, undergraduate degree-granting institutions of higher education. ICI member institutions enroll more than 85,000 students (approximately 22 percent of all higher-education students statewide) and annually produce more than 35 percent of all bachelor’s degrees in Indiana. For more information: www.icindiana.org.