



## Technology donation from the PNC Foundation supports education of N.C. farmworkers' children

- East Coast Migrant Head Start Project receives 18 iPads from PNC to help bridge the digital divide in rural North Carolina.
- Electronic resources will help Faison, N.C. based teachers improve the education of farmworkers' children.

FAISON, NC, May 19, 2022 - East Coast Migrant Head Start Project (ECMHSP) has received a donation of 18 iPads made possible through the PNC Foundation, as well as Apple Store gift cards for teachers to purchase educational applications that can be used in the classroom. These electronic resources will be distributed at ECMHSP's educational campus located in Faison, N.C., where the nonprofit serves more than one hundred children of farmworkers each year.

"We are grateful for this donation from an organization that places importance on early childhood education. Each classroom will be assigned two iPads that teachers will use to aid in instruction with electronic books, music and learning applications," said Maria C. Garza, CEO of East Coast Migrant Head Start Project. "Additionally, teachers will be empowered to use these devices to input their daily observations and reports more efficiently."

Many early childhood educators are using technology and interactive media in their curriculum to support children's learning and development, a trend that accelerated during the pandemic. However, electronic educational tools are not always within reach for all families, including those representative of low-income, Black, Hispanic and rural populations.

"At PNC, we believe in leveraging the power of our resources to help all move forward financially, and this donation is reflective of that commitment," said Jim Hansen, PNC regional president for Eastern Carolinas.

The donation is aligned with PNC's signature philanthropic initiative, PNC Grow Up Great<sup>®</sup>, a \$500 million, multi-year, bilingual initiative that began in 2004 to help prepare children from birth to age 5 for success in school and life.

[East Coast Migrant Head Start Project](#), (ECMHSP) was established in 1974 through a grant from the United States Department of Health and Human Services. Currently, ECMHSP operates in 49 Educational Campuses across ten states providing holistic, high-quality early childhood education services for approximately 3,000 farmworker children between 6 weeks to 6 years old.

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group ([www.pnc.com](http://www.pnc.com)), 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<sup>®</sup>](#), its signature cause that began in 2004, PNC has created a bilingual, \$500 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life.

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**Media contact ECMHSP:** Berenice Malagon, Director of Communication, [bmalagon@ecmhsp.org](mailto:bmalagon@ecmhsp.org) or (984) 275 7577.