The PwC Foundation

PwC Foundation Request for Proposal



2026



Agenda

1. About the PwC Foundation
2. RFP overview, eligibility, and requirements
3. Application process & timeline
4. Applicant FAQs



1 About the PwC Foundation

Our legacy of care. Our future of impact.

The PwC Foundation's journey to a new strategic direction

Our origin story

Born from tragedy. Built on **care**.

In the aftermath of 9/11, the PwC Foundation was created to support the families of PwC colleagues we lost.

The **People Who Care Fund** was established to provide emergency financial assistance to our people in times of greatest need.

25 years of impact

A Foundation grounded in **purpose**.

For nearly **25** years, the Foundation's mission has remained the same – deeply rooted in supporting our people and communities.

Education

We invest in transformative organizations, community colleges and 4-year institutions to help close the educational opportunity gap and open career pathways with critical skills.

Humanitarian

We invest in innovative solutions that enhance preparedness, mitigation, and recovery capabilities to help communities build long-term resilience.

People of PwC

We enable the people of PwC to achieve their purpose by engaging them in opportunities to drive meaningful societal impact and helping increase their financial stability during times of emergency financial hardship.

The strategic review

Evolving for the **future**.

For the first time in its history, the PwC Foundation conducted a formal strategic review to define the next chapter of our impact.

Over the last year, we have reimagined how the Foundation can better align with the future of the firm – elevating our brand, supporting the evolving needs of our people, and deepening our impact in the communities we serve.

2001 — **2025**

2025: Yet while our purpose endured, the world around us evolved – including our firm, our leadership, and the needs of society. The need for the Foundation to evolve, too, was clear.

25
Years
2001-2026

In September 2026, we celebrated our 25th anniversary, and unveiled the PwC Foundation's new strategic direction.

A strategy rooted in our legacy of care – and designed for the future.

Honoring our legacy. Shaping our **future**.

Strategic Giving framework

Mission: Unlock potential and accelerate paths to opportunity

North Star: Empowering economic mobility in a changing world.

Strategic focus

Inclusive Education & Career Pathways

Helping learners to succeed in future career opportunities.

Small Business

Connecting entrepreneurs with the skills and tools they need to start, grow, and thrive.

Key lens: Building the technical and human skills needed to navigate **digital disruption.**

Impact Metrics

Inclusive Education & Career Pathways

- Primary: Improved job-specific skills
- Primary: Improved general employability and soft skills
- Secondary: Improved development of technological skills

Small Business

- Primary: Improved job-specific skills
- Primary: Increased entrepreneurial knowledge and skills
- Secondary: Improved development of technological skills

Holistic Support Model[1]

Financial capital
Focused grantmaking with strong collaborations and measurable impact

Human capital
Mobilizing employee talent to strengthen grantee work (volunteerism, pro bono support)

Social capital
Leveraging thought leadership to expand influence and impact

Market differentiation:

We set PwC apart through a clear point of view, authentic action, and measurable impact in the communities we serve.

Geography and beneficiaries[2]: Underserved populations in the U.S.

1. In collaboration with People and Inclusion functions
2. Underserved populations include but are not limited to low-income individuals; veterans; first-generation college students; disabled; and those disadvantaged because of lack of access to basic resources and services.



2 RFP overview, eligibility and requirements

RFP overview

The PwC Foundation's RFP invites high-performing national nonprofits to submit proposals that align with its focus on Inclusive Education & Career Pathways and Small Business. Funding targets scalable, measurable programs that prepare learners for careers and empowers entrepreneurs, emphasizing impactful, sustainable upward economic mobility solutions.



Inclusive Education & Career Pathways

Helping **learners** succeed in future career opportunities

- Building job-ready skills across traditional and alternative pathways
- Expanding access to career-ready credentials and pathways to quality jobs
- Advancing diverse pathways to economic mobility (e.g., traditional, alternative credentialing)



Small Business

Connecting **entrepreneurs** with the skills and tools they need to thrive by:

- Equipping entrepreneurs with the technical, vocational, and business skills to equitably compete
- Connecting entrepreneurs with the resources and support needed to formalize and grow sustainable businesses

Nonprofit eligibility criteria

The PwC Foundation supports established nonprofit organizations with a proven track record and strong governance and looks to confirm alignment with its strategic focus on economic mobility.



Eligibility requirements for nonprofits

- Must be a recognized tax-exempt 501(c)(3) organization in good standing with regulatory compliance. We are looking to reevaluate additional Mexico investments in the future.
- Must have at least three years of independently audited financial statements and strong financial management
- Must have at least one year of successful track record of delivering projects or initiatives under one or both of the PwC Foundation's focus areas (Inclusive Education & Career Pathways and Small Business)
- Must demonstrate alignment with the Foundation's strategic focus areas and governance standards
- See our full grant guidelines on the PwC Foundation website.



Activities the Foundation will not fund

- Political campaigns or lobbying activities that advance specific candidates or policies
- Religious activities intended to promote or advance a particular faith or denomination
- Individual scholarships that provide direct financial aid to specific persons
- Capital campaigns aimed at building or facility fundraising rather than program delivery
- Organizations that discriminate based on legally protected characteristics or lack inclusivity
- Small businesses directly and seed funding/capital

Nonprofit prioritization

We will be prioritizing organizations that can provide the following:



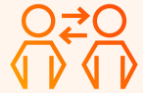
Employee engagement

- Offer volunteering opportunities such as mentoring and coaching
- Board service opportunities where appropriate
- Enable pro bono projects leveraging PwC professional expertise



Thought leadership

- Contribute insights and leading practices to advance the economic mobility field
- Participate in at least one annual Foundation cross-grantee learning or thought leadership event
- Collaborate on research, publications, or presentations that highlight program impact



Communications

- Provide annual impact stories, beneficiary success narratives, multimedia content, and funder acknowledgment in materials and publications
- Engage in joint storytelling and participate in Foundation events and webinars
- Demonstrate strong ecosystem and cross-sector collaboration to scale impact

PwC Foundation holistic support model

The PwC Foundation collaborates with nonprofits by providing not only financial resources but also human skills expertise and social connections. This holistic approach enhances program impact and fosters sustainable growth for organizations in our portfolios.



Financial capital – grants

- Provides grants tailored to the scale and impact potential of the organization's programs
- Grants support national initiatives aligned with strategic focus areas
- Grants aim to enable scalable and measurable program growth aligned to impact measurement KPIs



Human capital – employee engagement and volunteering*

- Offers volunteering opportunities with PwC professionals to enhance organizational capabilities
- Explores pro bono projects, mentorship, and board service opportunities to strengthen organizational effectiveness
- Facilitates employee engagement through coaching and volunteer events

*In collaboration with PwC's People and Inclusion functions



Social capital – relationships, influence, convening power, credibility, and trust

- Explores opportunities for thought leadership, joint storytelling, and impact communications to amplify organization success stories
- Provides access for organizations to participate in PwC Foundation events and webinars
- Enhances visibility of organizations through Foundation channels, reports, and strategic networks

Evaluation criteria: Inclusive Education & Career Pathways

This portfolio funds nonprofit organizations helping learners succeed in future career opportunities by acquiring the skills and tools they need to thrive. The PwC Foundation evaluates RFP applications based on strategic fit, organizational strength, funder value, and impact and sustainability.

Strategic fit

Relevance: Alignment with the PwC Foundation's strategic focus on Inclusive Education & Career Pathways - i.e., helping learners succeed in future career opportunities

Alignment to key lens: Embeds the PwC Foundation's key lens (building the technical and human skills needed to navigate digital disruption) into program design, organizational thought leadership, and operational execution

Need: A clearly defined societal challenge validated by data and stakeholder input

Target population: Service to priority markets or demographics that are strategic for the PwC Foundation (i.e., underserved population within the US)

Organizational strength

Organizational stability: Diversified revenue and sound financial/operational controls

Organizational assets: Reputation, collaboration and expertise; alignment with the PwC Foundation's mission

Understanding of holistic needs: Organization understands and supports the holistic needs of a learner to drive economic opportunity through their own work, or their relationships, to connect participants to a broad range of resources

Authenticity: Recognized as a neutral, credible voice, and influential leader

Funder opportunity

Resonance: Natural opportunities for volunteering, board service, or professional connection that PwCers would genuinely want to participate in

Differentiation and Foundation assets: Opportunity for PwC Foundation funding to build on the organization's distinctive strengths, capabilities, and expertise

Brand: Responsible visibility and thought leadership opportunities to increase awareness and understanding of the Foundation's impact

Impact and sustainability

Impact measurement: Detailed evaluation plan and reporting capacity; alignment to Foundation outcomes/Key Performance Indicators (KPIs). The PwC Foundation prioritizes the following outcomes:

- **Primary:** Improved job specific skills
- **Primary:** Improved general employability and soft skills
- **Secondary:** Improved development of technological skills

WHO is the population served by the nonprofit organization?	**WHAT is the need or problem the nonprofit organization addresses?**	**HOW does the nonprofit organization work to solve the problem?**	**WHY is what this nonprofit organization does DIFFERENT?**	**WHERE is the nonprofit organization focused geographically?**

Evaluation criteria: Small Business

This portfolio funds nonprofit organizations connecting entrepreneurs with the skills and tools they need to thrive. The PwC Foundation evaluates RFP applications based on strategic fit, organizational strength, funder value, and impact and sustainability.

Strategic fit

Relevance: Alignment with the PwC Foundation's strategic focus on Small Business - i.e., connecting entrepreneurs with the skills and tools they need to thrive

Alignment to key lens: Embeds the PwC Foundation's key lens (building the technical and human skills needed to navigate digital disruption) into program design, organizational thought leadership, and operational execution

Need: A clearly defined societal challenge validated by data and stakeholder input

Target population: Service to priority markets or demographics that are strategic for the PwC Foundation (i.e., underserved population within the US)

Organizational strength

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WHO is the population served by the nonprofit organization?	**WHAT is the need or problem the nonprofit organization addresses?**	**HOW does the nonprofit organization work to solve the problem?**	**WHY is what this nonprofit organization does DIFFERENT?**	**WHERE is the nonprofit organization focused geographically?**



3 Application process and timeline

FY27 RFP overview

The FY27 proposal timeline provides a clear sequence of key milestones from eligibility review through award decision, enabling applicants to plan and submit their proposals. This timeline promotes transparency and supports successful engagement with the PwC Foundation.

Phase I: Process to apply

November 2026

Launch open RFP: The PwC Foundation publishes the RFP via the Foundation's website, including funding priorities, budget range, and eligibility criteria.

November - December 2026

Eligibility review: Applicants complete a short form to confirm basic eligibility and high-level strategic alignment. Those who qualify will receive the full application link for consideration.

December 18, 2026

Full proposal deadline (5 p.m. EST): Eligible applicants must submit their full proposals and supporting documentation by the deadline. Late or incomplete submissions will not be considered.

Phase II: Review and determination

January - February 2027

Initial review: The PwC Foundation evaluates proposals against published, weighted criteria and selects a pool of finalists. All applicants are notified of their status at this stage.

February - March 2027

Applicants notified of next steps: Those advancing receive an email to submit impact information through the Impact Genome Registry within one week.

March - April 2027

Site visits with finalists and proposal refinement: The PwC Foundation observes program delivery firsthand to inform selection process to better understand progress, challenges, and impact.

April – May 2027

Proposal refinement for Board consideration: The PwC Foundation refines finalist proposals and presents recommendations to the Board for approval.

*Grant awards will be finalized and notified by the end of May



4 Applicant FAQs

Applicant FAQs

1. Can I call or meet with someone from the PwC Foundation to discuss my grant application?

- Due to the volume of interest, we are not able to take individual meetings with applicants.

2. Will the PwC Foundation provide feedback if my grant application is not successful?

- Due to the volume of grant applications, we will not be able to provide feedback.

3. Can my organization apply if we are not operating in the United States?

- No, we are only accepting grant applications from US-based 501(c)3 nonprofit organizations. We are looking to reevaluate additional Mexico investments in the future.

4. Is there a maximum or minimum grant amount?

- Grants will be considered from a value of $1,000,000 - $3,000,000 over one year. All requested funds must be justified by program need. *Note: when grant applications are reviewed for eligibility, materiality is considered. Grants cannot exceed 10% of the nominated nonprofit's annual revenues, as stated in the most recently available Form 990.*

5. The grant application is not on your website, where do I find it?

- In order to access the grant application, you must first complete our eligibility review via the PwC Foundation website.

6. I completed the eligibility review but did not have the option to apply and move forward. Can I still submit a grant application?

- No, all organizations must be confirmed by the eligibility review in order to be considered for the full grant application.

Applicant FAQs

7. Can my organization apply if we serve K–12 learners?

- Organizations whose programming exclusively serves K–12 learners are not eligible for the Inclusive Education & Career Pathways portfolio. Organizations serving grades 9–12 alongside post-secondary or other career-pathway learners may be eligible.

8. I submitted my grant application. What are the next steps?

- Please refer to the FY27 RFP overview slide 14 for the detailed timeline.

9. What should I do if I have questions about the RFP or application process?

- Due to the anticipated volume of interest, the PwC Foundation will not be able to respond to applicant questions individually. Applicants may submit questions to us_pwc_foundation_rfp_2026@pwc.com. We will review questions received and update the RFP FAQs, as appropriate, to provide additional guidance for applicants.

10. Can my organization submit more than one grant application?

- No, your organization is only able to submit one grant application per RFP cycle.

11. If my nonprofit organization receives a grant from the PwC Foundation, how will success be measured?

- The PwC Foundation uses Impact Genome, our third-party social impact verification provider, as part of both finalist review and ongoing impact reporting. Finalists will be asked to submit program information through Impact Genome as part of the review process, and grant recipients will submit annual impact reports for verification through Impact Genome.

12. What is the timing/cycle of the PwC Foundation's RFP?

- RFPs are not released on a regular schedule, please check for the latest on the PwC Foundation website.



Thank you

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