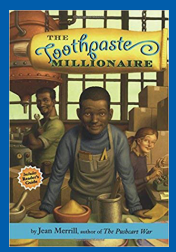
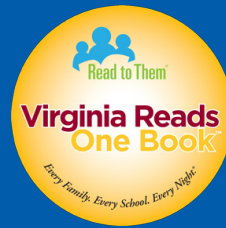


# Financial Literacy & Community Engagement Opportunity: Virginia Reads One Book



## How Can Your Bank Get Involved?

The VBA Education Foundation is looking for Virginia banks interested in sponsoring Title 1 schools for the 2020 statewide Virginia Reads One Book program (VAROB). Through this monthlong program, students and families across Virginia participate in a statewide family reading event and celebrate both family and financial literacy. This is your bank's opportunity to participate in this impactful program and put a book in the hands of each student at a local school. The VBA will be contacting banks this fall with opportunities to sponsor interested schools in your area. VAROB will take place in March 2020.

## Interested In Learning More?

Complete a bank interest form here: <https://www.formpl.us/form/426496049>. You can listen to the recording of an informational conference call on our website, [www.vabankers.org/Virginia-Reads-One-Book](http://www.vabankers.org/Virginia-Reads-One-Book).

## 2020 Statewide Sponsors Include:



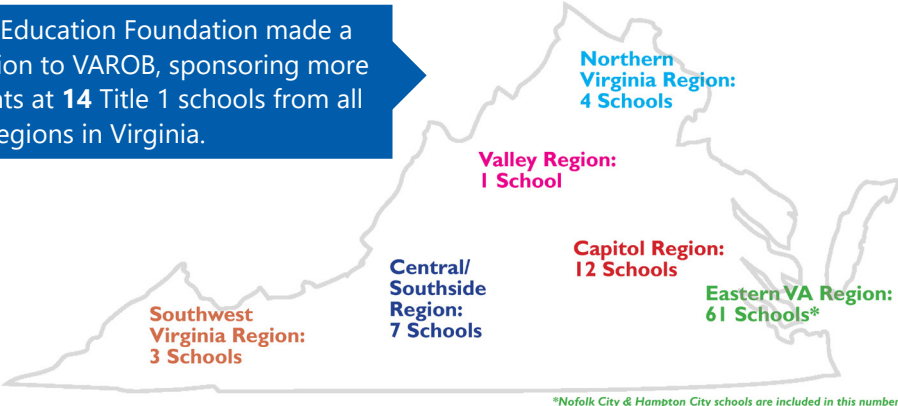
## 2020 Program Details:

Banks can sponsor schools for \$5.95 per student. Sponsored schools will receive a book for every student and complimentary staff copies, both family literacy and financial literacy activities, school assembly suggestions, teacher resources, and both family and community engagement tools.

## 2019 Program Impact:



In 2019, the VBA Education Foundation made a **\$18,200** contribution to VAROB, sponsoring more than **6,000** students at **14** Title 1 schools from all **six** regions in Virginia.



**Thirteen** additional Virginia bank sponsors made more than **\$90,000** in contributions! These contributions supported the participation of more than **30,000** students and staff!

More than **60,000** students and their families participated in this statewide program in 2019.



*"My class and I are very appreciative of your helping to allow every child to participate. I really enjoyed the time spent reading together as a class/school and the unity it has brought. My students were eager every morning to find out what happened and to share with me how they read at home. Your donation and work to share reading is very valuable and worth all of your efforts." - 3rd Grade Reading Teacher & 2019 VAROB Participant*



*"The program not only boosts students' reading abilities, but it shows them reading is fun in an atmosphere that strengthens family and community interactions. With the support of the VBA and banks across Virginia, the schools receive a book for every student and a multitude of resources to use throughout the program. These resources turn a book into a community experience so everyone can enjoy and share the story." - Cathy Plageman, Read to Them Program Director*

Does your bank already have a relationship with a local school? Contact Monica McDearmon at [mmcdearmon@vabankers.org](mailto:mmcdearmon@vabankers.org) to find out more about schools that participated in 2019.

*"It's amazing how one book can bring a community together! Without the financial assistance, these students would not have access to this combined family and financial literacy initiative. I attended the program's closing ceremony and witnessed firsthand the enthusiasm this project generated. The evening made me proud to be a community banker and proud that the Foundation and banks across Virginia were able to help so many students. Thank you for making this program possible." - Michelle Crook, Bank of Botetourt, 2018 & 2019 Program Sponsor*

The media featured VBA member banks' involvement in this program statewide, including in the *The Virginia Gazette*, *Potomac Local*, *Rappahannock Record* and *Kingsport Times-News*.