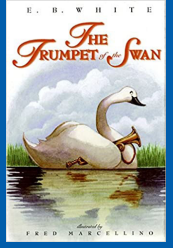
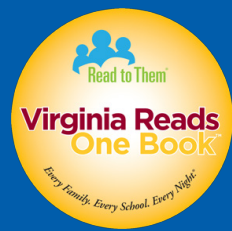


# Financial Literacy & Community Engagement Opportunity: Virginia Reads One Book



## How Can Your Bank Get Involved?

The VBA Education Foundation is looking for Virginia banks interested in sponsoring Title 1 schools for the 2021 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 2021.

## Interested In Learning More?

Complete a bank interest form here: <https://www.formpl.us/form/1513876076>. Visit [www.vabankers.org/Virginia-Reads-One-Book](http://www.vabankers.org/Virginia-Reads-One-Book) to view a recording of the informational Zoom meeting and for more information about this year's program.

## 2021 Statewide Sponsors Include:



## 2021 Program Details:

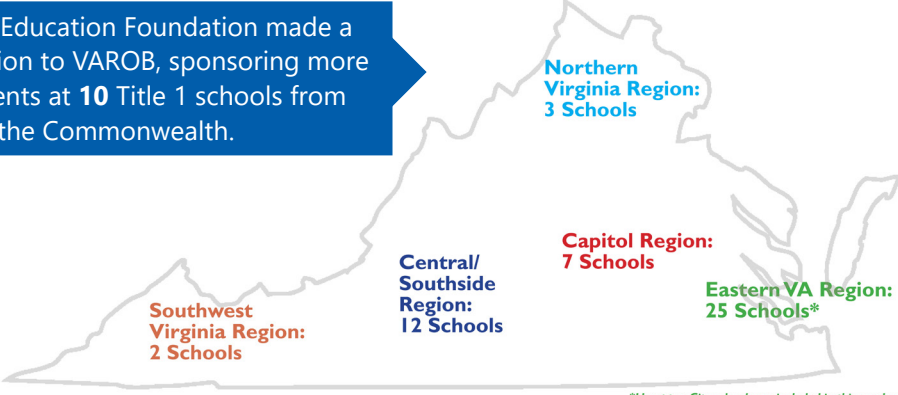
Banks can sponsor schools for \$5.95\* per student. Sponsored schools will receive a book for every student and complimentary staff copies, both family literacy and financial literacy activities, school assembly suggestions, teacher resources, and both family and community engagement tools.

\*A Spanish version of this year's book is available at a cost of \$9 per student.

## 2020 Program Impact:



In 2020, the VBA Education Foundation made a \$15,000 contribution to VAROB, sponsoring more than 4,100 students at 10 Title 1 schools from across the Commonwealth.



\*Hampton City schools are included in this number

Fourteen additional Virginia bank sponsors made more than \$71,000 in contributions! These contributions supported the participation of more than 12,900 students and staff!

More than 36,000 students and their families participated in this statewide program in 2020.



"I loved the objectives broken down by grade level. It allowed me to disseminate information appropriately and not overshare with grade level teachers. Teachers shared info with parents and when closures occurred [due to COVID-19], we sent out the information again to our families." - 2020 Participant

"This is a wonderful program that supports school-wide reading and learning across all content areas. It truly brings school and community together!" - 2020 Participant



"I am beyond appreciative that our students not only had this opportunity to read a book with their families, but also were able to build their home libraries. Thank you VAROB, Read to Them, and American National Bank!" - 2020 Participant

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 2020.

"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 and 2020 Program Sponsor

The media featured VBA member banks' involvement in this program statewide, including in the *Henrico Citizen*, *Powell Valley News* and *Danville Register & Bee*.