

VIRGINIA READS ONE BOOK (VAROB)

MARCH 2026

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VIRGINIA READS ONE BOOK

A statewide reading event that surrounds students with financial literacy.

When everyone is reading the same book at the same time, there's a whole lot to talk about!

Kicking off on March 2, 2026!



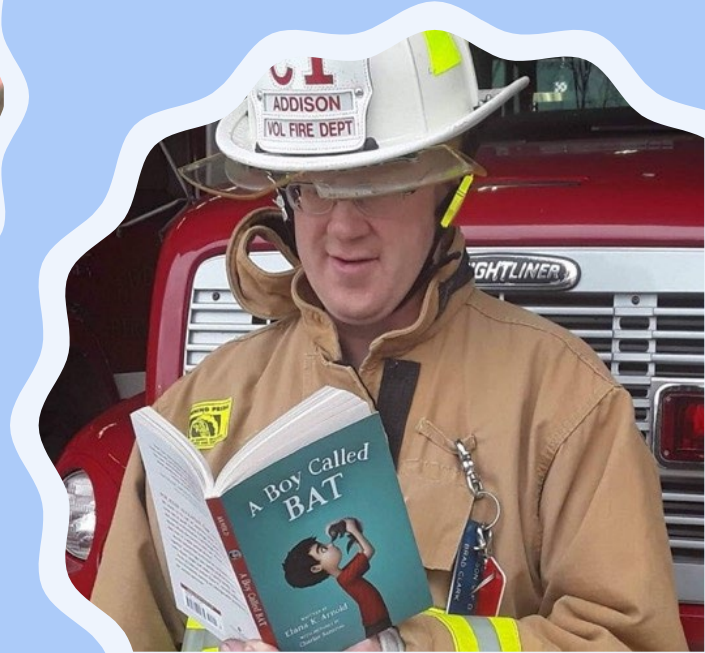
WHY?

When **schools** present *clear, meaningful, and accessible* ways to support a child's learning and wellbeing, **families** choose to engage, and **communities** thrive.

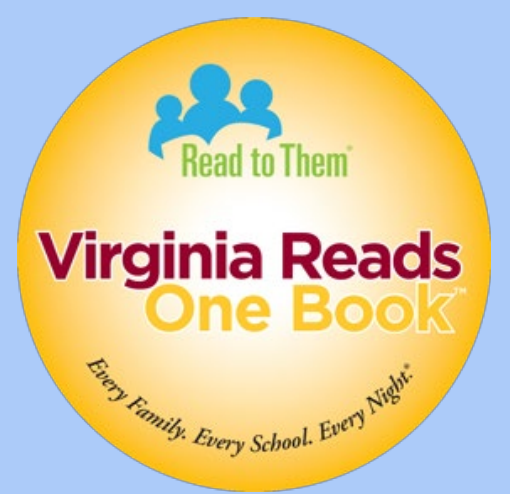


HOW DOES IT WORK?

- Families read together at home
- Schools celebrate and explore together
- Communities support and engage



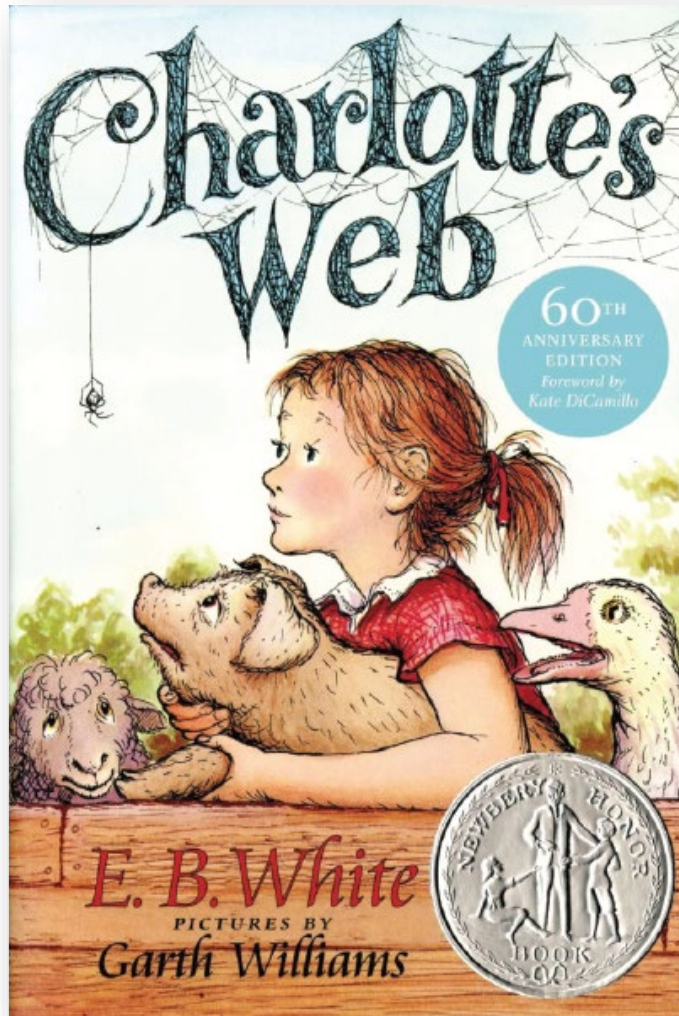
READ TO THEM SCHOLARSHIP OPTION



Read to Them will be offering a scholarship program again this year for schools that either:

- do not qualify for Bank Sponsorship or
- are not able to be matched with a bank partner

Schools may complete the application and be considered for scholarship if they do not receive a bank sponsorship.



Join us as we celebrate Financial Literacy!

Read with us starting March 2, 2026

Every family in schools across Virginia will read **Charlotte's Web** by E. B. White together at home each night.

Students will explore and celebrate the story with school and community-based activities throughout the reading extravaganza!

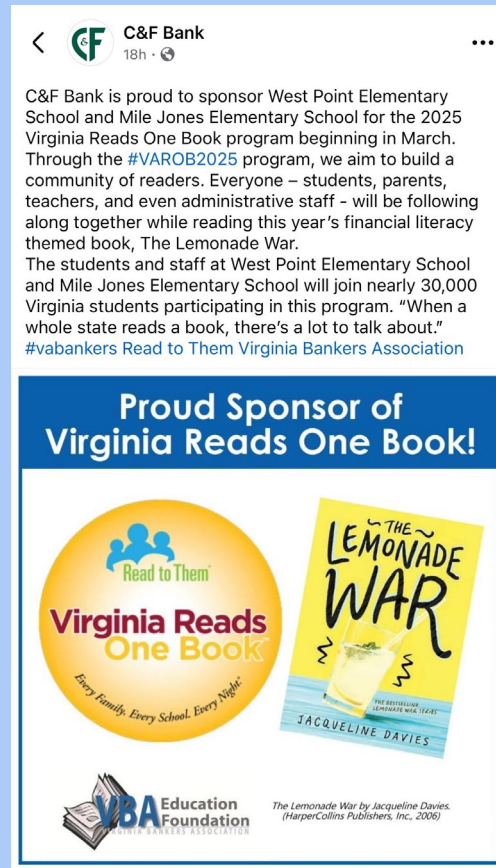
Registration fee = \$6.95 / student



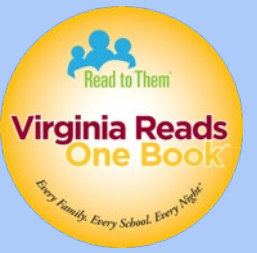
2025 VAROB STATEWIDE REACH

The Foundation and banks across Virginia contributed nearly **\$125,000** to the 2025 VAROB program, sponsoring more than **17,000** students and staff at **41** Title I schools!

More than 50% of the total number of students who participated in the 2025 program were financially sponsored by the Virginia banking industry!



2025 FOUNDATION SUPPORT



- The Foundation made a **\$5,000** contribution.



Eric Floyd • 1st

Vice President, Regional Branch Manager at Chesapeake Bank
1h • 🌐

Chesapeake Bank Team, supporting the **Virginia Bankers Association** Virginia Reads One Book initiative at Norge Elementary.

Time in the community = **#TheChesapeakeWay**

Alex Halkias Amber Saloka Melissa Jeffries and @Dianne Pillsbury



Leton Harding • 1st

President and CEO
1d • 🌐

PVB is proud to be a part of Virginia Reads!

Reading is the key to unlocking a child's future.

#reading
#children



Virginia Bankers Association

3,836 followers
2d • 🌐

Happening this week! Nearly 30,000 public school students and their families from across Virginia will read the same book on the same schedule through the Virginia ...more



**Thank You to the
2025 Bank Sponsors!**



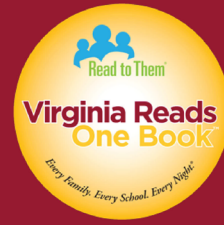
Movement Bank
4h • 🌐

Movement Bank is partnering with the **Virginia Bankers Association** and Read To Them, a Virginia-based Non-Profit, for Virginia Reads One Book. This program matches Title 1 schools and community banks in VA to encourage all children and faculty to read the same book at the same time and pace. The book always has a financial education message and this year, it's *Lemonade War* by Jaqueline Davies.

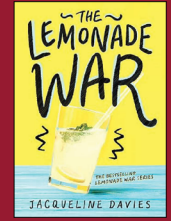
The program began March 3rd when Pam, Anissa, and Hannah attended KickOff Day at Forest Hills Elementary in Daville, pouring lemonade for students and passing out books! 🍹📖



VIRGINIA BANK
SPONSORS MADE
NEARLY
\$120,000 IN
CONTRIBUTIONS!



Thank You to the
2025 Bank Sponsors!

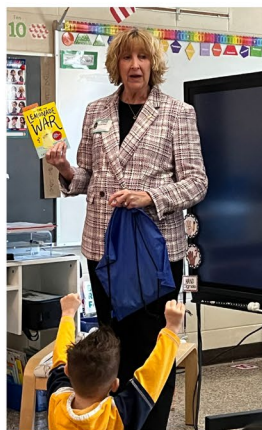
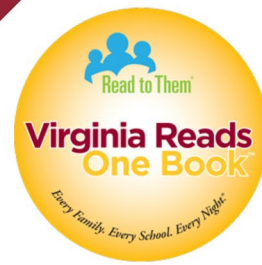


Thank You to the 2025 Statewide Sponsors!



VIRGINIA READS

ONE BOOK PROGRAM
2025 Pictures



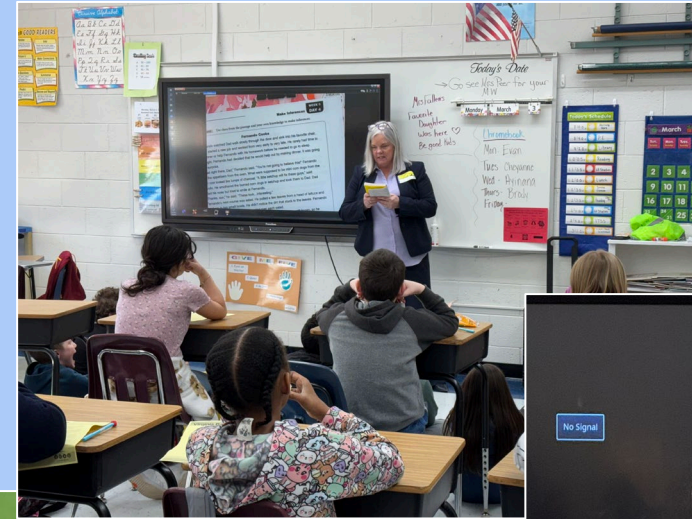
PLANS FOR 2026

- VBA will sponsor up to \$5,000 for new Title I schools to participate
- Introduce new bank sponsors to the program
- Establish relationships between banks and schools that will continue after the end of the program – Teach Children to Save in April!
- Provide more opportunities for banks to be involved in creating virtual program resources.



PROGRAM RESOURCES

- For the schools:
 - Book for every child and staff member
 - Sticker on the inside front cover that includes the sponsor bank's logo
 - Bookmarks
 - Posters
 - Reading schedule
 - Financial literacy lesson plans
 - Assembly ideas
 - Daily trivia questions
 - Family literacy activities and ideas
 - Kahoot! quizzes
 - ...and more!



PROGRAM RESOURCES

- For the banks:
 - Copies of the book
 - Extra posters and bookmarks
 - VBA created resource page that houses relevant VAROB resources including:
 - Program timeline
 - Reading schedule
 - Classroom activity ideas
 - Social media post ideas
 - Customizable press release
 - ...and more!

2025 Virginia Reads One Book Resources

Sponsored by the VBA Education Foundation and Banks Across Virginia

MONICA MCDEARMON

Thank you for sponsoring Virginia Reads One Book in your community!



View a thank you message for our bank sponsors from this year's author Jacqueline Davies below!

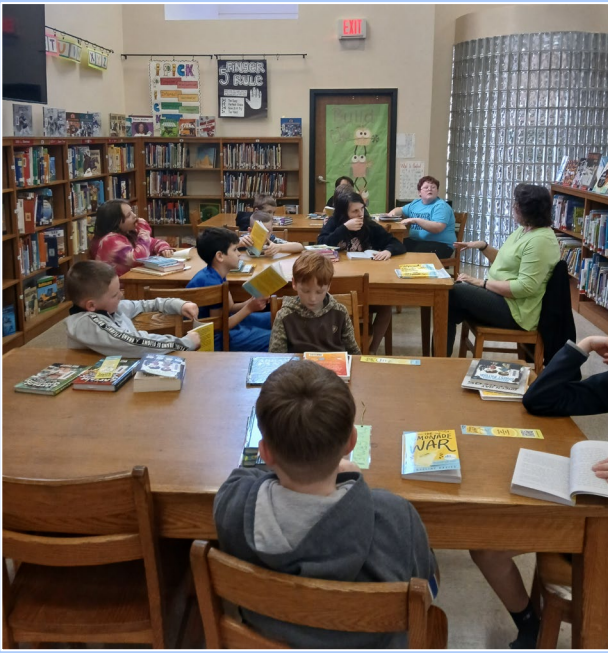


[Program Overview & Timeline](#)



[How Can Your Bank Be Involved During the Program at the School?](#)





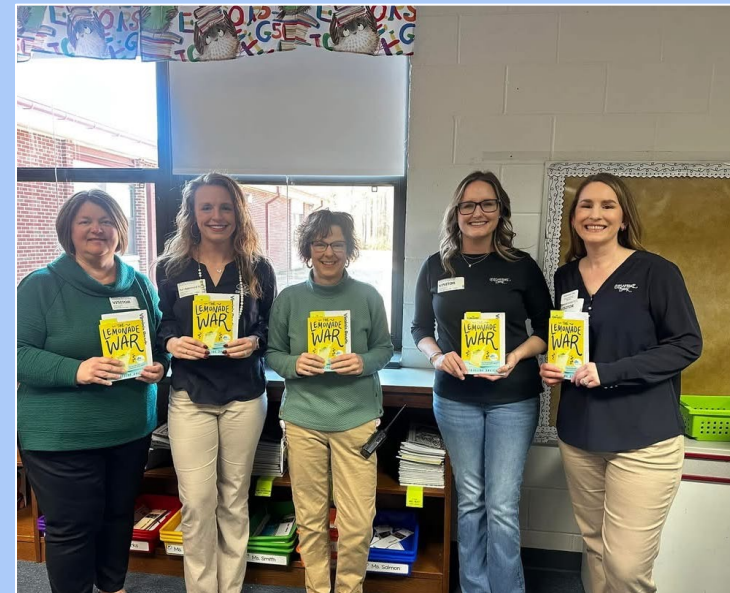
WAYS YOUR BANK CAN BE INVOLVED

- Attend kick-off assemblies
- Provide promotional giveaways and/or prizes
- Serve as guest readers
- Teach financial literacy lessons (virtual or in-person)
- Tie VAROB into youth savings program at your bank
- Attend literacy fairs/culminating events



WAYS YOUR BANK CAN SPONSOR

- \$6.95 per student
 - Includes book, resources, lessons, etc.
 - Spanish copies are also available
- Some schools are looking for partial sponsorship
- Banks can partner with the Foundation to sponsor
- Schools complete the Funding Request Form
- Banks complete the Bank Interest Form
- Think about the schools your bank already has relationships with!
- **Sponsorships must be secured by November 14.**





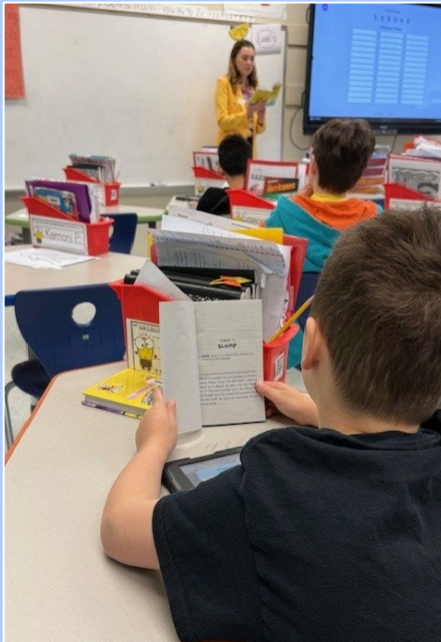
PRAISE FROM SPONSORED SCHOOLS

“There is a constant buzz throughout the hallways during the month of Virginia Reads One Book. Teachers, students, custodians, administration, cafeteria workers, and parents are all talking about the great book we are reading together!”

“Representatives from the Powell Valley National Bank came to distribute books and bags to all the students and staff. The CEO also read the first chapter to everyone! It was a fun way to get the students excited about the Virginia Reads One Book event!”

“I love it when the kids come in talking about what they read with their families. They come in very eager to complete the daily trivia questions and we are grateful to Carter Bank for providing prizes for trivia.”

“We love the sense of community Virginia Reads brings. We also love our bank partnership. They volunteer and get all of our materials ready. The bank is also doing financial literacy lessons with our students through counseling. Such a wonderful program overall!”



QUESTIONS?