



Part 4: VBA/ABA Sponsored Programs

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Part 4: VBA/ABA Sponsored Programs

Calendar of 2020 Financial Literacy Events		
January	February <ul style="list-style-type: none"> Lights, Camera, Save! Winners Announced 	March <ul style="list-style-type: none"> VBA Bank Day Scholarship Program: March 17 Virginia Reads One Book: March 6 - 27
April – National Financial Literacy Month <ul style="list-style-type: none"> Teach Children to Save*: April 24 	May <ul style="list-style-type: none"> VBA Bank Day Scholarship Program Winners Announced 	June <ul style="list-style-type: none"> VCEE Institutes
July <ul style="list-style-type: none"> VCEE Institutes 	August <ul style="list-style-type: none"> VCEE Institutes 	September <ul style="list-style-type: none"> Back to School at the VBA: September 22
October <ul style="list-style-type: none"> Get Smart About Credit*: October 15 Lights, Camera, Save! Virginia Jump\$tart Coalition Fall Summit: October 12 	November <ul style="list-style-type: none"> Lights, Camera, Save! 	December <ul style="list-style-type: none"> Lights, Camera, Save!

*Please note, these are the months that these programs are promoted by the VBA and the American Bankers Association (ABA). However, banks are encouraged to participate in these events whenever it is convenient for them and participating schools. Registrations are taken throughout the year for these events.

Ongoing Throughout the Year:

- Take advantage of opportunities to teach in classrooms, especially at the high school level, to support the personal finance and economics course that is a graduation requirement for all students
- Promote the ABA Safe Banking for Seniors program (see page 24)
- Participate in career awareness days
- Consider opening a school bank
- Partner with your local Jump\$tart Coalition (see page 25)
- Volunteer with Junior Achievement (see page 25)
- Support the Virginia Council on Economic Education (VCEE) (see page 26)



Virginia Bankers Association Education Foundation



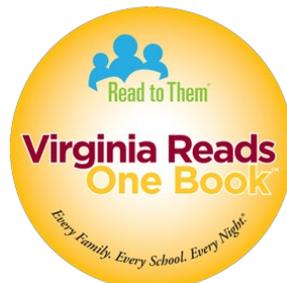
Who We Are:

The Virginia Bankers Association (VBA) formed the VBA Education Foundation (VBAEF) in 2007 with funding from the majority of VBA member banks for the Walter Ayers Fund for Financial Education.

The Foundation's **mission** is to improve personal financial literacy and economic education in all public and private schools in the Commonwealth.

The Foundation recognizes the importance of economic education and financial literacy in Virginia and supports the banking industry as a key participant in these areas.

Who We Support:





VBA Sponsored Programs:



Back to School at the VBA

Back to School at the VBA is a one-day program designed to provide training to bankers interested in making a difference in economic and financial education in their local communities. Bankers act as students for the day, learning about different financial literacy resources and participating in financial literacy lessons and activities.

Event Details:

- Typically takes place in September with registration opening in June
- Held at the VBA office in Glen Allen (near Richmond)

Registration Includes:

- Dos and Don'ts When Making Financial Literacy Presentations
- Sample Lesson Plans
- Financial Literacy Roundtable – Learn from Your Peers
- Guest Speakers from the American Bankers Association and other institutions
- Exhibitors from the Federal Reserve Bank of Richmond, FDIC, Banzai, Junior Achievement and more!

For more information about Back to School at the VBA and to receive emails about this event, please email Monica McDearmon at mmcdearmon@vabankers.org.



VBA Bank Day Scholarship Program

The third Tuesday in March was declared Bank Day in Virginia by the Virginia General Assembly in 1991. On this day, Virginia high school seniors spend a day in banks across the Commonwealth shadowing a banker in their daily duties. The purpose of this experience is for the students to learn about banking, financial services, and the vital role banks play in their communities.



From their experience, the students are required to write an essay, and twelve scholarships are awarded on the basis of the essays.

Student Participation Criteria:

- Currently enrolled as a high school senior in a Virginia high school
- Cumulative GPA of 3.0 or higher
- Resident of Virginia
- Teacher/guidance counselor contact information provided by the student

Scholarship Amounts - \$26,000 Total

- \$1,000 each for six honorable mention scholarships
- \$2,500 each for six regional winners
- \$5,000 for the statewide winner (\$7,500 total since all candidates will also be regional winners)

Event Details

- **Bank Day will be held on March 17, 2020.**
- An informational conference call is held during the first week of December for banks to hear more about the program, background information, the suggested timeline, and an overview of VBA created resources.
- Once the VBA receives a bank's registration form, a confirmation email is sent with access to the Bank Day Resources webpage.

The FREE Registration Includes:

- Tips for contacting schools
- Customizable resources, including:
 - Sample outreach letter to schools
 - Bank Day fact sheet for schools
 - Sample schedule, Q&A and calling script (see Part 2 for sample calling script)
 - Flyer to post in classrooms/guidance counselor's office
- Presentation planning suggestions and turnkey Bank Day PowerPoint presentations
- Customizable media communication, including a press release template
- Inclusion of your bank's participation in various VBA communications, including *Virginia Banking*

You can register and find more information about VBA sponsored programs by visiting <http://www.vabankers.org/vba-education-foundation>.



American Bankers Association Sponsored Programs:

Teach Children to Save – Spring, April

Teach Children to Save (TCTS) is a national program sponsored by the ABA Foundation that organizes banker volunteers to help young people develop a savings habit early in life. Visiting classrooms, youth centers, after-school programs and more, bankers use their real-world knowledge and professional skills to encourage young people to start young and save more. TCTS occurs every April, as a part of the national Financial Literacy Month.

Target audience: elementary and lower middle school students

Registration is **free** and once registered, bankers gain access to ABA developed resources that make participating easy. For more information and to register, please visit:

<http://www.aba.com/Engagement/Pages/teachchildrentosave.aspx>

Get Smart About Credit – Fall, October

Get Smart About Credit is a national campaign of volunteer bankers who work with young people to raise awareness about the importance of using credit wisely. This event allows bankers to enter the classroom to teach the fundamentals of money management, the meaning of good credit and credit scores, and the importance of saving to high school and college students.

Target audience: upper middle, high school, and college students

Registration is **free** and once registered, bankers gain access to ABA developed resources that make participating easy. For more information and to register, please visit:

<http://www.aba.com/Engagement/pages/getsmartaboutcredit.aspx>

Lights, Camera, Save! – Submissions Accepted October – December

Lights, Camera, Save! is a video contest that engages teens in educating themselves and their peers about the value of saving and using money wisely. Winners receive money towards their college savings goals and a scholarship for a teacher at their school to attend the Jump\$tart National Educator Conference.

Target audience: upper middle and high school students

Bankers that register to participate gain access to the resource page that contains everything needed to conduct a contest including marketing materials, submission forms, and judging materials for your local contest. Please visit:

<http://www.aba.com/Engagement/pages/LCSInfo.aspx>



Safe Banking for Seniors – All Year

The VBA has joined the American Bankers Association Foundation in the Safe Banking for Seniors campaign to provide America's seniors and their caregivers with tools to prevent financial fraud. Safe Banking for Seniors mobilizes bankers across Virginia to educate older Americans and their caregivers about elder financial abuse.

Bankers play a critical role in the prevention of elder financial fraud from spotting signs of abuse to raising awareness. Registered bankers will receive event materials, lesson plans, media outreach tools and best practices through the ABA Foundation. The campaign modules focus on the following four topics:

- How to Identify and Avoid Scams
- How to Protect Yourself from Identity Theft
- How to Choose a Financial Caregiver
- How to Act as a Responsible Financial Caregiver

For All ABA Sponsored Programs, the FREE Registration Includes:

- Customizable outreach letter
- Personalized outreach flyer
- Presentation planning checklists
- Lesson plans (when applicable)
- Customizable media communication

FinEdLink Available for ABA Programs!

Participants in Teach Children to Save, Get Smart About Credit and Safe Banking for Seniors can now opt-in to accept FinEdLink presentation requests when registering 2019 program participation. Launched in 2018 exclusively for Safe Banking for Seniors, FinEdLink helps connect members of the community who are interested in hosting a banker-led financial education presentation with ABA Foundation program participants at the local level. Once the bank checks the opt-in box to accept presentation requests, groups in their community will be able to request a financial education presentation. FinEdLink also helps to coordinate event logistics including; age group, presentation topic, location, date and expected number of attendees.

You can find more information about ABA sponsored programs by visiting
<http://www.aba.com/Engagement/Pages/financed.aspx>.



Other Financial Literacy Organizations Supported by the VBA Education Foundation

Virginia Jump\$tart Coalition

Virginia Jump\$tart is a coalition of diverse financial education stakeholders. These organizations work together to educate and prepare our nation's youth for life-long financial success. The goals of the Virginia Jump\$tart Coalition are to collaborate, educate and advocate to promote financial literacy for Virginians. Every October, Jump\$tart holds a free of charge Financial Literacy Summit for teachers and community members to learn about resources to enhance lessons in their classroom.

As a Virginia Jump\$tart member, you'll engage with a community of partners who are committed to enhancing financial literacy in Virginia and have the opportunity to:

- Promote your financial literacy initiatives and programs.
- Identify partnership opportunities for new initiatives.
- Stay informed of what is happening in financial education in Virginia.
- Contribute to and be recognized for participating in the Jump\$tart Coalition.



For more information on Virginia's Jump\$tart Coalition, you can visit <http://www.jumpstart.org/states-virginia.html>.

Junior Achievement

Junior Achievement's programs help prepare young people for the real world by showing them how to generate wealth and effectively manage it, how to create jobs which make their communities more robust, and how to apply entrepreneurial thinking to the workplace. Students put these lessons into action and learn the value of contributing to their communities.

- Program options vary - there are programs to interest anyone.
- Time commitments vary - JA offers volunteer opportunities ranging from one hour, to five hours, to several weeks.
- JA trains and supports volunteers every step of the way.
- JA provides volunteers with all materials needed.
- Teachers remain in the classroom at all times and support JA volunteers.
- Volunteers provide a needed and wanted service to local schools.
- JA partnerships and programs strengthen the community.



To get more information on volunteering and to register to volunteer, click [here](#).

For more information on Junior Achievement in Virginia, you can visit <https://www.juniorachievement.org/web/ja-centralva/>.



Virginia Council on Economic Education (VCEE) Supported by the VBA Education Foundation

The VCEE partners with teachers to provide Virginia's K-12 students with the economic knowledge and financial skills needed to thrive in our dynamic economy. Classroom resources and professional development for teachers are delivered through statewide affiliated university-based Centers for Economic Education.



VCEE provides hands-on student programs such as:

- Governor's Challenge in Economics and Personal Finance
- Mini-Economy
- Stock Market Game
- Reading Makes Cent\$



These programs offer students innovative educational experiences that build and reinforce economic and financial learning, strengthen critical thinking skills and increase students' ability to make informed decisions.

The VCEE also offers (free of charge) teacher institutes throughout the summer through the VCEE's Fund for Teaching Excellence. The VBA Education Foundation **contributes \$25,000 annually** to these institutes. These workshops give teachers the resources and training they need to teach the course on economics and personal finance. **Bankers present the credit portion of these summer institutes.** If you're interested in volunteering for this opportunity, please contact [Monica McDearmon](#).

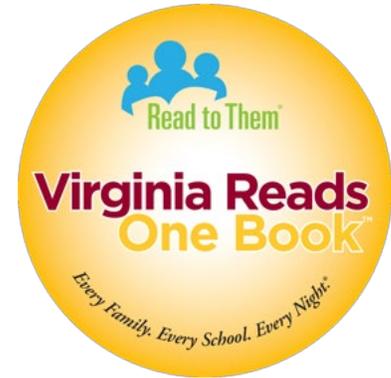
In 2018, the VCEE introduced a FREE workshop for middle and high school teachers called "Life After High School: Navigating Education, Career, and Debt." They also developed a K-5 online course where teachers can earn certification and recognition after passing a post-test.

To learn more about the VCEE and ways you can support their programs, please visit <http://vcee.org/>.



Read to Them/Virginia Reads One Book

In 2020, the VBAEF and banks across Virginia contributed nearly **\$90,000** to Virginia Reads One Book (VAROB), a statewide program from Richmond-based Read to Them. Through VAROB 2020, students and families across Virginia will participate in a state-wide family reading event by reading *The Toothpaste Millionaire* and celebrating both family and financial literacy during the month of March.



Participating schools receive extensive program resources, including books for every student and staff member, family literacy and financial literacy activities, sample lesson plans, school assembly ideas and community engagement tools.

To learn about ways your bank can support this program in local schools, please contact Monica McDearmon at mmcdearmon@vabankers.org. To learn more about Virginia Reads One Book, please visit <https://www.vabankers.org/Virginia-Reads-One-Book>.

VFIC and Real World Playbook

In 2020 and 2021, the VBA Education Foundation will support the [Virginia Foundation for Independent Colleges](#) (VFIC) to offer the Real World Playbook (RWP) platform to more than **30,000** college students across the Commonwealth.



RWP is a comprehensive online educational program that provides a turnkey solution for colleges to prepare their students and recent grads for life after school. RWP eases the real world transition by empowering students to own the financial, health, and career decisions they will encounter in their first few years out of school. Modules include:



- Real World Ready
- Personal Finance
- Health Care
- Finding a Job and Accepting the Offer
- Graduate School
- Leasing an Apartment
- Student Loans
- Starting a New Job
- Your First Year Out
- International Students

To learn more about Real World Playbook and the resources they provide, visit www.realworldplaybook.com.



Banzai!



Banzai provides an opportunity for Virginia banks to enhance their existing financial education initiatives and deliver the latest technology to local schools through a private-labeled program that teaches, assesses and certifies students in a variety of personal finance topics. The Banzai curriculum supports the learning objectives for the Economics and Personal Finance Course required for Virginia high school students. Over 40,000 math, business, family and consumer science, and computer teachers have joined the program nationwide.



Several Virginia banks are current Banzai sponsors, including:

- Atlantic Union Bank
- Benchmark Community Bank
- Chesapeake Bank
- Farmers Bank

To learn more about how Banzai can support your bank and the resources they provide, visit www.teachbanzai.com.