

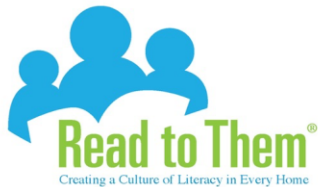
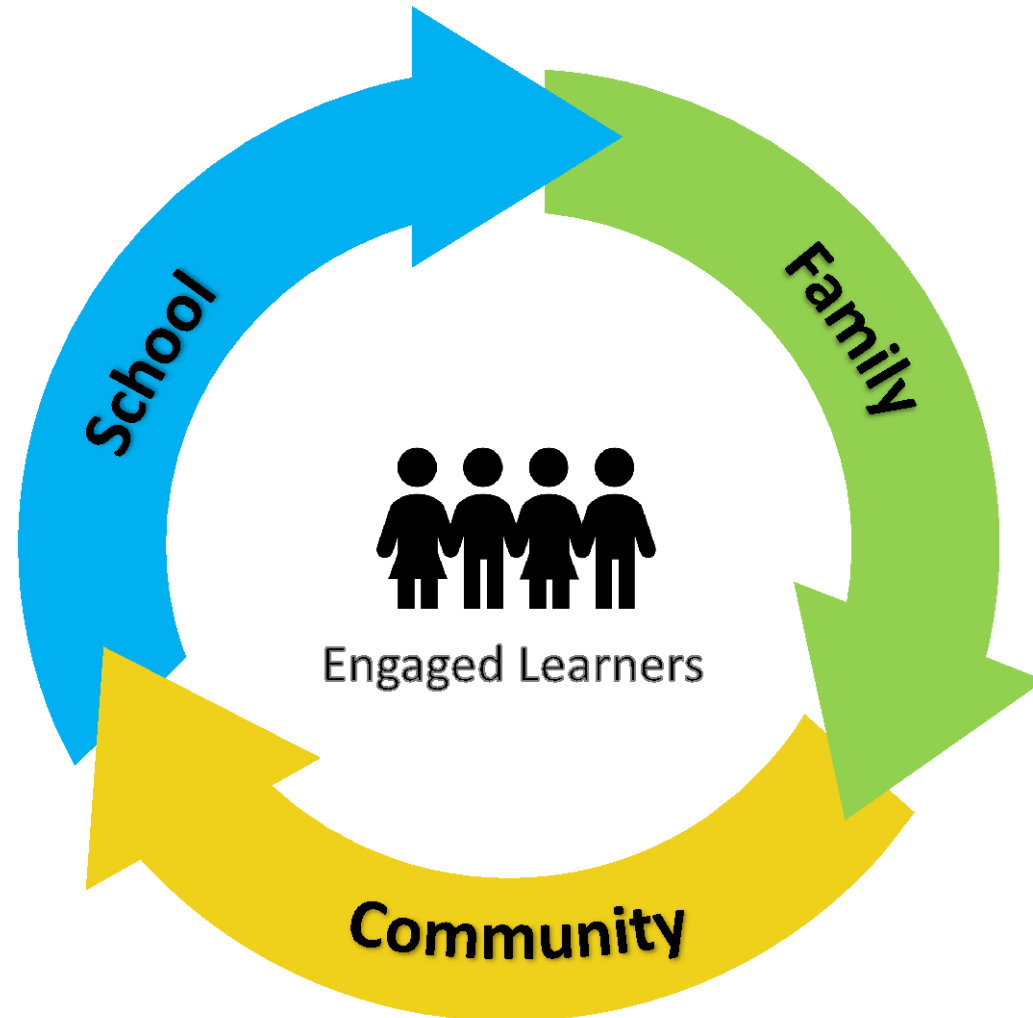
VIRGINIA READS ONE BOOK (VAROB)

MARCH 2023

WWW.VABANKERS.ORG/POST/VIRGINIA-READS-ONE-BOOK

VIRGINIA READS ONE BOOK

**Surround
students with
financial
literacy**



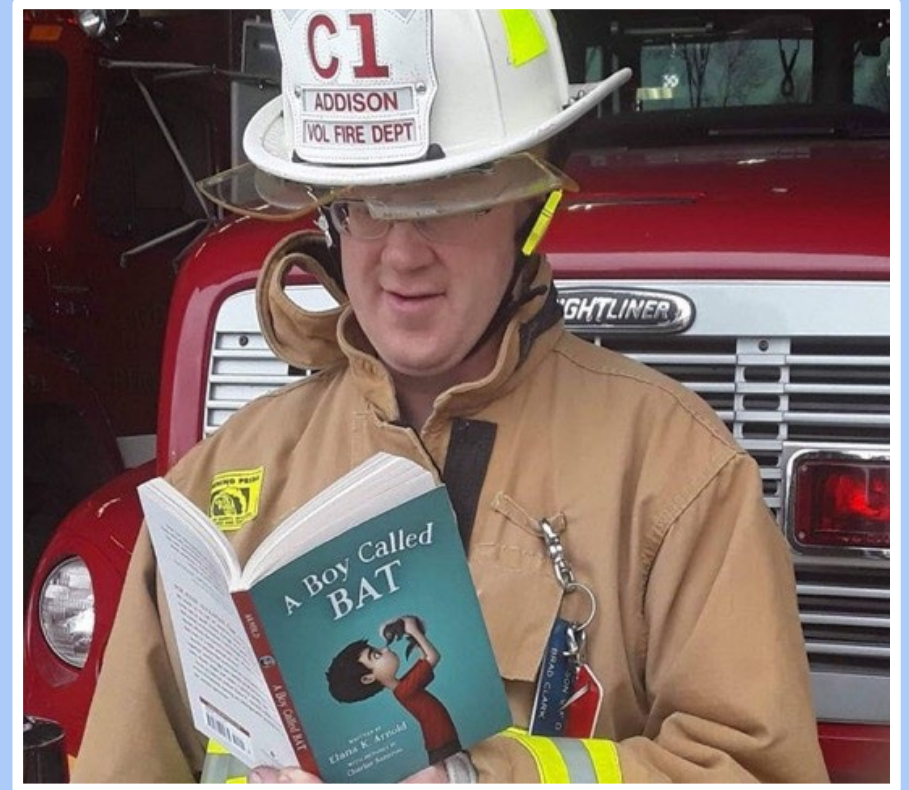
WHY?

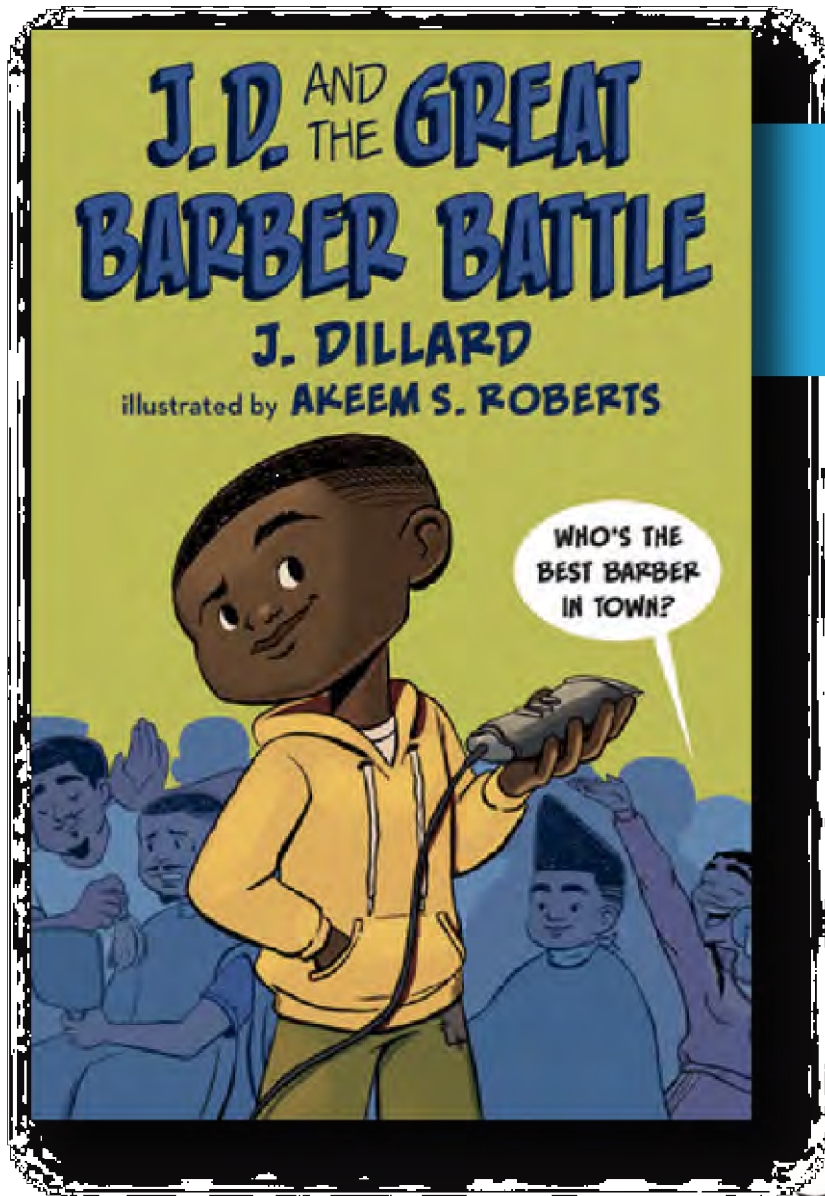
When **schools** present *clear, meaningful, and accessible* ways to support a child's learning and wellbeing, **families** choose to engage, and **communities** thrive.



HOW DOES IT WORK?

- Families Read together at home
- Schools celebrate and explore together
- Communities Support and Engage





Join us as we celebrate
Financial Literacy!

Read with us: March 6, 2023

Every family in your community will read *J.D. and the Great Barber Battle* by J. Dillard at home each night.

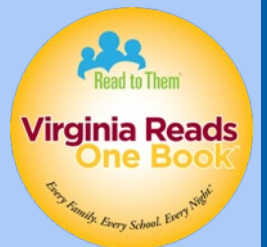
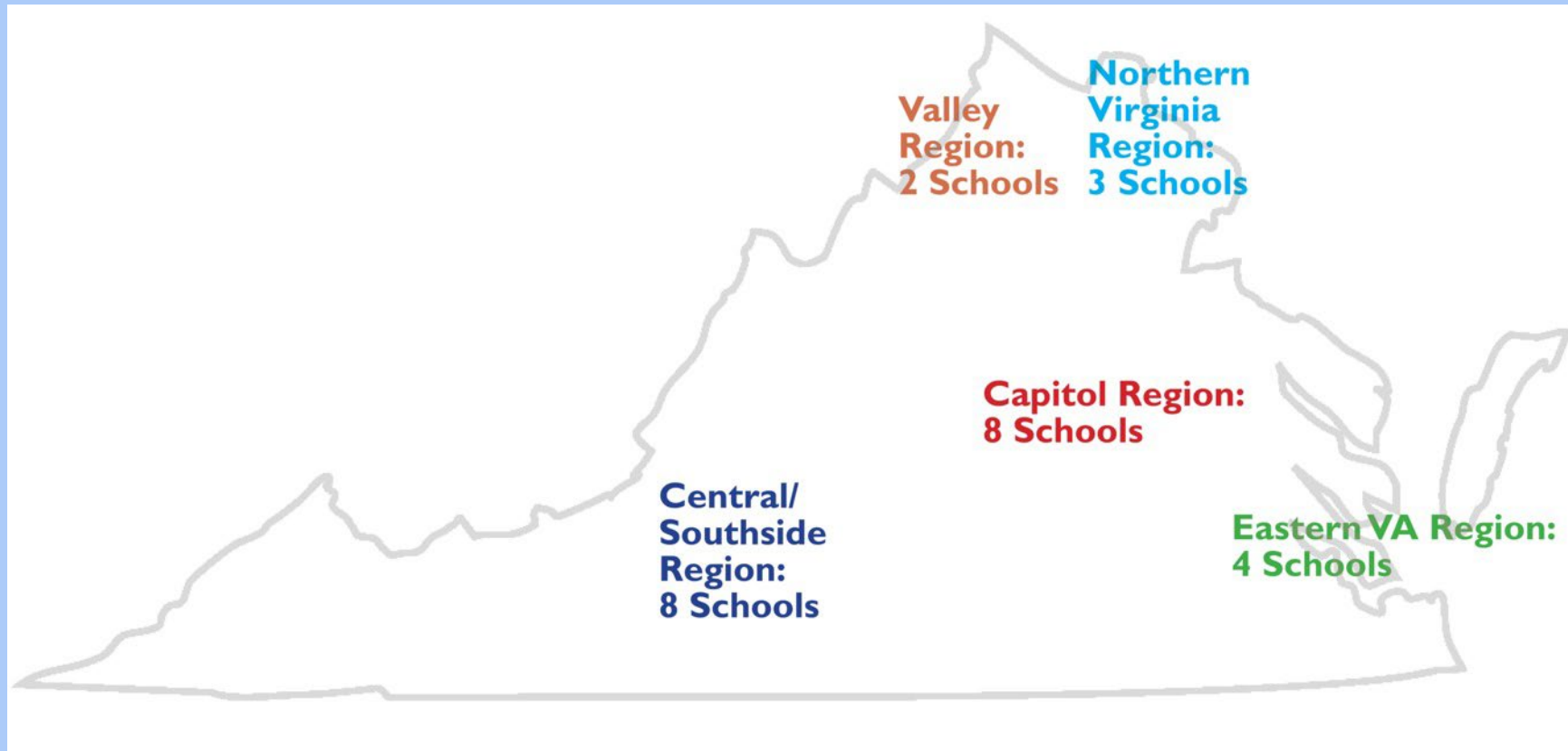
Explore and celebrate with school and community-based activities throughout the reading extravaganza!



2022 VAROB STATEWIDE REACH

The Foundation and banks across Virginia contributed nearly **\$60,000** to the 2022 VAROB program, sponsoring more than **12,100** students and staff at **29** Title I schools!

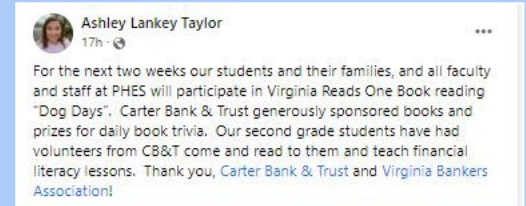
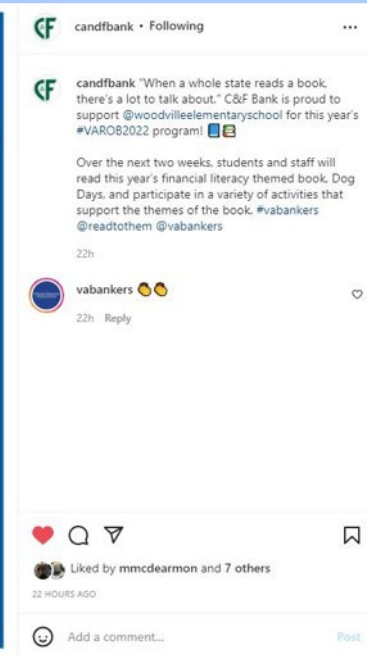
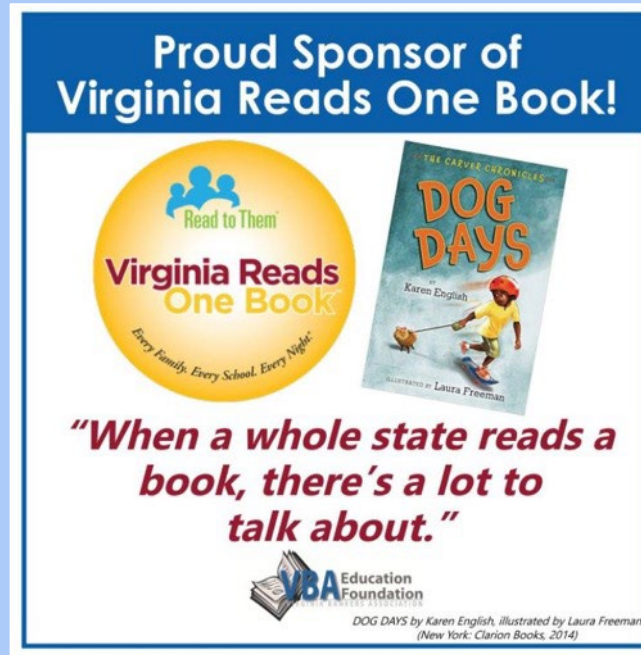
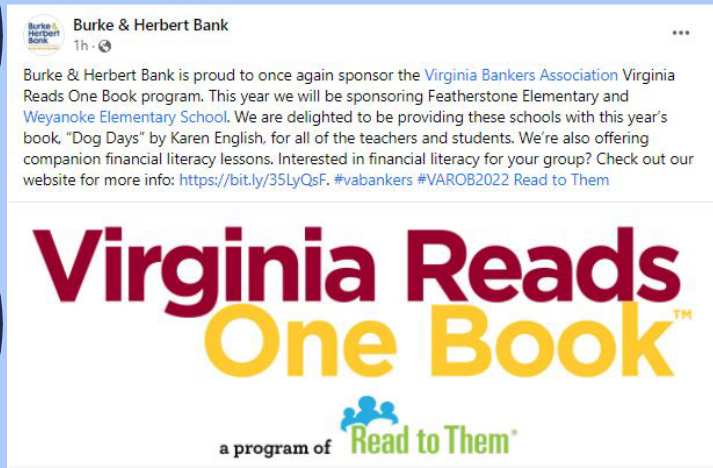
More than half of the total number of students who participated in the 2022 program were financially sponsored by the Virginia banking industry!



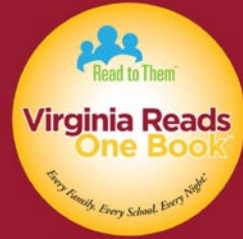
2022 FOUNDATION SUPPORT



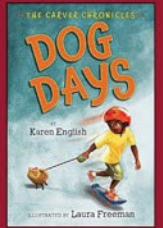
- The Foundation made a **\$10,000** contribution in 2022.
- The Foundation's contribution sponsored more than **2,500** students and staff from **five** Title I elementary schools.



VIRGINIA BANK
SPONSORS MADE
NEARLY
\$50,000 IN
CONTRIBUTIONS!



Thank You to the
2022 Bank Sponsors!



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 2023 statewide Virginia Reads One Book program (VAROB). Through this 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 2023.

Interested In Learning More?

Complete a bank interest form here: <https://www.formpl.us/form/6659208330215424>. Plan to join us for an informational Zoom meeting on September 20th at 9:00 a.m. Visit www.vabankers.org/Virginia-Reads-One-Book to register for the Zoom meeting and for more information about this year's program.

2023 Statewide Sponsors Include:



2023 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, family and community engagement tools, and more!

*A Spanish version of this year's book is also available for \$5.95 per student.

2022 Program Impact:



In 2022, the VBA Education Foundation made a \$10,000 contribution to VAROB, sponsoring more than 2,300 students at five Title 1 schools from across the Commonwealth.



Sixteen additional Virginia bank sponsors made nearly \$50,000 in contributions! These contributions supported the participation of more than 10,000 students and staff!



"We enjoyed this program so much and felt our **partnership** helped **provide helpful information** to the students. We loved reading along with the book and **incorporated key points** in our lesson. What a great way to get **banks involved with the schools**. We are looking forward to working with our school again next year. Thank you to the VBA and Read to Them for supporting this **wonderful program**." - 2022 Bank Sponsor

"Our bank sponsor was **amazing**. I appreciated the **preplanning meetings**, the follow ups, the **presentation**, and the **goodie bags**." - 2022 Bank Sponsored School

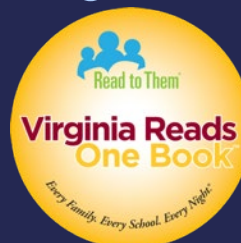


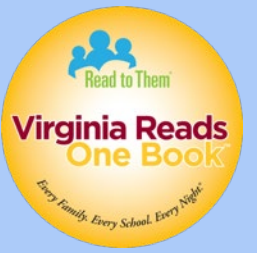
More than half of the total number of students who participated in the 2022 program were financially sponsored by the Virginia banking industry!

**Does your bank already have a relationship with a local school?
Contact Monica McDearmon at mmcdearmon@vabankers.org to find out more about schools that have participated from 2018-2022.**

PLANS FOR 2023

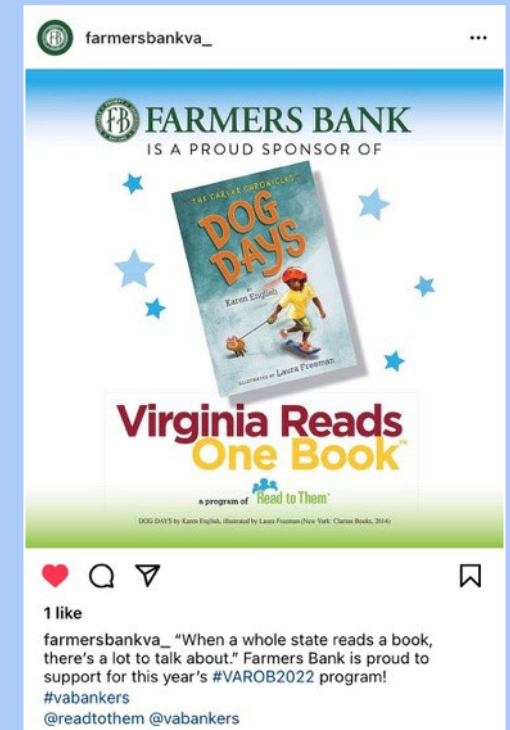
- VBA will sponsor up to \$7,500 for new Title I schools to participate
- Introduce new bank sponsors to the program
- Establish relationships between banks and schools that will continue after the end of the program – Teach Children to Save in April!
- Provide more opportunities for banks to be involved in creating virtual program resources.

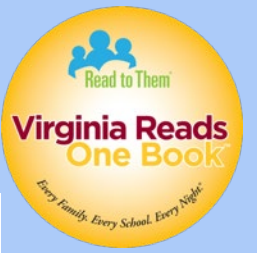




PROGRAM RESOURCES

- 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
 - Virtual resource website
 - ...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!

2022 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!

Thank You to the 2022 Bank Sponsors!

AMERICAN NATIONAL BANK & TRUST COMPANY, Bank of Botetourt, Burke & Herbert Bank, CF Bank, Carter Bank & Trust, CITIZENS BANK, FARMERS BANK, FirstBank, First Community Bank, FIRST NATIONAL BANK, NATIONAL CAPITAL BANK, PRIMIS, THE BANK OF CLARKE COUNTY, TouchstoneBank, TOWNE BANK, VILLAGE BANK

Thank You to the 2022 Statewide Sponsors!

Read to Them, VBA Education Foundation

THIS ITEM APPEARS IN

RELATED LINKS

- View the Recording of January 20th Bank Sponsor Call
- Register for Teach Children to Save!
- View the Recording of the September 2021 VAROB Informational Zoom Meeting - September 2021 (Password: q^@7Exv^)
- View the Slides from the September 2021 Informational Zoom Meeting Here!
- View the 2021 VAROB Program Recap Here!
- Read the 2021 VAROB Program Recap Article Here!

RELATED PROFILES

COMMUNICATIONS:
Monica McDearmon
Manager, Communications & Financial Education
(804) 819-4743
mmcdearmon@vabankers.org

Program Overview & Timeline ▾

How Can Your Bank be Involved During the Program at the School? ▾

Templates & Resources for Bankers ▾

VAROB Press Kit ▾

Chapter Reading Recordings from the VBA ▾

What Resources do the Schools Receive? ▾

Read to Them Contact Information ▾

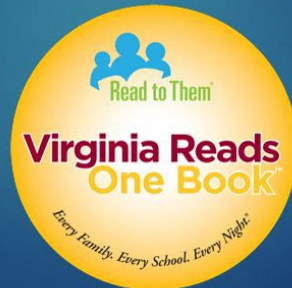


WAYS YOUR BANK CAN BE INVOLVED

- 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

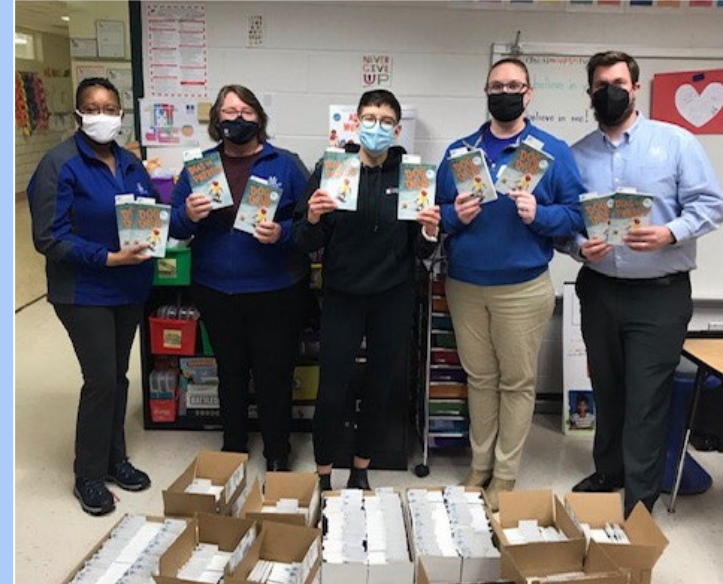
Dr. Charles Drew Elementary School
National Capital Bank

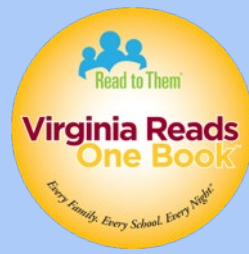
Dog Days



WAYS YOUR BANK CAN SPONSOR

- \$5.95 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
- VBA will try to secure sponsorships before Winter Break – deadline for ordering is January 2, 2023
- Think about the schools your bank already has relationships with!





PRAISE FROM SPONSORED SCHOOLS

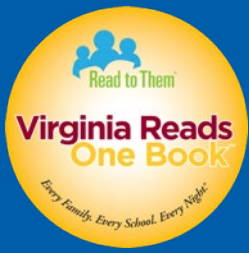
“Our students loved the book and the ability to connect with others inside of our school and across Virginia. It was a very special project!”

“The highlight of the program is that everyone reads the same book and has the shared experience of the reading. Teachers incorporated lessons in their classrooms, recorded the book chapter by chapter for students that could not read it yet or for those that wanted to listen in Spanish, and the STEAM and music teachers incorporated lessons in their classes. Such a special experience. Thank you!”

“VAROB not only motivates and excites the students to read, it excites their whole family! The parents, staff, custodians, cafeteria workers, and bus drivers - we are now a family of readers!”

“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!”





QUESTIONS?