

VIRGINIA READS ONE BOOK (VAROB)

MARCH 2024

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

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!



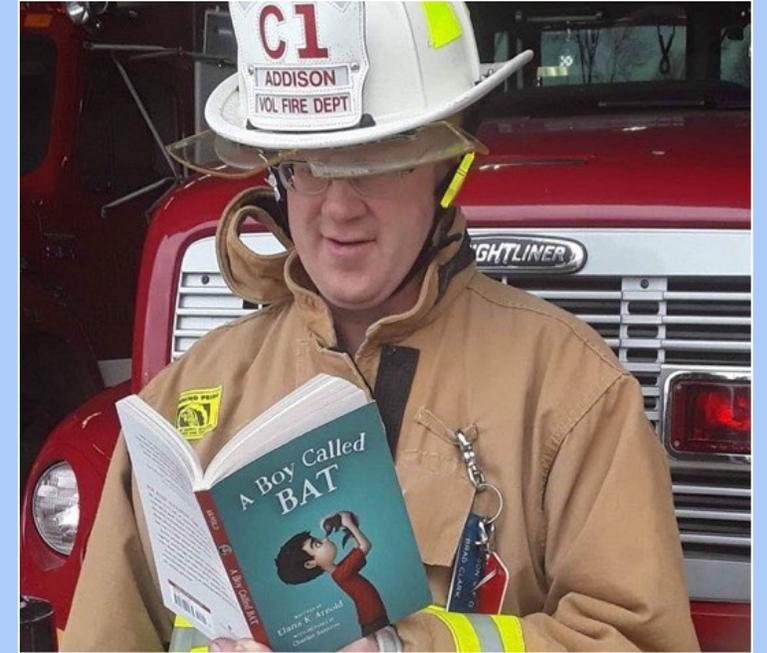
WHY?

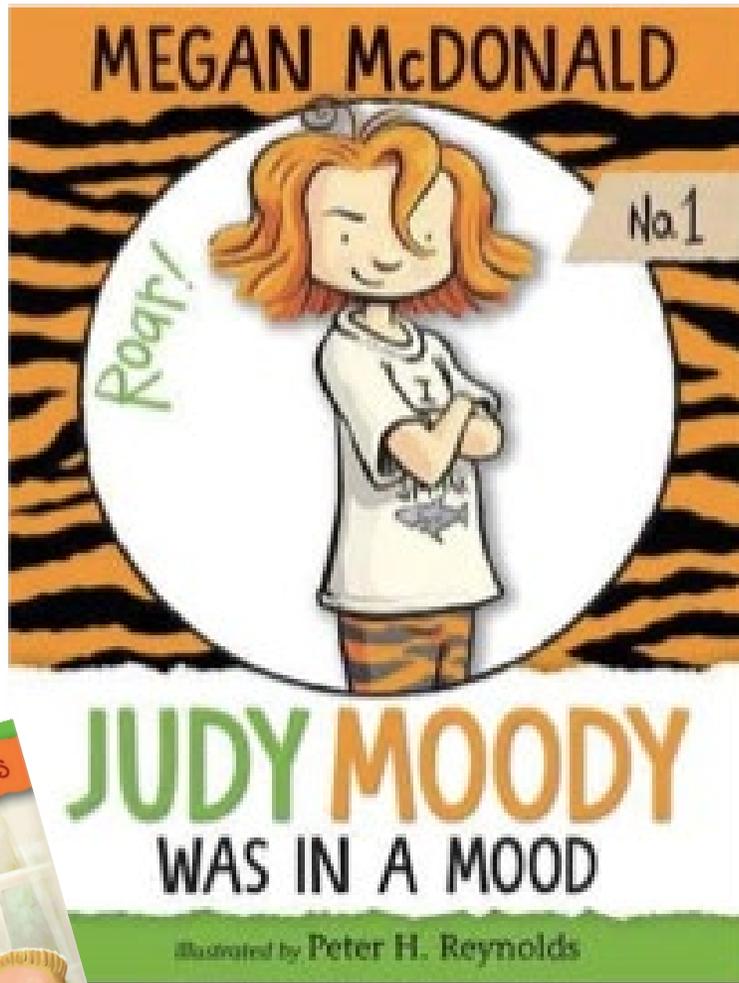
When schools present *clear, meaningful, and accessible* ways to support a child's learning and wellbeing, **families** choose to engage, and **communities** thrive.



HOW DOES IT WORK?

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



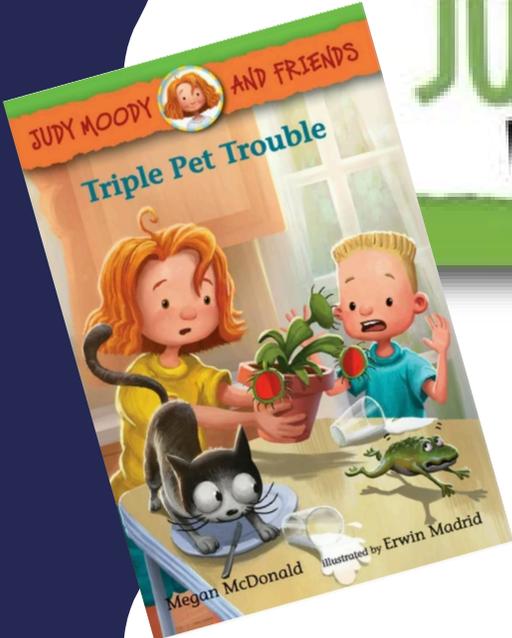


Join us as we celebrate
Financial Literacy!

Read with us: March 4 - 15, 2024

Every family in your school community will read
Judy Moody Was in a Mood by
Megan McDonald at home each night.

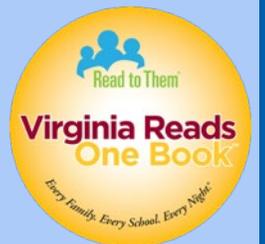
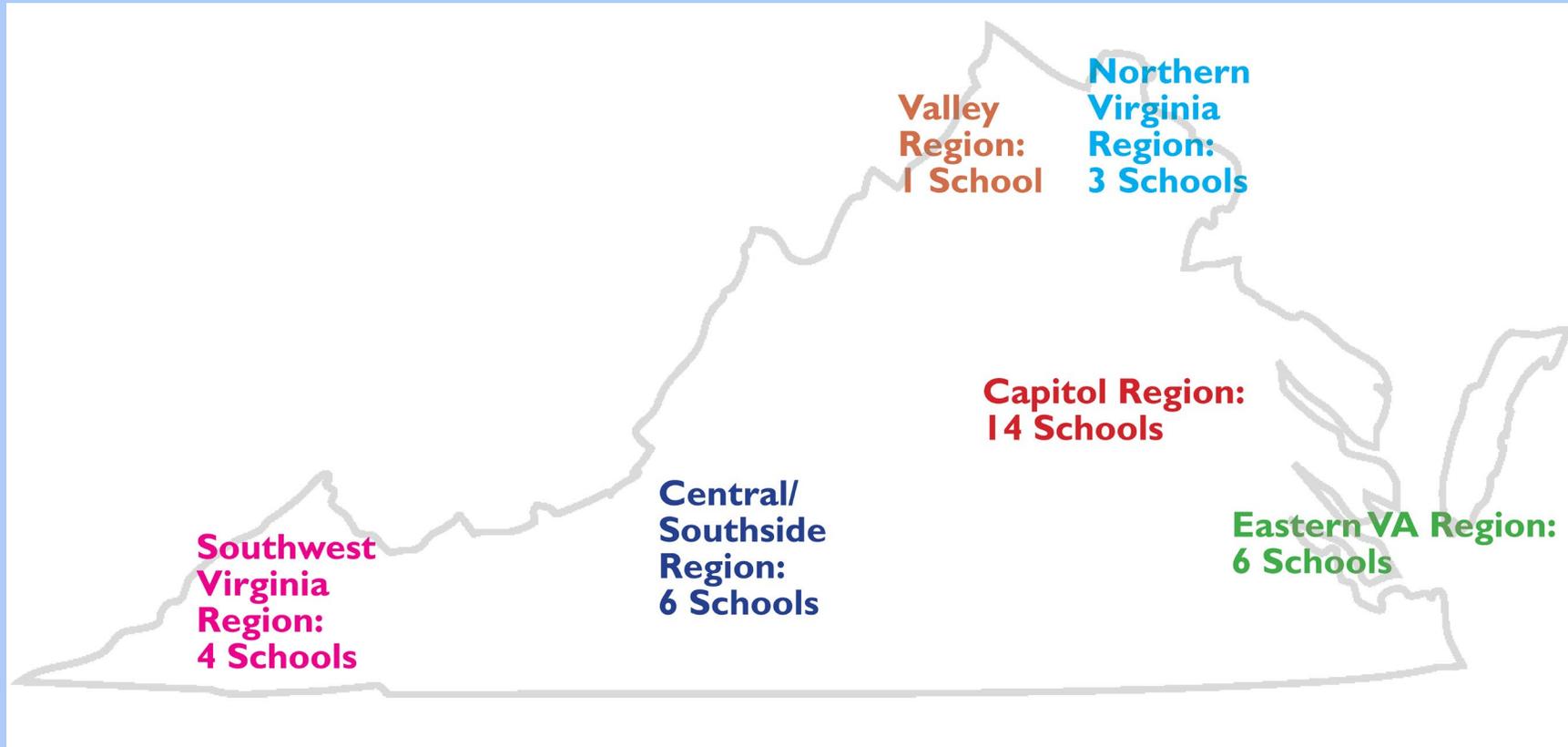
Explore and celebrate with school and
community-based activities throughout the
reading extravaganza!



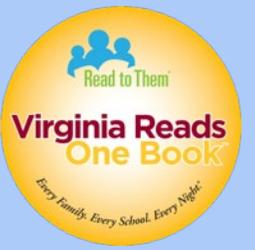
2023 VAROB STATEWIDE REACH

The Foundation and banks across Virginia contributed nearly **\$90,000** to the 2023 VAROB program, sponsoring more than **14,000** students and staff at Title I schools!

Nearly 70% of the total number of students who participated in the 2023 program were financially sponsored by the Virginia banking industry!



2023 FOUNDATION SUPPORT



- The Foundation made a **\$7,500** contribution.

NB National Capital Bank
20h · 🌐

It's Teacher Appreciation Week! National Capital Bank is proud to partner with schools across the greater Washington, DC area to invest in the future of our community.

Recently, NCB was honored to participate in the Virginia Bankers Association's "Read To Them" program. The statewide program provides opportunities for students, teachers, parents, and families to read a specifically selected book together during the month of March. NCB read J.D. and the Great Barber Battle along with the students, then provided lesson plans to the 4th and 5th graders at Dr. Charles R. Drew Elementary School on the importance of responsible saving habits. We feel fortunate to educate these students on the importance of financial literacy.

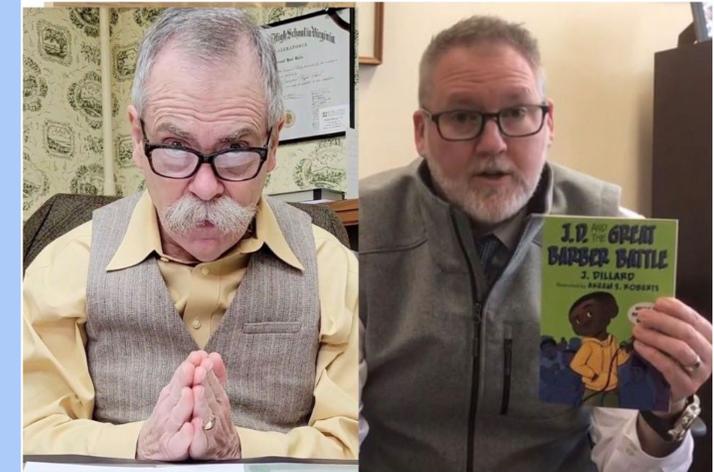
For information on how we help young savers, visit <https://www.nationalcapitalbank.bank/personal/savings...>



Burke & Herbert Bank
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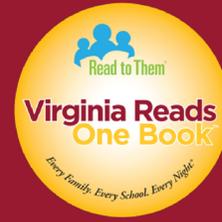
We are excited to sponsor the Virginia Reads One Book Program for the fifth consecutive year. Through this program, we are able to bring together students, staff, and their families to celebrate reading together. This year, we have selected Weyanoke Elementary School in Fairfax County to receive a copy of J.D. and the Great Barber Battle which features financial literacy messaging.

Hunt Burke and Joe Collum participated in reading chapters aloud for a video distributed to schools throughout Virginia.

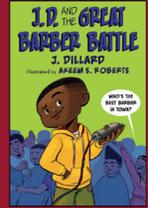


Virginia Reads One Book
J.D. and the Great Barber Battle

VIRGINIA BANK
SPONSORS MADE
MORE THAN
\$80,000 IN
CONTRIBUTIONS!



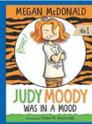
Thank You to the
2023 Bank Sponsors!



Thank You to the 2023 Statewide 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 2024 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 2024.

Interested In Learning More?

Complete a bank interest form here: <https://www.fompl.us/form/4963391121260544>. Plan to join us for an informational Zoom meeting on September 21 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.

2024 Statewide Sponsors Include:



2024 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.

2023 Program Impact:



In 2023, the VBA Education Foundation made a \$7,500 contribution to VAROB.



Eighteen additional Virginia bank sponsors made more than \$80,000 in contributions! These contributions supported the participation of nearly 14,000 students and staff from Title 1 schools across the state!

"Forming a partnership with a local bank was the most exciting part of the program - aside from all the benefits to the students."
-2023 Bank Sponsored School



"This was a great experience. I got to share my excitement about banking with the students along with reading the book."
- 2023 Bank Sponsor



Nearly 70% of the total number of students who participated in this year's program did so through Virginia banking industry sponsorship.

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 in the past.

PLANS FOR 2024

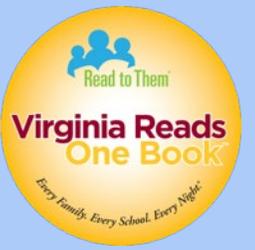
- VBA will sponsor up to \$7,500 for new Title I schools to participate
- Introduce new bank sponsors to the program
- Establish relationships between banks and schools that will continue after the end of the program – Teach Children to Save in April!
- Provide more opportunities for banks to be involved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

2023 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 2023 Statewide Sponsors!



[Program Overview & Timeline](#) ▾

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

[Templates & Resources for Bankers](#) ▾

[VAROB Press Kit](#) ▾

THIS ITEM APPEARS IN

RELATED LINKS

[Register for Teach Children to Save!](#)

RELATED PROFILES

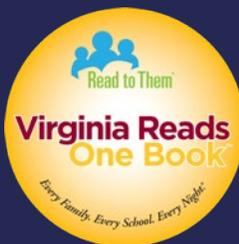
COMMUNICATIONS

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



WAYS YOUR BANK CAN BE INVOLVED

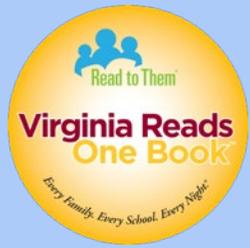
- Attend kick-off assemblies
- Provide promotional giveaways and/or prizes
- Serve as guest readers
- Teach financial literacy lessons (virtual or in-person)
- Tie VAROB into youth savings program at your bank
- Attend literacy fairs/culminating events



WAYS YOUR BANK CAN SPONSOR

- \$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
- Think about the schools your bank already has relationships with!
- **Goal is to secure sponsorships by December 8.**





PRAISE FROM SPONSORED SCHOOLS

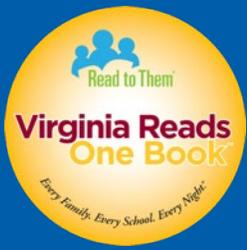
“Our students loved the book and the ability to connect with others inside of our school and across Virginia. It was a very special project!”

“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?