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*How Financial Wellness Will Impact My Life*

## **How Financial Wellness Will Impact My Life**

Financial wellness is a skill that I was taught from a young age and have always tried to practice. My family's favorite thing to do since I was little was to go on summer vacations to visit national parks around the country. In order to do this every year, I have seen my parents save money and practice healthy habits to ensure my family didn't go into debt from the trip expenses. These effective practices that I grew up watching my parents utilize have influenced my financial awareness as a senior in high school. I have followed my parents' example and saved money for fun activities, especially on our family trips. For the past four years, I have worked at a local diner, The Pink Cadillac, where I am a waitress and work hard for my money. When I turned 15, my expenses grew, and I wasn't just earning money to fund fun money on trips. I also needed money for gas and high school events. Coming into Bank Day with Bank of Botetourt I knew ways that I could save for my everyday expenses, but the conference and speakers helped me gain a better understanding of how to save for the future as well.

At Bank Day, I learned a lot more about financial planning and how I can manage my financial goals for the future. Not only is saving money for college important, but I need to make sure that I am furthering my knowledge on how to save for a family and retirement. After college graduation, I hope to come out debt free by earning scholarships so that I can focus on house payments, car payments, and family expenses. Fonda Coffey, the Elite Relationship Manager at Bank of Botetourt, shared that it is never too early to start setting mid-term and long term financial goals like buying a house and funding a retirement plan. In order to achieve and track my goals, the presentation included a handy acronym which can easily be remembered. The SMART Goals Framework focuses on specific, measurable, achievable, relevant and timely goals which will help me set reasonable expectations for my future. I realized that I don't want stress and uncertainty to get in the way of providing for my family throughout the various stages of my life. Along with planned expenses and budgeted savings, I also learned that emergency funds may be beneficial to have as a backup. This idea of a "rainy day" reserve seems like a necessity when I start my career and have a steady income. Starting with my first paycheck, I would like to implement an automated transfer of money to a savings account to start reaching for financial success.

At Bank Day, I didn't just learn how to take care of my own financial wellness, but I also noticed how much Bank of Botetourt values and supports its community as a whole. For

example, on the Bank of Botetourt Facebook Page, they advertise that on Fridays they have the opportunity to participate in “Casual for a Cause” by dressing casually to support Roanoke Area Ministries’ initiative for the homeless. To show that they are also a public face outside of the bank buildings, they also attend career fairs, community festivals, and elementary school programs. During the presentation, I realized how much the Bank of Botetourt Marketing team prioritizes community events and volunteering. As a future journalist, and someone who has a passion for marketing, I appreciated the Marketing departments’ focus on making advertising, their website, and even bank products more accessible and appealing for the local members of their bank. By making sure the bank is at a high place in search engines and their brand is everywhere, they are acknowledging the busyness of their customers and are striving to make access easier for them. To ensure community members have access to loans, investments, or mortgages, the uniform rebranding for Bank of Botetourt can help members locate the resources they need. Their slogan, “Focused on You” didn’t lie, and I could actually see in a short amount of time just how much they care about their customers. In my future, I want a bank as caring as Bank of Botetourt helping me every step of the way. A bank that supports me in my financial goals and achievements and helps me live life to the fullest without uncertainty is crucial.

## Works Cited

Bank of Botetourt Staff. "2025 Bank Day". VBA Bank Day Scholarship Program, 10 March 2025, Tizzzone Wood-Fired Kitchen & Wine Bar, Daleville, VA.

Bank of Botetourt. Friday Casual Dress Fundraiser. *Facebook*, 7 March 2025, 8:00 a.m., <https://www.facebook.com/bankofbotetourt/>. 19 March 2025.