

# VIRGINIA READS ONE BOOK (VAROB)

MARCH 2022

[WWW.VABANKERS.ORG/POST/VIRGINIA-READS-ONE-BOOK](http://WWW.VABANKERS.ORG/POST/VIRGINIA-READS-ONE-BOOK)

# Surround students with literacy

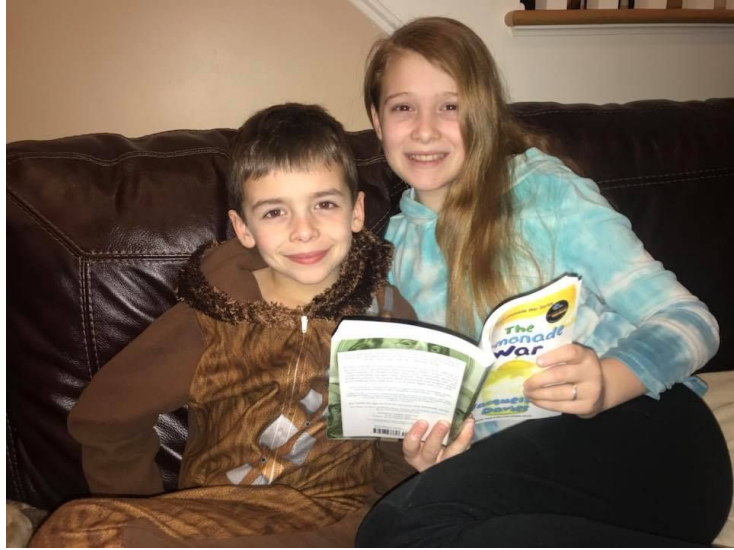
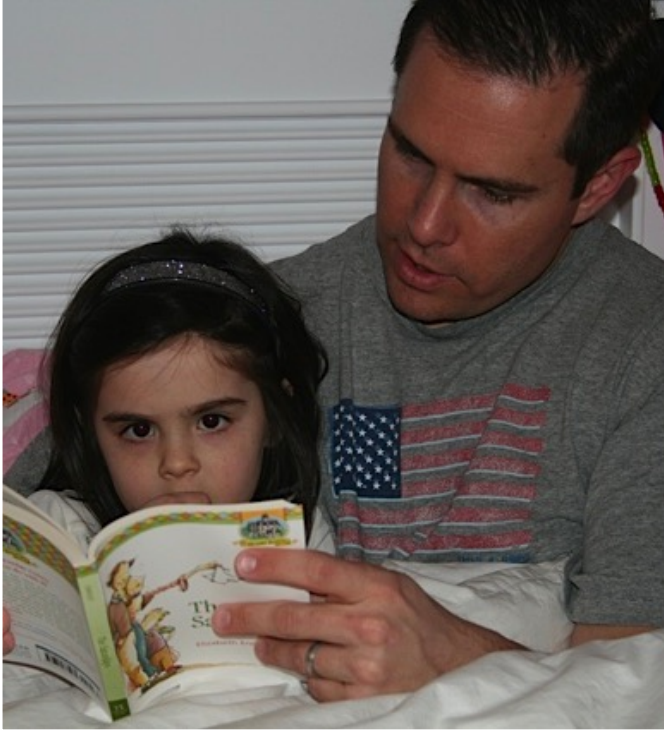




# Why?

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





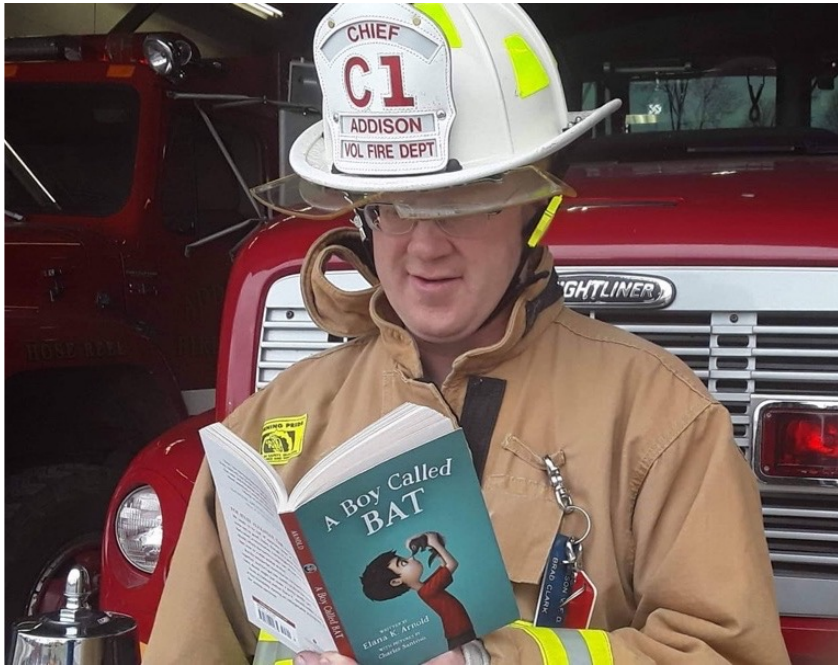
**Families  
read  
together**



# Schools celebrate and explore



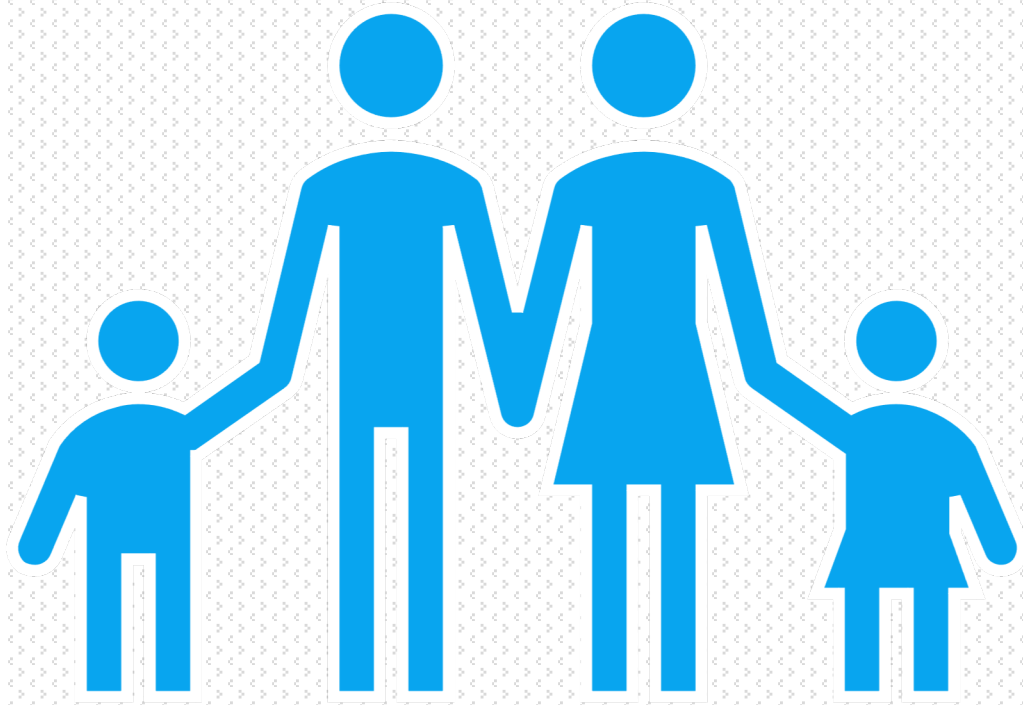




# Communities Support







2 Million+ Families

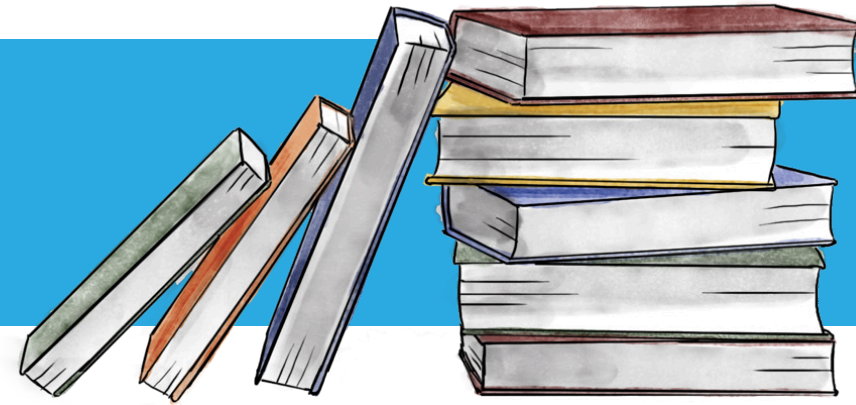


3,000+ Schools



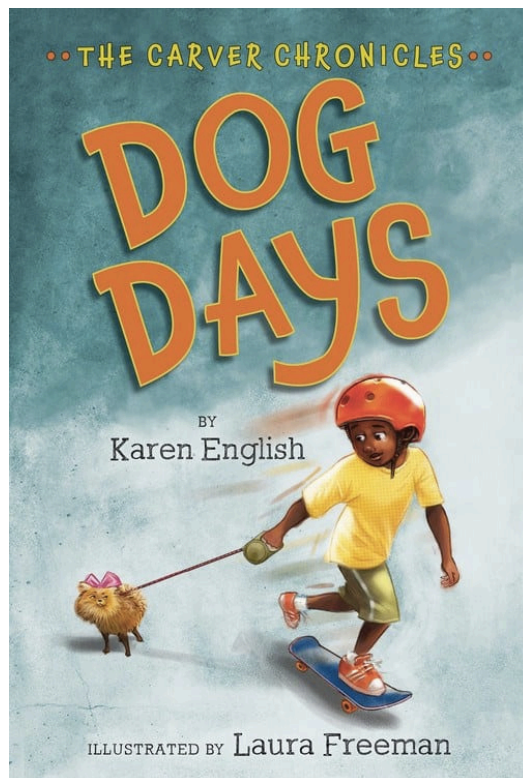
50 States

Read with us  
March 7 - 18, 2022



★ This year's title:

★ Join us as we celebrate  
★ Financial Literacy!



Every family in your community will read  
*Dog Days* by Karen English  
at home each night.

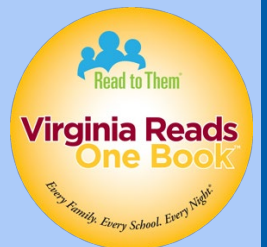
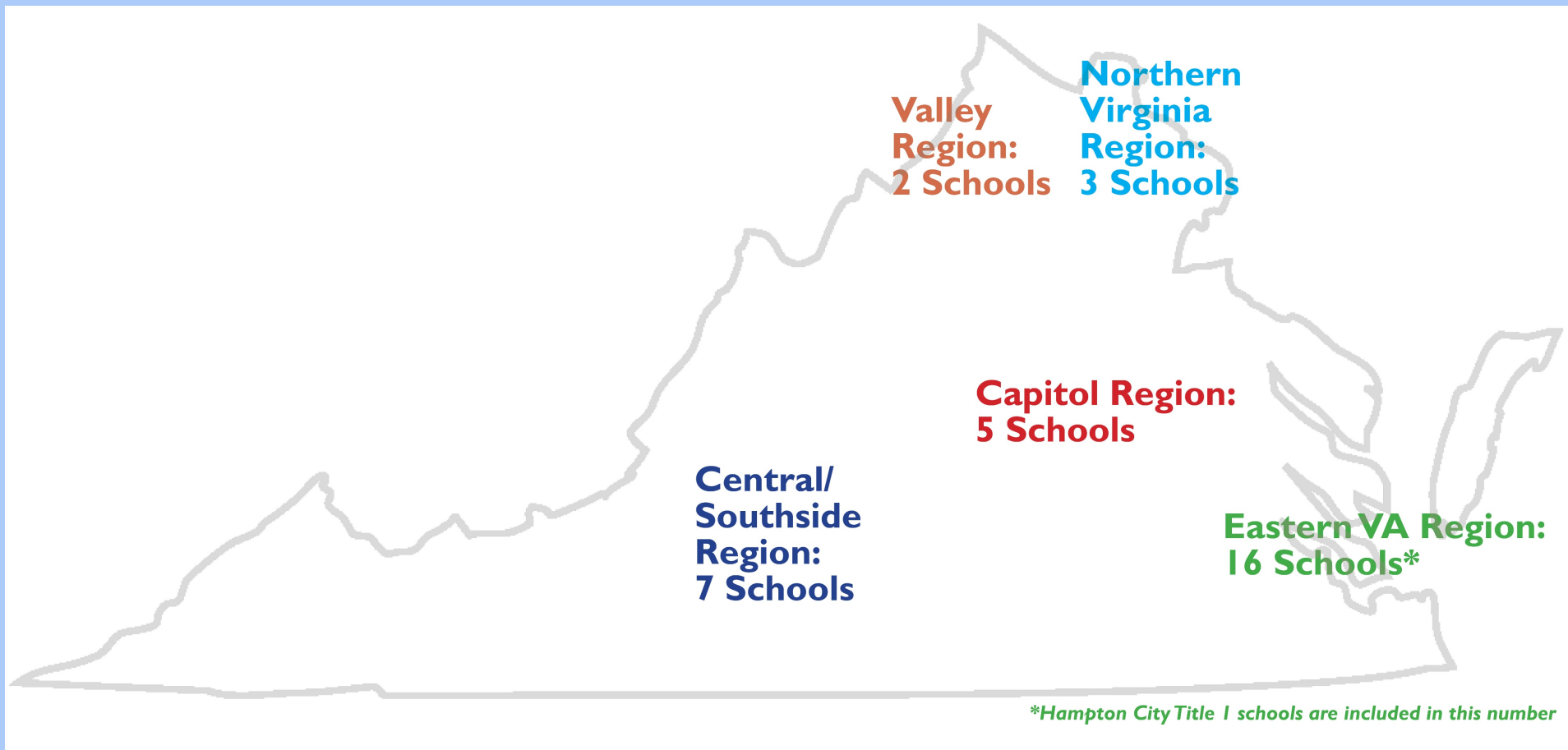
Explore and celebrate with school and  
community-based activities throughout  
this reading extravaganza!



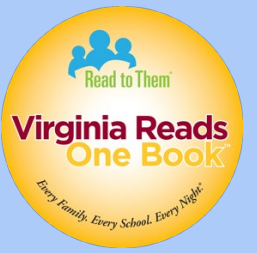


# 2021 VAROB STATEWIDE REACH

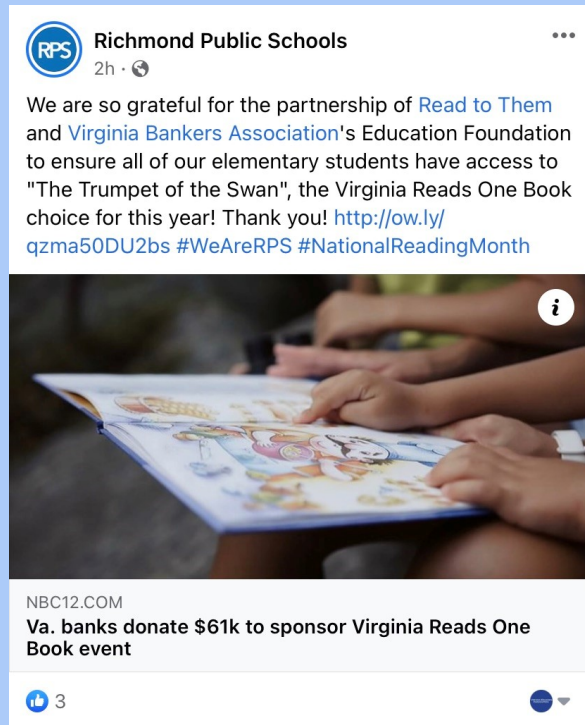
The Foundation and banks across Virginia contributed more than **\$61,000** to the 2021 VAROB program, sponsoring more than **14,100** students and staff at **33** Title I schools!



# 2021 FOUNDATION SUPPORT

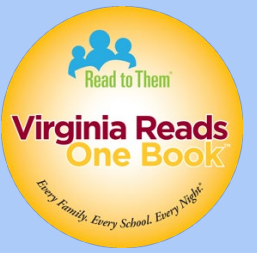


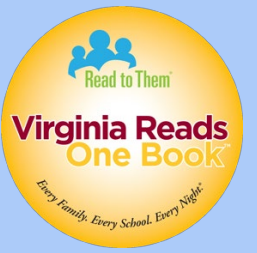
- The Foundation made a **\$10,000** contribution in 2021.
- The Foundation's contribution sponsored more than **2,200** students and staff from **four** Title I elementary schools.





# TEN ADDITIONAL BANK SPONSORS MADE MORE THAN **\$51,000** IN CONTRIBUTIONS!





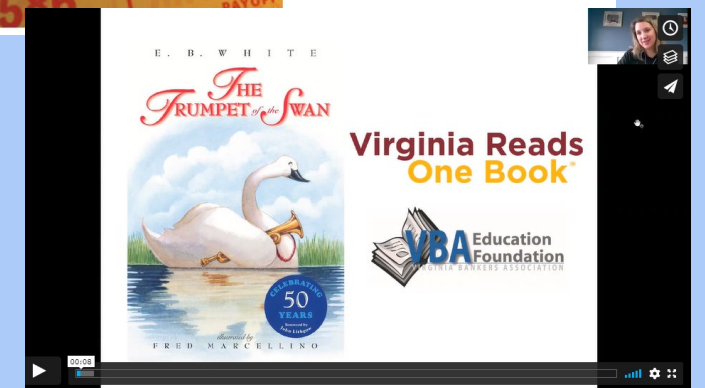
# VIRTUAL RESOURCES

- Read to Them created a webpage of digital resources for the program. Resources included:
  - Blog posts, featuring weekly financial literacy videos made by **Michelle Mogel, TowneBank**
  - Links to articles, calculators and coaches from **VBA Endorsed Provider Banzai**
  - Weekly Kahoot quizzes
  - Flipgrid
- **VBA staff** recorded chapter readings to share with Foundation sponsored schools. Bank sponsors also shared those recordings with their sponsored schools.



The Trumpet of the Swan Activity Week 1

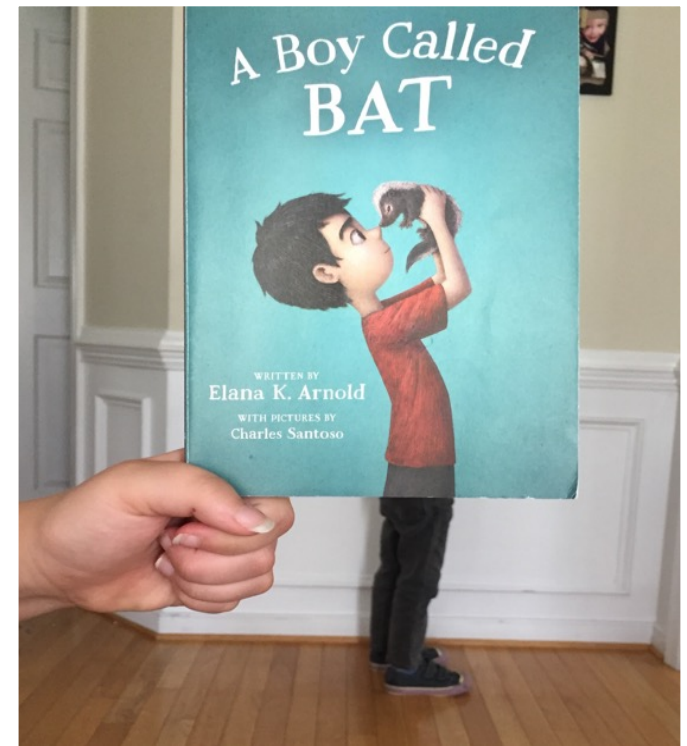
## CALCULATORS







# Fun ways for families to participate



# 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 2022 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 2022.

## Interested In Learning More?

Complete a bank interest form here: <https://www.formpl.us/form/1996046027>. Plan to join us for an informational Zoom meeting on September 28th at 9:00 a.m. Visit [www.vabankers.org/Virginia-Reads-One-Book](http://www.vabankers.org/Virginia-Reads-One-Book) to register for the Zoom meeting and for more information about this year's program.

## 2022 Statewide Sponsors Include:



## 2022 Program Details:

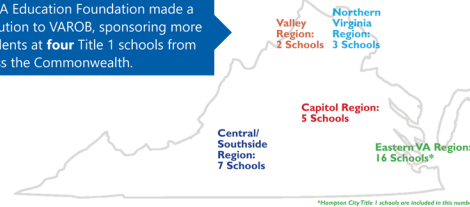
Banks can sponsor schools for \$5.95\* per student. Sponsored schools will receive a book for every student and complimentary staff copies, both family literacy and financial literacy activities, school assembly suggestions, teacher resources, family and community engagement tools, and more!

\*A Spanish version of this year's book is also available.

## 2021 Program Impact:



In 2021, the VBA Education Foundation made a **\$10,000** contribution to VAROB, sponsoring more than **2,200** students at **four** Title 1 schools from across the Commonwealth.



Ten additional Virginia bank sponsors made more than **\$51,000** in contributions! These contributions supported the participation of more than **11,900** students and staff!



"The highlight of this 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 who could not read it yet or for those who wanted to listen in Spanish, and the STEAM and music teachers incorporated lessons in their classes. Such a special experience. Thank you!"  
- 2021 Participant

"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!"  
- 2021 Participant

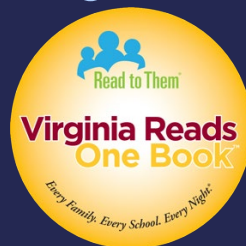
"It's amazing how one book can bring a community together! Without the financial assistance, these students would not have access to this combined family and financial literacy initiative. I have witnessed firsthand the enthusiasm this project generated. This program makes me proud to be a community banker and proud that the Foundation and banks across Virginia were able to help so many students. Thank you for making this program possible."  
- Michelle Austin, Bank of Botetourt, 2018-2021 Program Sponsor

Does your bank already have a relationship with a local school?

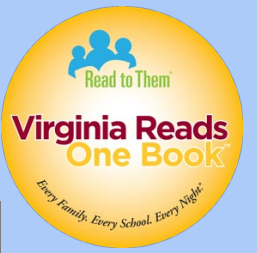
Contact Monica McDearmon at [mmcdearmon@vabankers.org](mailto:mmcdearmon@vabankers.org) to find out more about schools that have participated from 2018-2021.

# PLANS FOR 2022

- VBA will sponsor up to \$10,000 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.



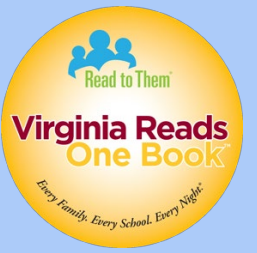




# PROGRAM RESOURCES

- 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
  - 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!

### 2021 Virginia Reads One Book Resources

Sponsored by the VBA Education Foundation and Banks Across Virginia

MONICA MCDEARMON

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

**THIS ITEM APPEARS IN**

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**RELATED LINKS**

- [Recording of January 21st Bank Sponsor Meeting \(Passcode: P@qkA3B= \)](#)
- [Recording of Informational Zoom Meeting - September 2020 \(Passcode: 2Py&@75M\)](#)
- [Slides from Informational Zoom Meeting - September 2020](#)
- [2020 VAROB Recap](#)
- [Pictures from the 2020 Program](#)
- [Register for Teach Children to Save!](#)

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**RELATED PROFILES**

COMMUNICATIONS

**Monica McDearmon**  
 Manager, Communications & Financial Education

(804) 819-4743  
 mmcdearmon@vabankers.org

**Program Overview & Timeline** ▾

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

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**Templates & Resources for Bankers** ▾

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**Chapter Reading Recordings from the VBA** ▾

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**What Resources do the Schools Receive?** ▾



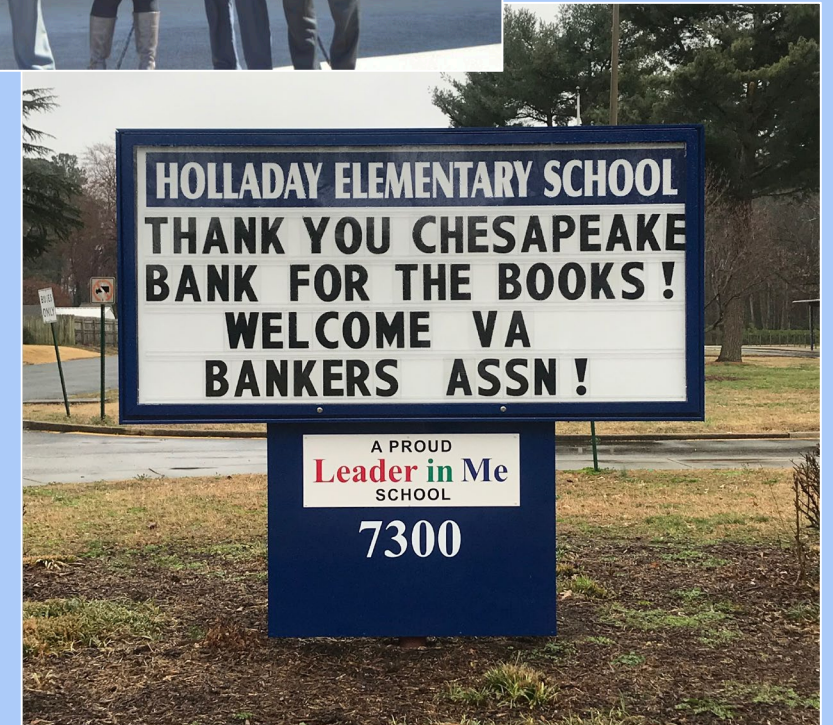


# WAYS YOUR BANK CAN BE INVOLVED

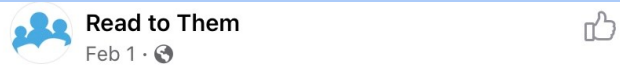
- Attend kick-off assemblies
- Provide promotional giveaways and/or prizes
- Serve as guest readers
- Teach financial literacy lessons (virtual or in-person)
- Tie VAROB into youth savings program at your bank
- Attend literacy fairs/culminating events

# 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
- VBA will try to secure sponsorships before Winter Break – deadline for ordering is January 7, 2022
- Think about the schools your bank already has relationships with!





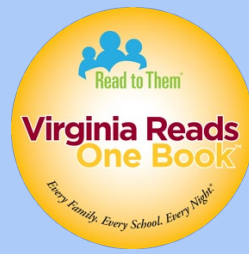


Thank you to all of our incredible Virginia Reads One Book 2021 sponsors, including [The Jenny Maraghy Team](#) - Joyner Fine Properties and [Cobb Imprint!](#)

**Virginia Bankers Association**

Posted by Monica McDearmon  
Feb 1 · 🌐

Next month, more than 9,000 Virginia students and staff will participate in #VAROB2021 thanks to sponsorship from banks across Virginia and the VBA Education Foundation! Through this program, the entire school community - including bus drivers, resource teachers, facilities staff, office personnel, students and their families - read the same financial literacy themed book on the same schedule. Be sure to follow us for updates on the program throughout the month of March. #VAROBTrumpet #vabankers [Read to Them](#) American National Bank & Trust Bank of Botetourt Bank of Clarke County Burke & Herbert Bank Chesapeake Bank Old Point The Fauquier Bank TowneBank First Bank First National Bank



**Chesapeake Bank**

58m · 🌐

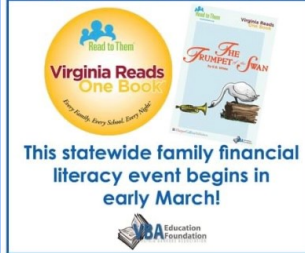
When #VABankers and schools get together, it's guaranteed to be a good time. #VAROB2021 is almost here.

**Virginia Bankers Association**

Posted by Monica McDearmon  
5h · Instagram · 🌐

"When a whole state reads a book, there's a lot to talk about." The VBA Education Foundation and banks across Virginia are proud to support... See More

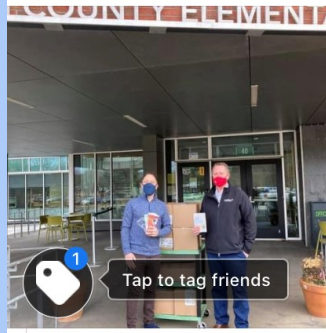
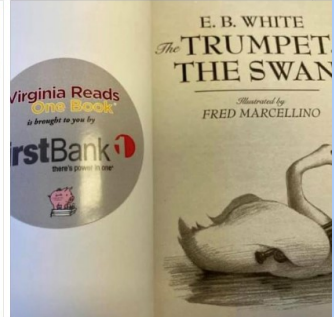
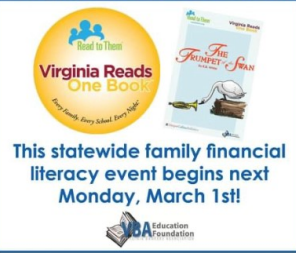
**Proud Sponsor of Virginia Reads One Book!**



**Thank You to the 2021 Bank Sponsors!**



**Proud Sponsor of Virginia Reads One Book!**



# PRAISE FROM SPONSORED SCHOOLS

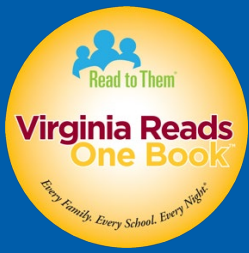
"Our students loved the book and the ability to connect with others inside of our school and across Virginia. It was a very special project!"

"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 does so for 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?