

VIRGINIA READS ONE BOOK (VAROB)

MARCH 2025

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!



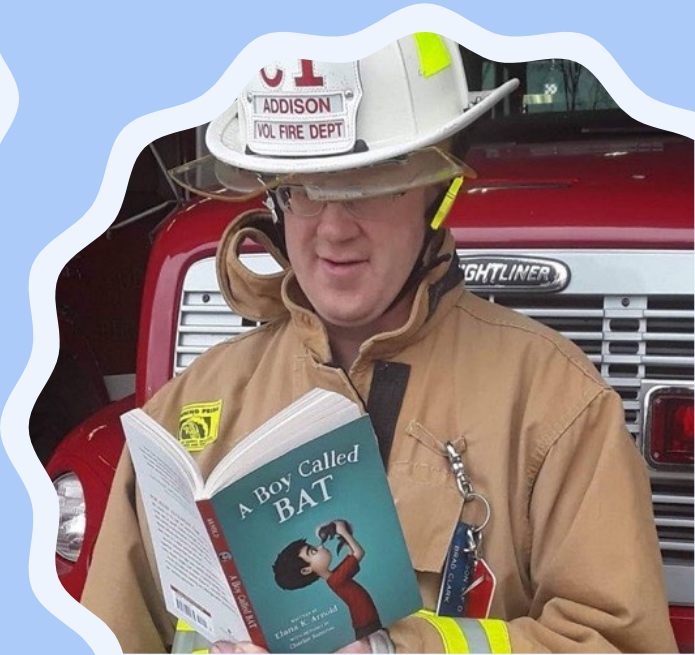
WHY?

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



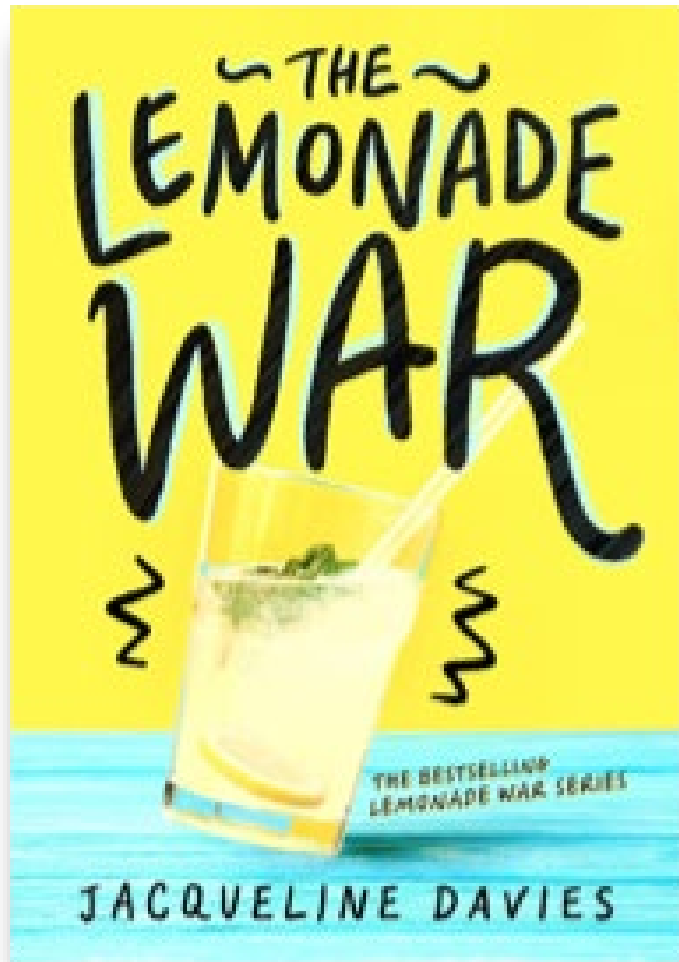
NEW SCHOLARSHIP OPTION

As a result of an anonymous donation, Read to Them will be offering a new scholarship application for schools that either:

- do not qualify for Bank Sponsorship or
- are not able to be matched with a bank partner

Schools may complete the application and be considered for scholarship if they do not receive a bank sponsorship.





Join us as we celebrate
Financial Literacy!

Read with us: March 3 - 21, 2025

Every family in your school community will
read *The Lemonade War* by
Jacqueline Davies at home each night.

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

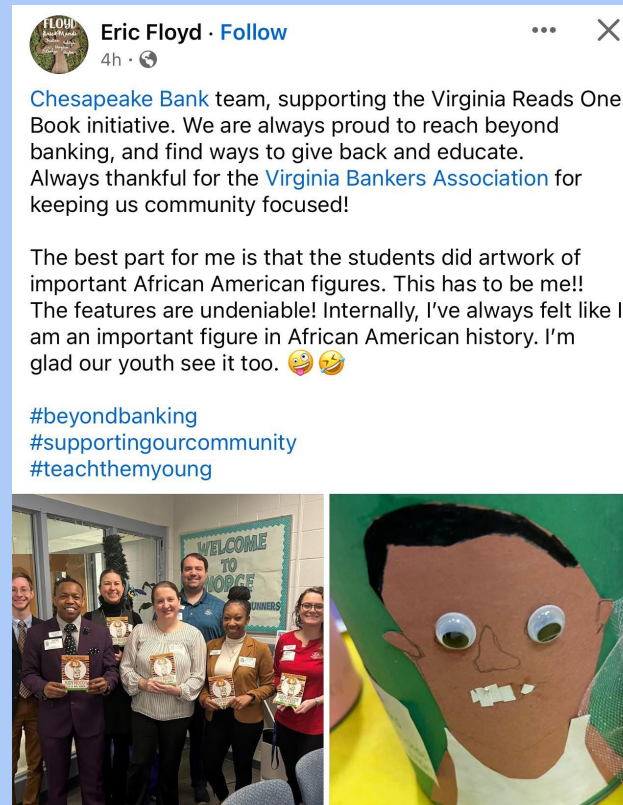
Registration fee = \$6.95/student



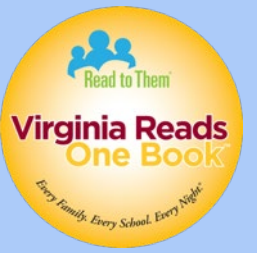
2024 VAROB STATEWIDE REACH

The Foundation and banks across Virginia contributed nearly **\$113,000** to the 2024 VAROB program, sponsoring more than **15,000** students and staff at **38** Title I schools!

More than 50% of the total number of students who participated in the 2024 program were financially sponsored by the Virginia banking industry!



2024 FOUNDATION SUPPORT



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

TowneBank
March 26 at 9:58 AM · 🌐

For National Reading Month, schools across the Commonwealth are participating in the 2024 Virginia Reads One Book Program. 📖 In partnership with the Virginia Bankers Association Education Foundation, we had the amazing opportunity to purchase and deliver copies of "Judy Moody Was in a Mood" 📖 by Megan McDonald for all students and staff at Camelot and Southwestern Elementary Schools in Chesapeake and Carrollton Elementary School in Isle of Wight. At each school visit, TowneBank leaders read aloud to classes and led financial literacy exercises.

Learn how you or your child's school can get involved at VABankers.org/Post/Virginia-Reads-One-Book. #VAROB24 #VirginiaReads #VABankers

First National Bank
2d · 🌐

First National Bank is proud to sponsor the 2024 Virginia Reads One Book Program in partnership with Read to Them and the Virginia Bankers Association! 📖

This year's book is "Judy Moody Was In A Mood". Josie Santiago Cruz, Teller at our Amherst Branch, recorded two chapters in Spanish for students across the Commonwealth! 📖

We thank Josie for her participation and for representing FNB in this impactful effort! 💙

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Powell Valley National Bank
23m · 🌐

We ❤️ the #VAROB2024 program! We're honored to sponsor Yuma Elementary School and Hilton Elementary school this year.

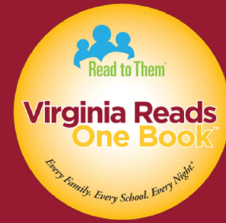
"Reading, in my estimation, is the greatest gift we give to our children." -Leton L. Harding, Jr. President & CEO of PVB

#communitybankers #vabankers Read to Them Virginia Bankers Association

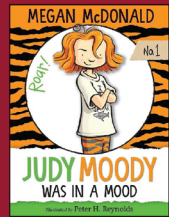
Yuma Elementary
1h · 🌐

YES had special visitors today and received a nice surprise. Thank you to Leton Harding Jr., President of Powell Valley National Bank and employees of PVB for purchasing every student and teacher a "Judy Moody Was In A Mood" book and treat bag as we celebrate the Virginia Reads One Book Program. We also appreciate Kayli Raymond and members of the GCHS Drama Team for coming and doing a skit for our school. We will be reading our new book a chapter a day and have special activities planned. Families please read this special book with your child at home ❤️

VIRGINIA BANK
SPONSORS MADE
NEARLY
\$105,500 IN
CONTRIBUTIONS!



Thank You to the
2024 Bank Sponsors!



Thank You to the 2024 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 2025 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 2025.

Interested In Learning More?

Complete a bank interest form here: <https://www.formpl.us/form/5330096994254848>. Plan to join us for an informational Zoom meeting on August 13 at 9:00 a.m. Visit www.vabankers.org/post/Virginia-Reads-One-Book to register for the Zoom meeting and for more information about this year's program.

2025 Statewide Sponsors Include:



2025 Program Details:

Banks can sponsor schools for \$6.95* 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 \$6.95 per student.

2024 Program Impact:



In 2024, the VBA Education Foundation made a **\$7,500** contribution to VAROB.



"There is a **constant buzz** throughout the hallways during the month of Virginia Reads One Book. **Teachers, students, custodians, administration, cafeteria workers, and parents** are all talking about the great book we are reading together!" -2024 Bank Sponsored School

Twenty-one Virginia bank sponsors made more than **\$105,000** in contributions! These contributions supported the participation of nearly **14,000** students and staff from **38 Title 1 schools** across the state!



"I love it when the **kids come in talking about what they read** with their families. They come in very eager to complete the daily trivia questions and we are grateful to Carter Bank for **providing prizes for trivia**." -2024 Bank Sponsored School

"We love the **sense of community Virginia Reads brings**. We also **love our bank partnership**. They volunteer and get all of our materials ready. The bank is also doing **financial literacy lessons** with our students through counseling. Such a wonderful program overall!" - 2024 Bank Sponsored School

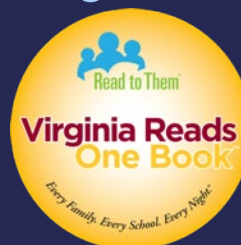


More than 50% of the total number of students who participated in this year's program did so through Virginia banking industry sponsorship.

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

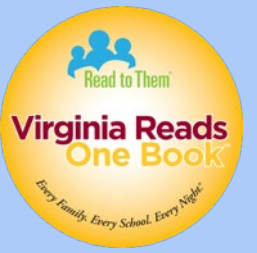
- VBA will sponsor up to \$5,000 for new Title I schools to participate
- Introduce new bank sponsors to the program
- Establish relationships between banks and schools that will continue after the end of the program – Teach Children to Save in April!
- Provide more opportunities for banks to be involved 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
 - Kahoot! quizzes
 - ...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!

VIRGINIA BANKERS ASSOCIATION

2024 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!



[Program Overview & Timeline](#)

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

[Templates & Resources for Bankers](#)



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

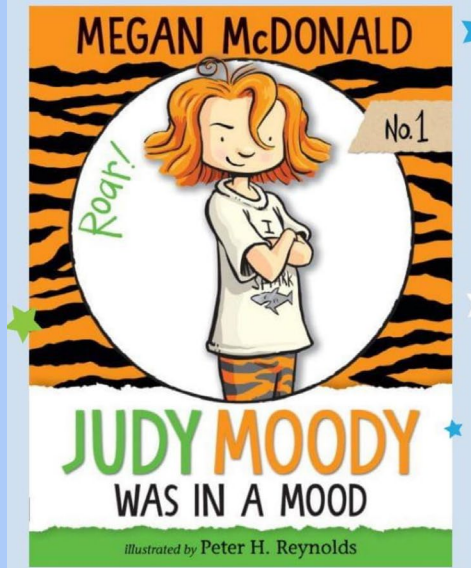
- \$6.95 per student
 - Includes book, resources, lessons, etc.
 - Spanish copies are also available
- Some schools are looking for partial sponsorship
- Banks can partner with the Foundation to sponsor
- Schools complete the Funding Request Form
- Banks complete the Bank Interest Form
- Think about the schools your bank already has relationships with!
- **Sponsorships must be secured by November 15.**





Village Bank, Virginia
1h · 🌐

The annual Virginia Reads One Book financial literacy program kicked off today, and we are thrilled to partner with the Virginia Bankers Association and Communities In Schools of Chesterfield for this event! Our very own Super Banks visited classrooms at Chalkley Elementary School last week to hand out the books we purchased for every student in the school. Students are reading "Judy Moody" by Megan McDonald. We're excited for the fun week of reading ahead!



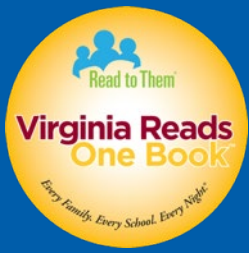
PRAISE FROM SPONSORED SCHOOLS

“There is a constant buzz throughout the hallways during the month of Virginia Reads One Book. Teachers, students, custodians, administration, cafeteria workers, and parents are all talking about the great book we are reading together!”

“Representatives from the Powell Valley National Bank came to distribute books and bags to all the students and staff. The CEO also read the first chapter to everyone! It was a fun way to get the students excited about the Virginia Reads One Book event!”

“I love it when the kids come in talking about what they read with their families. They come in very eager to complete the daily trivia questions and we are grateful to Carter Bank for providing prizes for trivia.”

“We love the sense of community Virginia Reads brings. We also love our bank partnership. They volunteer and get all of our materials ready. The bank is also doing financial literacy lessons with our students through counseling. Such a wonderful program overall!”



QUESTIONS?