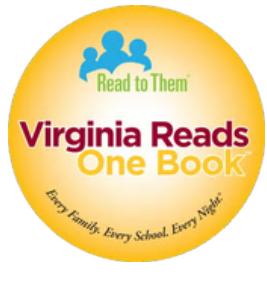


# LITERACY RECAP



## EWI Richmond Loves Literacy! Expanding Our Reach, Growing Our Impact

This year, in collaboration with our friends at **member firm TowneBank**, EWI Richmond proudly sponsored Longan Elementary and Chalkley Elementary in their participation in Virginia Reads One Book, a statewide initiative led by **Read to Them**. These events would not have been possible without the **partnership of the Communities In Schools (CIS) Site Coordinators at both schools**, who served as our main points of contact. They played a critical role in coordinating logistics, managing communications, and acting as the liaison between the schools and the Read to Them program.

This event served as the **official kick-off** for Virginia Reads One Book at both schools—**launching a three-week, school-wide reading experience** designed to unite students, families, and educators around a shared story.

Virginia Reads One Book encourages **reading at home and in the classroom** by providing each K-5 student with an English or Spanish copy of **The Lemonade War** to read with their families. At school, students continued the journey with daily read-alouds, morning group discussions, trivia, and interactive classroom activities that brought the story to life.

**Teachers** were invited to read chapters aloud and engage students in creative learning opportunities, while guest readers joined throughout the week to build excitement and deepen the literacy experience.

**Families** were invited to participate through take-home reading, photo sharing, and digital activity packets available in **English and Spanish**. Students also explored real-world connections through **financial literacy** resources that reinforced the book's themes of entrepreneurship and money management.

The kick-off event brought **energy and visibility** to the initiative with vibrant balloon decor, goodie bags, themed displays, and special appearances—most notably by Big Breezy the Lemon Mascot, who made the experience even more memorable. The entire effort reflected the heart of community partnership and the joy of learning.

This initiative not only **promoted literacy—it strengthened home-school connections, elevated student engagement**, and showcased what's possible when local organizations and schools work together.

**Thank you to TowneBank, our generous sponsors, and the dedicated EWI volunteers who gave their time, talent and resources to make this event a success.** Together, we brought reading to life and sparked excitement that will carry students through the rest of the program—and beyond.

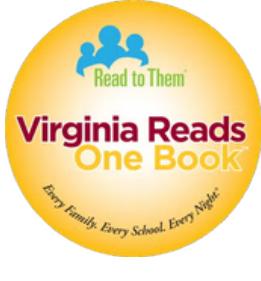
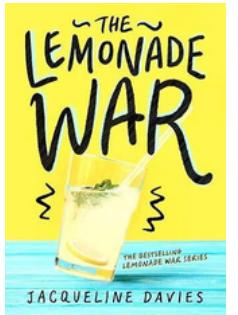


Partners in Literacy

**EWI Richmond**



# LITERACY RECAP



**"Literacy is not just about reading—it's about opening doors, creating opportunities, and building stronger communities."**

## Special Thanks to Our Vendors

**The Party Favorite** provided stunning balloon décor at both schools, transforming the spaces into vibrant, welcoming areas.

**Breezzy's Lemonade** brought Big Breezzy, the Lemon Mascot to life! Though unforeseen supply chain issues and adjustments made by the school administration prevented the planned lemonade Q&A session, Breezzy remained committed to attending, despite facing a personal loss. Her dedication truly embodies the spirit of community, and we're grateful for her presence.



## Event Highlights

**Longan Elementary** – The cafeteria was transformed into a vibrant and engaging literacy space featuring a lemonade stand, themed decorations, Virginia Reads One Book materials, and a special guest—Big Breezzy, the Lemon Mascot! Students were thrilled to interact with Big Breezzy and asked thoughtful questions about The Lemonade War book.

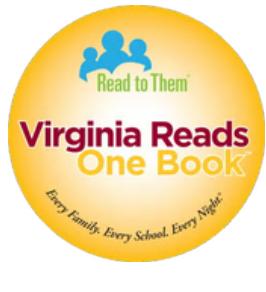
**Chalkley Elementary** – A colorful entryway display greeted students with The Lemonade War book, Virginia Reads One Book materials, and a charming mini lemonade stand. While we were setting up, students stopped to admire the display and eagerly asked questions about the book.

## BY THE NUMBERS

- 1,390 students impacted
- 76 teachers engaged
- 2 schools supported



# LITERACY RECAP



## Fun & Appreciation

**Daily Raffle Prizes** – Students had the chance to win prizes each day by answering trivia questions about The Lemonade War.

**Teacher Appreciation Raffle** – Because our teachers give so much, they were entered into a raffle—no extra work required! Every teacher also received a goodie bag with lemon-themed treats.

**Snacks** – Each class at Longan enjoyed lemon cookies and lemonade as part of the celebration!



A heartfelt thank you also goes to the **incredible EWI volunteers** for your time and dedication to the teachers and students.

Whether you:

Served as guest readers

Decorated spaces

Donated raffle prizes

Helped organize materials

Engaged with students & teachers

**Your commitment to literacy and community made all the difference!**

“What could be more un-squeeze-lievable than investing in empowering children?!?! Supporting schools to run a program that brings their **community together** and focus on instilling a **love of reading** is one of the most rewarding outreach efforts we do each year! **TowneBank was thrilled to partner with EWI again this year. Together, we were able to support TWO schools with books, resources and incentives.** What a sweet, refreshing two weeks! Cheers to teamwork!”

-Michelle Mogel, Literacy Partner



## A Huge Thank You to Our Volunteers and Community Partners!

This event would not have been possible without the dedication of our **literacy partner, Michelle Mogel from member firm TowneBank**, whose support in planning and executing was invaluable, along with TowneBank's generous contribution to making this event a success.



TOWNE BANK  
2024



*It takes a  
village to  
raise a reader.*

