

Reading Co-operative Bank Employees Help Local Children Learn Financial ABC's  
on National Teach Children to Save Day



April 2009 - Employees of Reading Co-operative Bank yesterday gave a savings lesson to local vacationing 2<sup>nd</sup> and 3<sup>rd</sup> grade students at the Reading Public Library as part of the American Bankers Association Education Foundation's Teach Children to Save Program.

Reading Co-operative Bank employees joined thousands of bankers across the country who traded in their balance sheets for blackboards to help fill the need for financial education.

"Bankers are experts at money management, so it's a natural fit for them to be involved in financial education efforts," said Pat Leone, Vice President of Branch Administration at Reading Co-operative Bank. "Just as local firefighters and police officers teach community safety courses, bankers have knowledge and skills that fill the need for financial education."

The presentation included activities about the concept of saving, how interest makes money grow, how to budget and determining needs and wants. Since the American Bankers Association Education Foundation's National Teach Children to Save Day began

in 1997, thousands of bankers have taught money skills to more than one million children.

Reading Co-operative Bank offered the following tips to help parents make every day “Savings Day.”

- Help kids open up their own bank savings account and make deposits regularly. Many banks have children’s accounts that have no fee or minimum-balance requirements.
- Make going to the bank fun! Some banks have kids clubs where members get newsletters or receive stickers when they make a deposit.
- Kids love to get mail, so encourage them to keep an eye out for their monthly statement.
- Talk to your child about the family budget. Include a discussion on wants and needs. Reinforce this by budgeting for a family outing or purchase.
- While children know that money doesn’t grow on trees, they make think it comes out of a wall. Show them how an ATM machine works and explain that to take money out of the bank you must first put it in.
- Give your kids positive feedback. As they get older, give them responsibility over how they spend their money.

Reading Co-operative Bank is a progressive community bank committed to remaining an independent institution providing state of the art financial services and products to its customer base. All deposits at Reading Co-operative Bank are insured in Full through the Federal Deposit Insurance Corporation and Share Insurance Fund. The Bank has received the highest Bauer Financial Five Star rating for the past 70 consecutive quarters.