



## Traveling Stories Gala & Auction

Inspired by Alice in Wonderland

September 21, 2019 at Lux Art Institute in Encinitas

### **Why Sponsor the Traveling Stories Gala?**

82% of kids in low-income families cannot read proficiently by the 4th grade. Of those kids, two-thirds will end up in jail or on welfare.\* (Source NAEP)

Traveling Stories is breaking the cycle of poverty for thousands of kids through our StoryTent programs in San Diego.

Every year we host a gala to further our mission and to impact more kids! More than 200 local leaders and philanthropists attend our annual gala and join our effort.

Traveling Stories *StoryTents* take place each week in City Heights, El Cajon, La Mesa, Imperial Beach and Vista, and impact more than 2,000 San Diego County children every year. Children visit the *StoryTent*, read books with volunteers, earn Book Bucks for every book read, and with their Bucks, they buy prizes. The children we serve are between two and twelve years old, and 75% of kids who visit our program come back again and again.

The average amount of time a child spends reading in a *StoryTent* is 45 minutes. Between January 2018 and December 2018, children recorded over 133,500 minutes of reading time. Our program increases the amount of time that at-risk kids spend reading for fun and has a profound impact on their performance at school and sense of self-worth.

**Please join us and support Traveling Stories 2019 Gala! Let's work together to break the cycle of poverty in San Diego.**

Cordially,

Emily Moberly, CEO/Founder  
T. 619.269.0438  
E: [emily@travelingstories.org](mailto:emily@travelingstories.org)



**SAN DIEGO NEED**

According to the National Center for Education Statistics (NCES), 66% of students in San Diego County schools performed below grade level proficiency in reading in 2017. Traveling Stories is committed to changing this statistic and has established *StoryTents* in communities where children need support in reading. Reading levels in the communities where *StoryTents* have recently been established are:

School District/School	% of Students that Meet 4 <sup>th</sup> Grade Reading Levels
La Mesa Spring Valley District	53
El Cajon Valley District	42
Imperial Beach/Oneonta	36
Vista School District	49
City Heights/Cherokee Point	30

According to the US Census Bureau Quick Facts (July 1, 2017), population statistics for the communities where *StoryTent* programs take place are as follows:

Community	Population	Under age 18	Language other than English spoken in home	Poverty Rate
El Cajon	103,894	27%	44%	23%
Vista	101,568	24%	41%	15.4%
La Mesa	60,021	20%	24%	13%
City Heights	77,175	29%	19%	30%
Imperial Beach	27,415	26%	49%	19%

While some reluctant readers are initially motivated by the prizes, eventually the children find books they are interested in and ultimately, they learn to read for enjoyment. Children who attend a *StoryTent* weekly have experienced improvements in reading and

comprehension, communication, self-confidence, and understanding of diverse cultures as demonstrated by parent surveys. Attendance tracking indicates that more than 75 out of each 100 children who attend once return to visit a *StoryTent* to on a regular basis.



## **WHAT MAKES THE PROGRAM UNIQUE**

- The *StoryTent* program takes place at non-academic hotspots - where one would least expect to find a literacy program. This makes it **attractive to children and shifts their mindset to positive feelings about reading.**
- Enjoyment is emphasized rather than academic achievement or the mechanics of reading. **This fosters a long-term love of reading and learning.**
- *StoryTents* bring the program to the readers in their communities, **eliminating transportation and childcare challenges** that might prevent participation.
- *StoryTent* is an autonomous, voluntary reading experience. **Children pick the books they want to read,** providing them with control over their own experience.
- The *StoryTent* model effectively **uses financial incentives to improve reading levels and develop money management skills.**
- **The entire family is engaged** in the *StoryTent* program.



## GALA SPONSORSHIP LEVELS

	HELPING HAND \$500	CARING HEART \$1,500	HOPE & INSPIRATION \$2,500	BUILDING COMMUNITY \$5,000	CHANGING LIVES \$10,000	TITLE \$25,000
<b>SPONSOR PERKS:</b>						
10 VIP tickets with a reserved table & Invitation to VIP pre-event reception	---	---	✓	✓	✓	✓
VIP tickets with reserved seats & Invitation to VIP pre-event reception	4 tickets	6 tickets	---	---	---	---
Year-long community exposure with company logo prominently displayed on one StoryTent program	---	---	---	---	✓	✓
Media campaign valued at \$10,000 with KUSI	---	---	---	---	---	✓
Exhibit space for display/promotion at Gala	---	---	---	---	---	✓
Recognition by MC at the gala	---	---	---	---	---	✓
Company name or logo displayed on Gala program	✓	✓	✓	✓	✓	✓
Signage at Gala	---	---	---	✓	✓	✓
Logo link on event page to your website	---	---	---	✓	✓	✓
Special Traveling Stories newsletter about the company	---	---	---	---	---	✓
Company recognition on social media and in Traveling Stories newsletter	---	✓	✓	✓	✓	✓

**For more information, please contact  
Marie Lapointe at 619-269-0438 or [marie@travelingstories.org](mailto:marie@travelingstories.org)**