**Traveling Stories**

*empowering kids to outsmart poverty by helping them fall in love with reading*

**MISSION**

Our mission at Traveling Stories is to empower kids to outsmart poverty by helping them fall in love with reading by the 4th grade. We do this with our weekly pop-up StoryTents throughout San Diego County. Kids read with our volunteers, earn Book Bucks and redeem their Book Bucks for prizes. Kids are encouraged to negotiate for more Book Bucks.

**AWARDS**

**2017 & 2018:**
- Senator Joel Anderson — Outstanding Community Service

**2017:**
- International Literacy Association — Exemplary Service in Promotion of Literacy
- San Diego County Proclaimed February 25 ‘Traveling Stories Live Well San Diego Day’
- Center for Wealth & Legacy — Inspiration Award Finalist

**2016:**
- Alpine Mountain Empire Chamber of Commerce — HELPS Outstanding & Dedicated Service to Children
- National Book Foundation — Innovations in Reading Prize Honorable Mention

**2015:**
- eWomen Foundation — Emerging Leader Finalist
- San Diego Business Journal — Women Who Mean Business Finalist

**2014:**
- ABC10 News & LEAD San Diego — Leadership Award

**2012:**
- Forbes — Emily Moberly Top 10 Female Entrepreneurs in San Diego to Watch

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A STORY OF GROWTH

2020 & beyond — Excited to see us grow beyond expectations!
2019 — Annual budget: $500,000

2018 — The staff is 3 full-time, 3 part-time and 4 contractors
2018 — 2 new StoryTents were added in La Mesa & Vista

2017 — The staff is 2 full-time and 1 part-time

2016 — A World Library is launched in Cambodia
2016 — Annual budget: $311,000
2016 — The Imperial Beach StoryTent is launched!

2015 — Annual budget: $185,000
2015 — Emily Moberly is hired as the 1st staff member!
2014 — The Waypoint Public StoryTent is launched!
2014 — Annual budget: $40,000

2013 — The El Cajon StoryTent is launched!

2012 — A World Library is launched in the Philippines
2011 — The City Heights StoryTent is launched!
2011 — A World Library is launched in El Salvador

2010 — World Libraries are launched in
South Sudan & Nicaragua
2010 — Traveling Stories acquires nonprofit status

In the beginning there was: 2 women and a suitcase of books! There was no budget.

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FAQs
Q. Where do the books, toys and prizes come from?
A. A majority of all prizes come from our toy drives throughout the year. However, we frequently run out of the lower tiered items that kids can claim for $1 Book Buck, which is why we created the Stuff the Bag Challenge. All of our books come from generous in-kind donations and grants.

Q. Why only target kids up to 4th grade?
A. Because kids learn to read up the the 3rd grade. From 4th grade up, kids use those skills. If a child doesn't learn by the 4th grade they have a 78% chance of never catching up.

Q. Where are your programs offered?
A. We run weekly StoryTents in City Heights, La Mesa, El Cajon, Vista, and a Summer program in Imperial Beach.

FOUNDER'S BIO
Emily Moberly graduated in 2008 from John Brown University with a BS in Journalism after completing African Studies at the Uganda Christian University.

In 2008 Moberly spent a year teaching English to high school students in Honduras. When she discovered that her students did not have access to books nor did they enjoy reading, she made it her mission to fall in love with reading. She packed a suitcase full of books and brought them back to her students after a vacation in her native San Diego home.

This inspired her to launch Traveling Stories in 2009. In 2011 the first StoryTent program was launched reaching 50 kids! It wasn't until 2015 that Traveling Stories gained sufficient funding allowing Emily to quit her day job and become the first Traveling Stories employee.

QUOTABLE QUOTE
“They are different, dynamic, and loud! Their youthful team of literacy advocates is just what we need: Modern day, can-do, technology-savvy activists and promoters using every tool in their reach to get the word out about the importance of reading, books, reading to children, and reading with children.

Traveling Stories is responding to modern living at that same that it is helping the neediest of young residents keep up with a world that sometimes moves too fast and forgets to include them.”
— Jose Cruz, CEO San Diego Council on Literacy

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