THE IMPACT
2.7 million
military family members connected through reading since 1989

50,000
books distributed to military families in 2021

10,000+
stories shared through our mobile reading app since 2019

THE NEED
2 million
children with a parent who deployed at least once, creating social-emotional challenges that impact academic achievement

6 to 9
moves between kindergarten and high school graduation on average for military children, resulting in educational disruption

50%
of service members ranked time away from family as their top quality of life concern

HEAR DIRECTLY FROM MILITARY FAMILIES
When you invest in United Through Reading, you positively impact a military family. The more reading ready our military families are, the stronger our nation is today and tomorrow.

United Through Reading filled a communication void with my two-year-old son. He interacted with the video of me reading, and my wife reported back on the parts of the story that he responded to and what he said. I felt like I was having a dialogue with him that I couldn’t have had by any other means.

— DEPLOYED MARINE

Our youngest was only three months old when my husband deployed. He watched his Daddy, in uniform, read to him every night while Daddy was gone. When my husband returned, our son immediately recognized him in a sea of uniformed soldiers and instantly knew his voice. Our son is now about to be 9 years old, still loves to be read to every night, reads on his own, and is in advanced education classes at school. UTR did so much more for us than we could have ever imagined.

— ARMY SPOUSE
At our annual Storybook Ball in San Diego, California, we honor and celebrate the families that serve our country every day. We pay tribute to the corporate, public policy, and military leaders whose vision and support have been vital to delivering United Through Reading’s mission worldwide. Join us for this memorable evening and learn more about those who have forged meaningful connections through read-aloud experiences.

PREVIOUS MILITARY GUESTS OF HONOR
- Vice Admiral Steve Koehler, USN, 31st Commander, 3rd Fleet
- Vice Admiral John Alexander, USN, 29th Commander, 3rd Fleet
- Vice Admiral Dixon Smith, USN, Deputy Chief of Naval Operations, Fleet Readiness and Logistics
- Vice Admiral Mike Shoemaker, USN, Commander, Naval Air Force, US Pacific Fleet
- Sergeant Major Bryan Battaglia, USMC, 2nd Senior Enlisted Advisor to the Chairman of the Joint Chiefs
- Admiral Jonathan Greenert, 30th Chief of Naval Operations

PREVIOUS HONOREES
- Vice Admiral DeWolfe Miller, USN, and Mrs. Ellen Miller
- Representative Susan Davis (CA 53)
- Barbara Bush Foundation
- Bob Woodruff Foundation
- PGA Golfer Rory Sabatini

PREVIOUS CORPORATE HONOREES
- Veterans United Foundation & Veterans United Home Loans
- BAE Systems Inc.
- USAA Federal Savings Bank
- Target Corporation
- San Diego Gas & Electric
- NBC 7 San Diego
- Northrop Grumman Corporation
- San Diego Military Advisory Council

PREVIOUS CHILDREN’S BOOK AUTHORS
- Michael Berenstain
- Jeff Gottesfeld
- Brad Meltzer
- James Patterson
- Kate DiCamillo
- Jeff Kinney
- Laura Numeroff

2022 Honorees
Audrey Geisel Friend of Military Children Award
Make Your Bed with Skipper the Seal
by Admiral William H. McRaven (Ret)

Military Family Leadership Award
USAA on the occasion of their 100th anniversary and support of military families

Military Guests of Honor
Vice Admiral Kenneth R. Whitesell,
Commander, Naval Air Forces
& Mrs. Melodye Whitesell (invited)

Storybook Ball Leadership Committee

The Storybook Ball Leadership Committee spearheads our San Diego efforts to honor military families and the connections they make through United Through Reading.

CHAIR
Robert Pennoyer, Red Hat

COMMITTEE
- Jennie Brooks, Boaz Allen Hamilton
- Bobby Buchanan, Buchanan Brand + Design
- Stephanie Dowse, Cisco Systems
- RADM Fran Holian, USN (Ret), Northrop Grumman Corp. (Ret)
- Kim Hunt, Komposset Consulting Strategies, LLC
- Dwayne Junker, USN (Ret), Epsilon Systems Solutions, Inc
- RADM Terry Kraft, USN (Ret), General Atomics Aeronautical Systems, Inc.
- Sonia Menon, Cisco Systems
- Sid Morris, Sycuan Band of the Kumeyaay Nation
- Anne Murphy, American Electric Power
- Cathy Spetter, Navy Federal Credit Union
- David Steindl, Lockheed Martin Corporation
- Charlie Van Vechten, Marketing Executive
- Ward Wilson, USN (Ret), Boeing Defense Space & Security
- Maggie Young, San Diego Fleet Week Foundation
- VADM Jim Zortman, USN (Ret), Northrop Grumman Corp. (Ret)
# Partnership Benefits

Your financial contribution provides critical support and deserves recognition.

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<th>Literacy Partner</th>
<th>Connection Partner</th>
<th>Tribute Partner</th>
<th>Supporting Partner</th>
<th>Service Partner</th>
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<td>LOGO RECOGNITION IN PROGRAM ELECTRONIC BILLBOARD</td>
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<td>RECOGNITION ON EVENT WEBSITE AND IN EVENT EMAILS</td>
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# Program Activations*

Make the most of your investment in United Through Reading by selecting a Program Activation. These co-branding and program support opportunities provide you with an opportunity to customize your support and recognition.

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*Partnerships at $75K+ will be offered a custom proposal upon request. Program activations are limited in number and scope and are offered on a first come, first served basis. For more information, please contact Josie Beets: josiebeets@utr.org