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*CEO, United Through Reading*

Dear Friend,

Military families are still facing the reality of time apart due to military service – deployments, temporary duty assignments, and the demands of military duty all keep families separated. Military children are some of our area's most vulnerable kids due to the stress of enduring multiple separations from their military parents and frequent military moves. These stressors significantly impact academic performance and emotional health.

Military kids miss out on thousands of bedtime stories when their parents are away serving our nation. Through United Through Reading, we saved storytime for 41,000 San Diego military family members! United Through Reading is working to ensure that every military child can reap the benefits of storytime with their far-away parent. ***But we need your support!***

A centerpiece of United Through Reading's presence in San Diego, **Storybook Ball** brings together corporate executives, senior military leaders, long-time supporters, and military families together for a special evening that includes remarks from a Military Guest of Honor, heartfelt stories from beneficiary families on the impact of United Through Reading, and celebration of military families who have forged meaningful connections through the read-aloud experience. The Ball is an important opportunity to raise critical funds to ensure all military families can benefit from this important connection, no matter the distance between them.

**Can you help us with a donation of a product or service from your business?** This year's Storybook Ball will be on **November 5th** at the elegant **Hilton Bayfront**. We would be honored to celebrate your generosity at the Ball. An auction donation form is included. All donations are greatly appreciated and are tax deductible.

**Your support matters to our military families and our national security.**

Thank you in advance for your consideration. Should you have any questions, you may contact my assistant Emily Foster at [emilyfoster@utr.org](mailto:emilyfoster@utr.org) or 757-635-2218.

Sally Ann Zoll, Ed.D.  
Chief Executive Officer

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# Storybook Ball

United Through Reading keeps military families reading ready every day, no matter the distance between them. Our storytime videos create an emotional connection between parents and their children, encourage literacy, and ease the difficulties of deployments and time apart due to military duty.

Saturday  
November 5, 2022

6:00PM RECEPTION AND SILENT AUCTION  
7:00PM DINNER, LIVE AUCTION, AND PROGRAM  
HILTON BAYFRONT, SAN DIEGO, CA

## 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

## 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

## 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





## 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

Admiral Christopher W. Grady,  
Vice Chairman of the Joint Chiefs of Staff (invited)  
Mrs. Christine Grady (invited)

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

# 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, *Booz Allen Hamilton*

Bobby Buchanan, *Buchanan Brand + Design*

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Maggie Young, *San Diego Fleet Week Foundation*

VADM Jim Zortman, *USN (Ret), Northrop Grumman Corp. (Ret)*

### 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      Kate DiCamillo

Jeff Gottesfeld      Jeff Kinney

Brad Meltzer      Laura Numeroff

James Patterson

## Auction and Gift In Kind Donation Form

### CONTRIBUTION ITEM:

**DESCRIPTION:** Include information to promote your contribution. Please supply information regarding color, size, rarity, dates, unusual aspects, associated costs relating to use of item or facility, interesting facts, type of service, etc.

We welcome any promotional material for display and description. These items will not be returned.

**RESTRICTIONS:** Include number of persons, time of year, excluded dates, geographic limitations, insurance requirements, expiration date, etc.

**VALUE OF ITEM:** \$\_\_\_\_\_ Dollar amount required for tax purposes.

### Donor Information:

NAME AS YOU WISH TO APPEAR \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY / STATE / ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_