

Storyteller

TRAVEL MORE. DO GOOD.



2020 Do Good Report

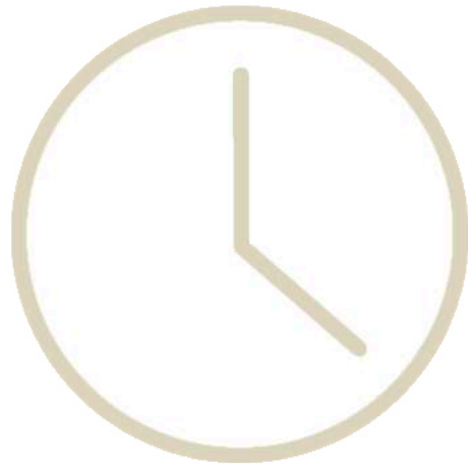
01 Contents

1. Highlights
2. The Storyteller Story
3. Our Mission
4. Our Projects
5. Barefoot College
6. The Hope Foundation
7. Laos
8. UNICEF Next Generation
9. Solar Engineering
10. School Under the Bridge
11. Parkshala - School in the Park
12. Creating jobs for local village women in India
13. EHSAAS - Helping Hands Society
14. David Rajan School
15. Shree Mitra School
17. Storyteller X ARK
18. Sponsoring canvas conference 2021
19. Our Supported Charities
20. Our Vision
21. Moving Forward Our Sustainable Design Principles
22. How do we measure our impact?
23. Our Sustainability Policy
24. How We Do Good
25. Social Entrepreneur Index
26. Looking forward - Education Projects
27. Looking forward - Sustainable Production Projects
28. Conclusions Looking to the Future 2021

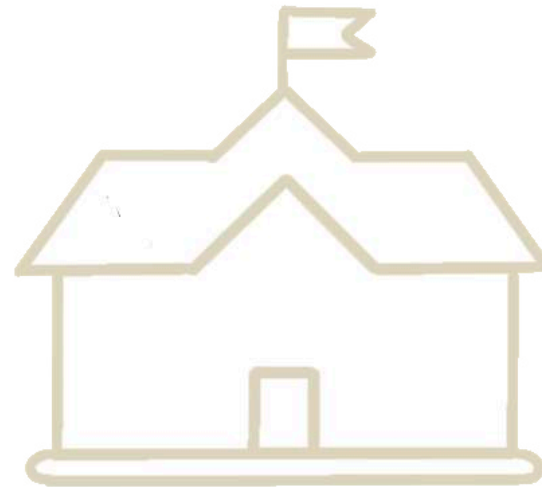
“WE WANT TO BE PART OF A TEAM OF
CATALYSTS THAT HELPS SOLVE
EDUCATIONAL PROBLEMS, NOT JUST
A SHORT TERM BAND AID”

- The Storyteller Team

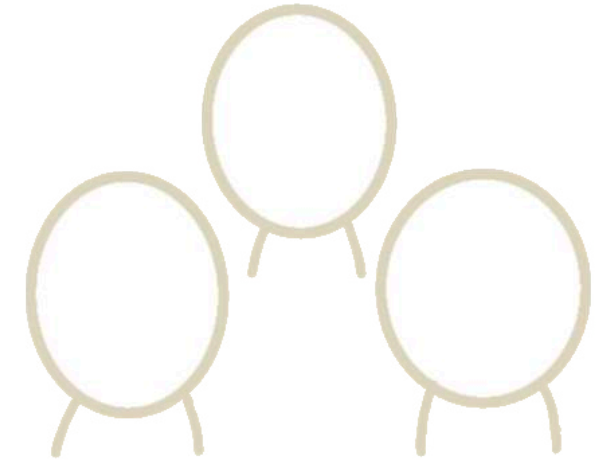
01 Highlights



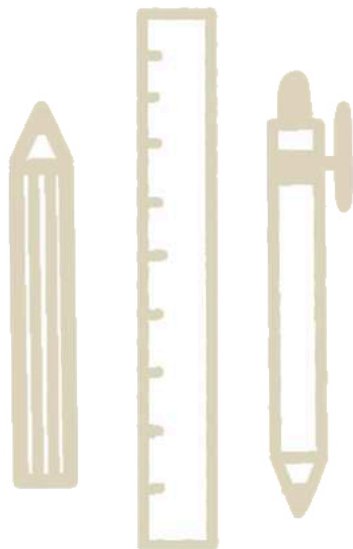
Collectively, Storyteller employees have spent 2,000+ of their work hours volunteering.



Two school renovations.



Through our projects, over 1,200 children have been able to access quality education.



Thousands of educational kits were distributed in less privileged areas of the world.

social
ENTREPRENEUR
index

We were delighted to be finalists for the 2020 Entrepreneur Index.



The Storyteller Fund has given over £15,000.00 to help those less fortunate to access education.

02 The Storyteller Story

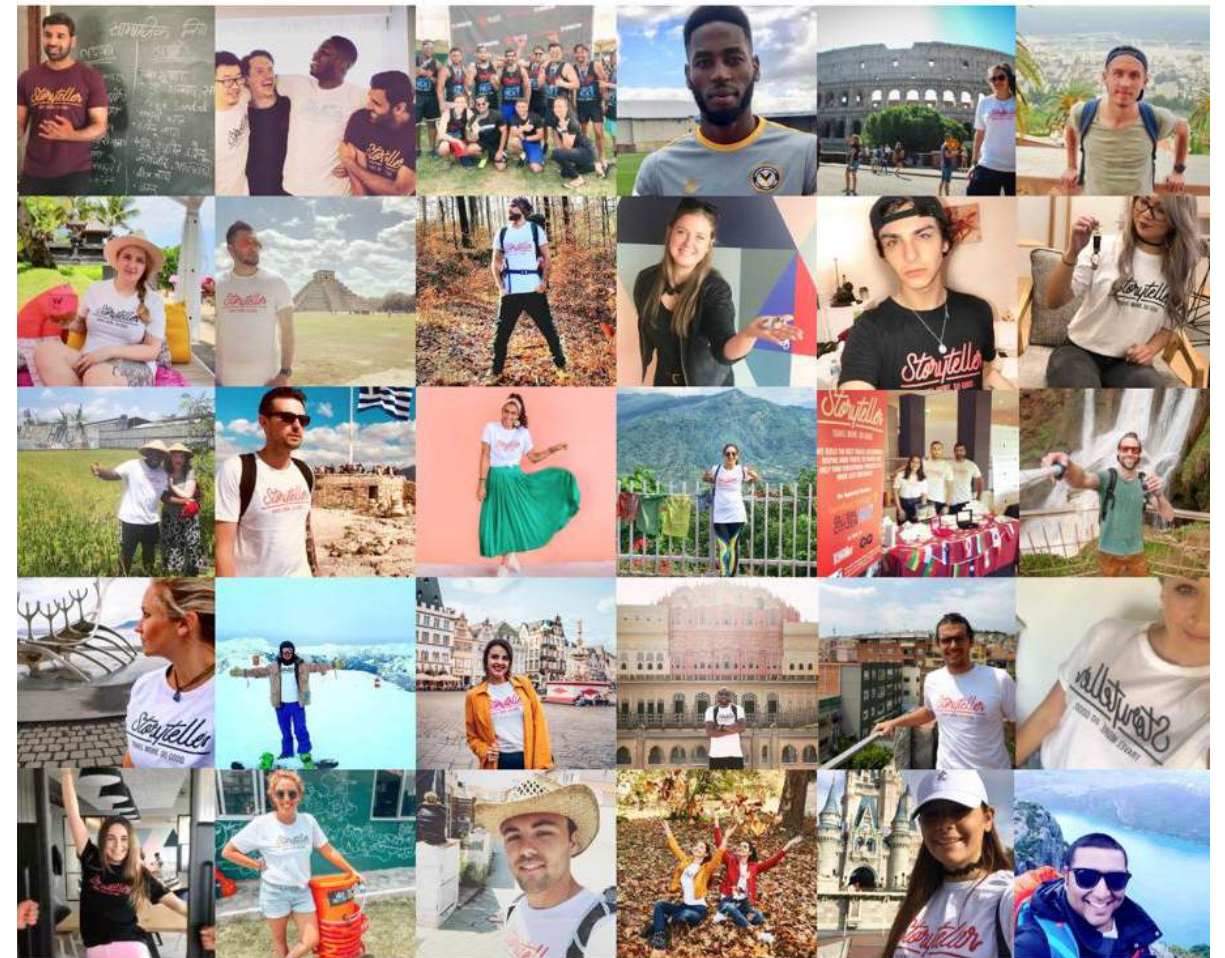
Anyone that's set foot in a new country will understand the power of travel. New places, people, smells, sounds and tastes work together to craft stories we cherish. Stories we pass on. Stories that inspire more people to overcome fears, set forth, and explore the world.

While travelling shows us so many positives, it also gives us a first-hand perspective on the world's problems. Right now, millions of individuals still do not have access to education and recent figures show that 781 million adults around the world are illiterate. Given the resources we now have, this simply should not be happening. We are passionate about being the catalyst that finds a longterm solution to this crisis, not a band-aid.

At Storyteller, we believe the world gives us so much, and we all have a responsibility to do good. Our range of unique travel accessories help modern explorers to create and remember their travel stories, and every single purchase helps to make a positive change in the world.

Whether it's through a share of our profits helping to fund our education programmes in less privileged areas of the world, or members of the Storyteller community working together to pass skills onto those less fortunate, together we can create the positive change we want to see. Storyteller was started to bring together passionate travellers around the world to inspire more people to do good for the world.

Travel More. Do Good.



OUR MISSION

**BUILD THE BEST TRAVEL ACCESSORIES;
INSPIRE MORE PEOPLE TO TRAVEL, AND
FUND EDUCATIONAL PROJECTS FOR
THOSE LESS FORTUNATE.**

03 Our Projects

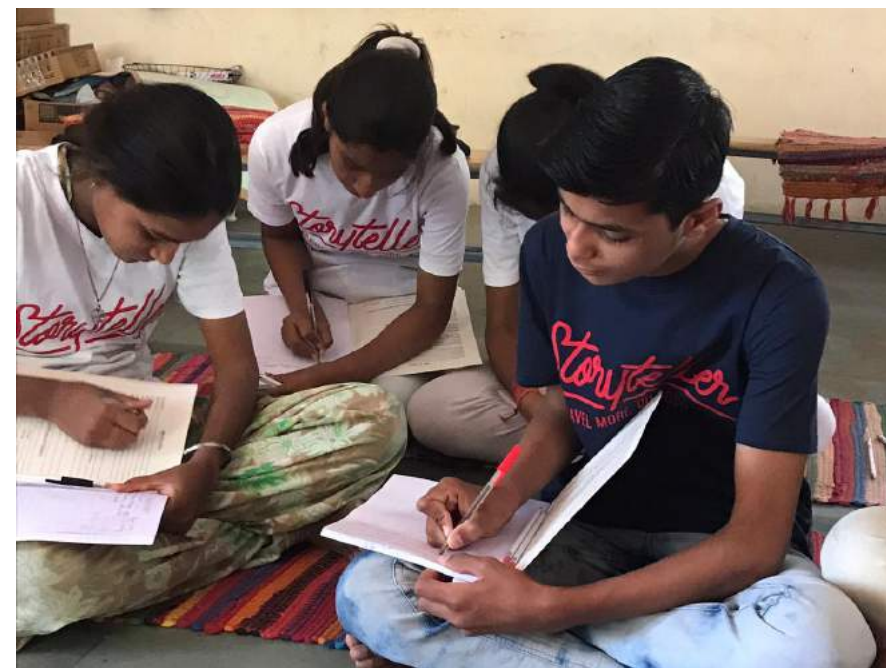
Over the last 3 years, we have supported some incredible projects in Nepal, Laos, Tanzania, Liberia and India.

Our projects in 2022 include Sierra Leone and Kenya.



03 Barefoot College Partnership, India 2018

In 2018, the Storyteller team travelled to Rajasthan, India to complete the first of our volunteer trips, in collaboration with our charity partner The Barefoot College. We ran educational workshops with the local children and adults (new business start up and solar power). In collaboration with our friends at International cricket team Rajasthan Royals (IPL) we took some of the students from the Barefoot College from their very small village in Rajasthan to meet their idols and cricket superstars, Shane Warne and Ajinkya Rahane at the famous Sawai Mansingh Stadium.



03 The Hope Foundation, India 2018

We visited The Hope Foundation in Kolkata, an organisation that works with underprivileged children and vulnerable communities. As many local government schools do not have enough space to house all pupils, places like The Hope Foundation are vital in ensuring these children still have access to good quality education. We were lucky enough to be able to talk to the young people about their future aspirations, of which we are confident they will be able to achieve.



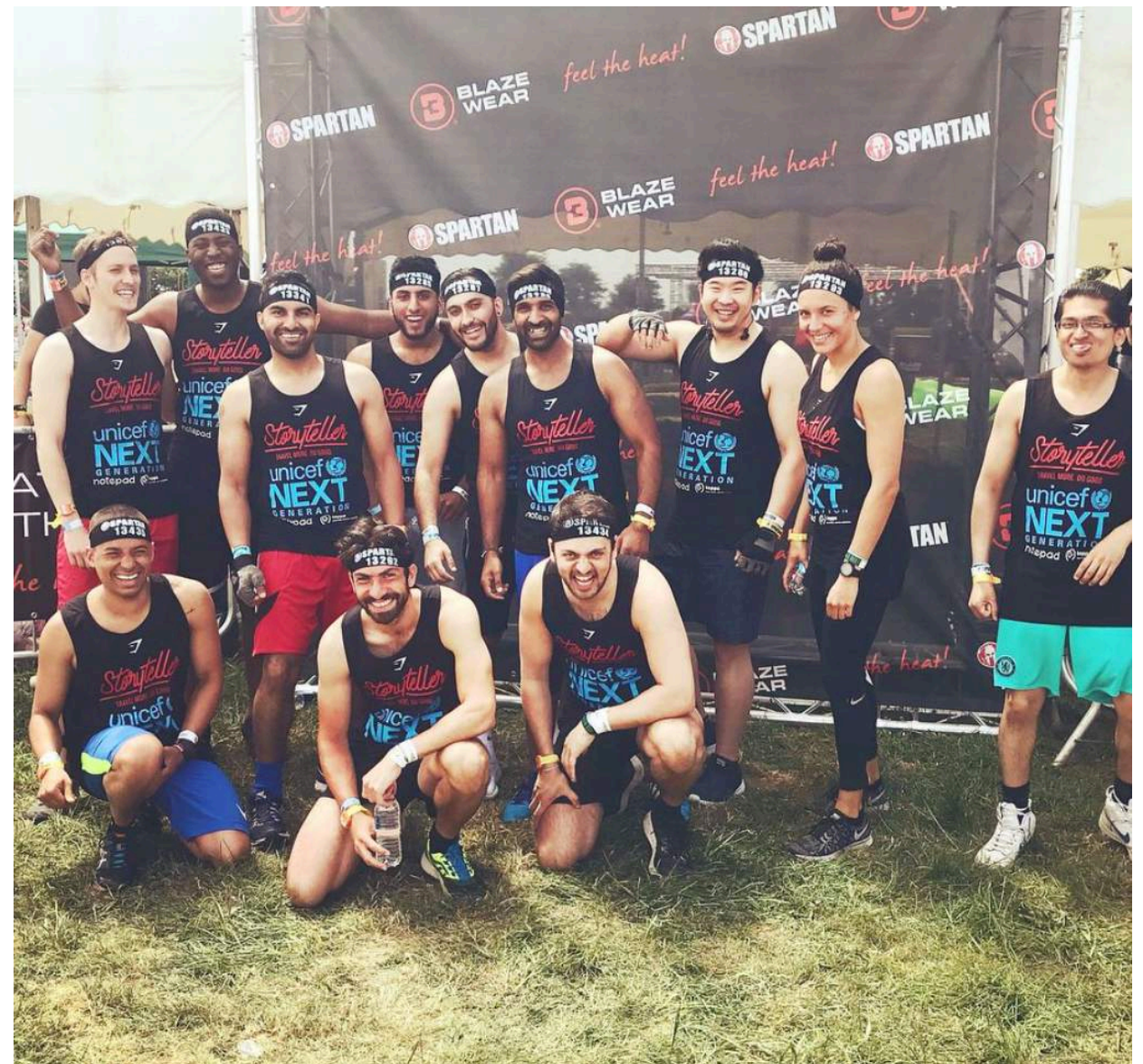
03 Laos 2018

In collaboration with our chosen charity Room to Read, we helped to fill a number of Primary Schools in Laos with a library full of new books! The books were written in local languages and created by local authors and illustrators. Each book was custom made to the specific region or village, and also helps to share important lessons about social-economic thinking such as gender equality and the environment.



03 UNICEF Next Generation Partnership, Syria 2018

In 2018, the team conquered the Spartan Race raising over £750 for our charity partner, Unicef Next Generation. With this money we helped to fund educational programmes for children in Syria. Due to continuing political conflicts, children are unable to obtain access to education and we are grateful to have made an impact in a place where it was much needed.



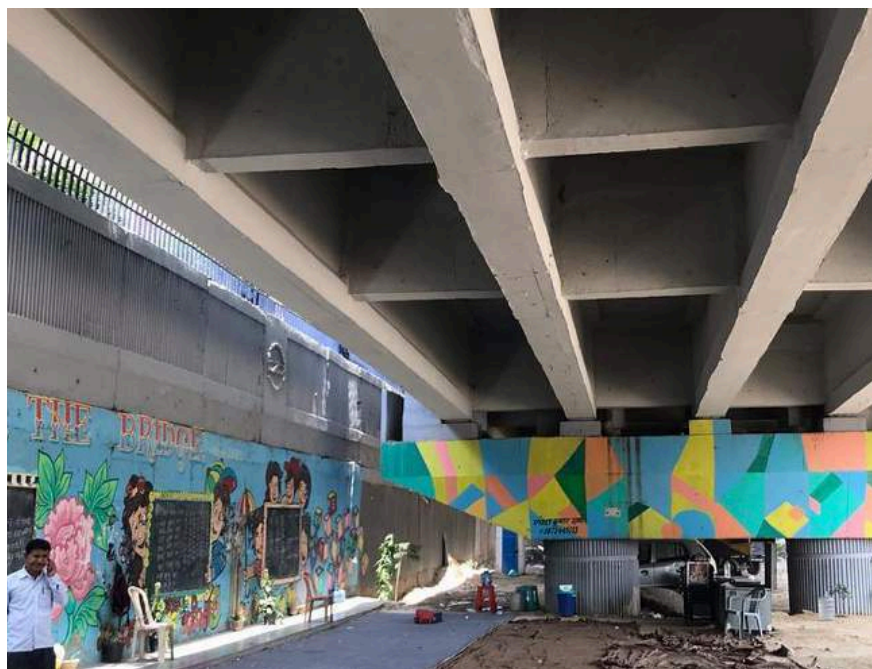
03 Adult Solar Engineering Classes - Malawi 2018

We have also been lucky enough to fund some incredible classes in Malawi, giving illiterate and semi-illiterate individuals the knowledge and tools to improve their local community. To do this, they are provided with focused lessons in solar infrastructure and engineering, technology, finance, legal rights, micro-enterprise (small business skills) and environmental education. This leads to a positive feedback loop in which every individual trained, becomes a teacher in their local village and shares the knowledge they have learnt.



03 School Under the Bridge, India 2019

We kicked off our Storyteller volunteer trip by working at The Free School Under The Bridge, a school for less privileged children from the slums in India. With over 320 pupils each day collecting under the Metro line, we taught academics and life skills, whilst also running awareness workshops focusing on the environment and the importance of long term education. At the end, we gifted these incredible children school kits to ensure they have all educational materials stocked up for the following months.



03 Parkshala - School in the Park, India 2019

We worked with Parkshala an amazing NGO who operate under trees in a local park in New Delhi. We worked with Parkshala to run sessions for less privileged children, not only providing them with quality education but also focusing on learning qualities and skills. Workshops included meditation, self defence, hygiene and cleanliness and learning day to day mannerisms, all of which we believe are integral to ensure long term personal growth.



03 Creating jobs for local village women in India

In collaboration with our local community partner, we helped to fund sewing skill training for women from the slums of India and in addition a salary. Each woman handcrafts our Storyteller tote bags, and in return they earn 100% of the the amount paid for each bag.

Profits from each Storyteller bag go directly towards funding sewing 🧵 skill workshops for these women.



03 EHSAAS - Helping Hands Society, India 2019

We finished our time in India working with EHSAAS - Helping Hands Society. They work with orphans and those living in slums, providing workshops and classes with up to 90 - 100 children. We were able to teach a range of classes focusing on learning new skills and raising gender and environmental awareness.



03 David Rajan School, Nepal 2019

We worked on a big renovation project at the David Rajan School. This school teaches children from less privileged backgrounds in Kathmandu, and also provides a school for the orphans that they care for in the hostel building next to the school. At this school, we renovated their entire outdoor space, by building a play area (swing, slides etc) and painting games and activities on the ground.



03 Shree Mitra School, Nepal 2019

A project like no other, a renovation of multiple classrooms at the Shree Mitra School, a less privileged school in the Kathmandu. The school has not been renovated in over 40 years due to serious lack of funding, so we worked to revitalise this space and create a positive learning environment. Check out the before and after!



03 Shree Mitra School, Nepal 2019

We worked with the children at the school running academic sessions as well as running life skill workshops.



03 STORYTELLER X ARK

We are working with U.K. based charity, ARK who help children from difficult backgrounds access quality education and build a brighter tomorrow.

Unfortunately, due to the pandemic education has been disrupted around the world including the U.K., so we will be supporting them by running online workshops to inspire and help students build knowledge and life skills to build a brighter future.



03 Sponsoring canvas conference 2021

With speakers from companies like Google , Space X and Vodafone , we were proud to be a sponsor canvas conference which helps entrepreneurs build the necessary skills and tools to deliver world-class digital products and experiences.



03 Our Supported Charities



World Change Starts with Educated Children.®

ROOM TO READ

Room to Read is a global organization transforming the lives of millions of children in low-income communities by focusing on literacy and gender equality in education. Their innovative model focuses on deep, systemic transformation within schools during two time periods that are most critical in a child's schooling: an early primary school for literacy acquisition and secondary school for girls' education.



BAREFOOT COLLEGE

For more than 45 years, The Barefoot College has created new innovative methods to educate and train local communities with a singular objective of spreading self-sufficiency and sustainability, one village at a time. They run educational programmes for children and provide focused knowledge and skill workshops to thousands of adults every year to help them obtain income as well as help sustain their local communities.



NEXT GENERATION

Next Generation is a global Unicef initiative bringing together diverse groups of young professionals who are committed to helping transform the lives of the world's most vulnerable children. Through a series of innovative events and creative collaborations, this group of advocates works together to raise vital awareness and donations for UNICEF's work.

OUR VISION

**TO IMPACT 1,000,000 LIVES
BY PROVIDING KNOWLEDGE AND
EDUCATIONAL RESOURCES TO INDIVIDUALS
IN LESS PRIVILEGED AREAS AROUND THE
WORLD TO HELP CREATE A BETTER FUTURE.**

04 Moving Forward Our Sustainable Design Principles



Storyteller sees design and manufacturing as opportunity areas to minimise our negative impact on the environment and improve the lives of those who make our products. Using repurposed or recycled fabrics limits our dependence on fossil fuels and diminishes our waste outputs. Although recycling is not a foolproof solution, it is one of the best responses currently available. For this reason, using recycled materials is a top priority from the start of our design process.

We will be adding a product range which is created from repurposed or recycled materials. This Collection is reflective of our belief of being resourceful. It's not a perfect solution to a wider problem, but an evolving step in the right direction.

04 How do we measure our impact?



Following the end of each educational project, we monitor/measure our impact by:

- Performing qualitative and quantitative research methods, including questionnaires and feedback sessions (both children/ teachers) to help us identify what worked well and where improvements can be made
- Monitoring performance by liaising with local teachers to consider whether the objectives of the programme have been met
- Performance/process evaluation - to assess whether any changes to the process are required and how it can be more impactful
- Keeping in touch with the local charity partners once we have left projects to understand the longer-term impact of our work and how we can continue helping

04 Our Sustainability Policy

At Storyteller, we are passionate about helping the environment and not hurting animals. We do this by using environmentally friendly and sustainable materials for our products and ensuring similar processes are implemented in the factories we work with.

We always promote an ethical supply chain, where staff are treated fairly and conditions are up to standard. Although we could have manufactured the products cheaper abroad, our manufacturers are also a family run business right here, in our hometown of Birmingham! This allows us to give back to the local community, of which we are very proud of.

As well as being a socially conscious company, we strive to deliver the best products. Our designs seek to minimise waste and concentrate on the essentials that our customers want. We don't cut corners and our reputation for durability and stylish design is what turns people from fans into customers.

From the printing on our clothing to the materials used in our products and packaging, we commit our time and efforts into researching and finding the best progressive and sustainable materials to ensure we support an environmentally friendly environment. Some of the materials we use for our products and packaging include recycled card, faux leather, bamboo and organic cotton.

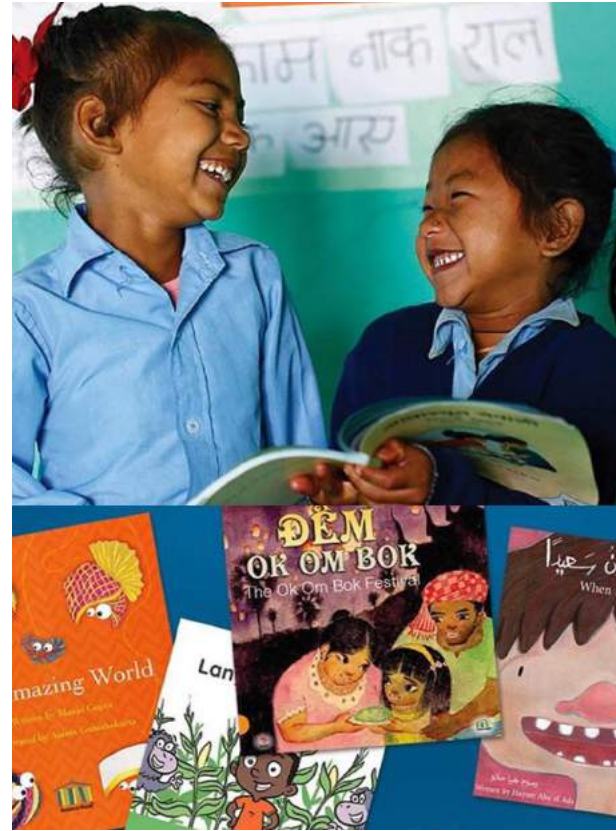


04 How we do good



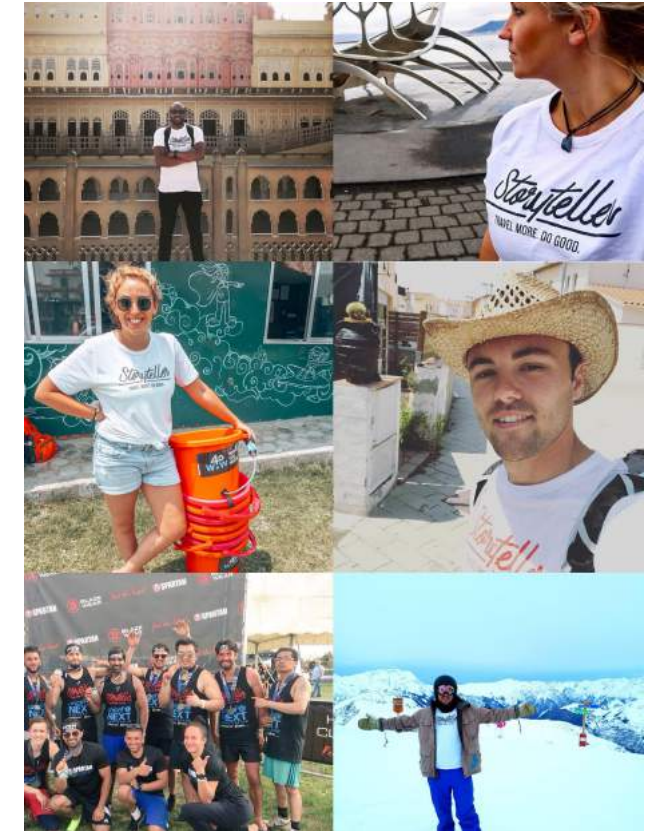
PURCHASE

10% of every purchase goes into theStorytellerFund. Every £1000 raised gives four children in a less privileged area of the world one year of quality education.



PARTNERSHIPS

The Storyteller team and volunteers partner with like-minded organisations to help them provide quality education to more people, by funding their work, supporting their services, or working on new educational programmes in partnership.



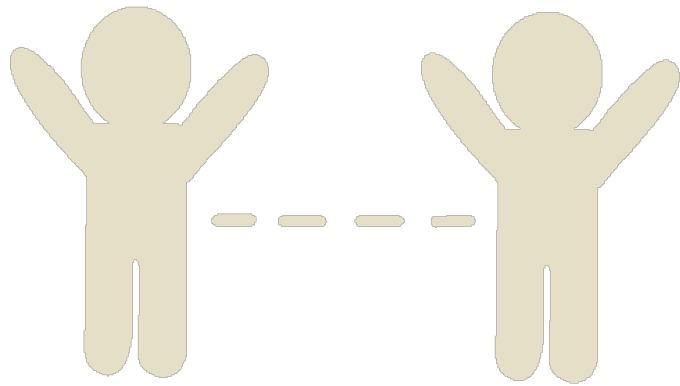
COMMUNITY

We provide funds, materials, resources and volunteers to set up community skills workshops in less privileged areas of the world. An opportunity for our Storytellers to directly help those less privileged.

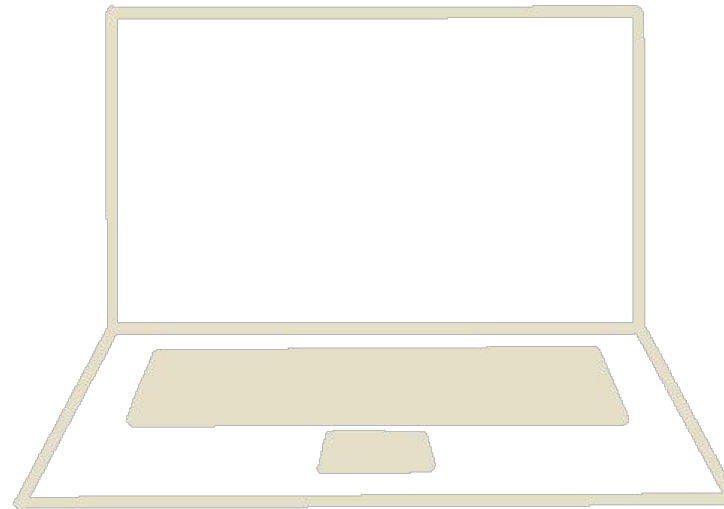


**IN 2020, WE WERE DELIGHTED TO BE A
FINALIST IN THE SOCIAL ENTREPRENEUR
INDEX! THE INDEX SELECTS THE MOST
IMPACTFUL ENTREPRENEURS IN THE UK, THAT
HAVE MADE A SIGNIFICANT SOCIAL IMPACT
THROUGHOUT THE YEAR.**

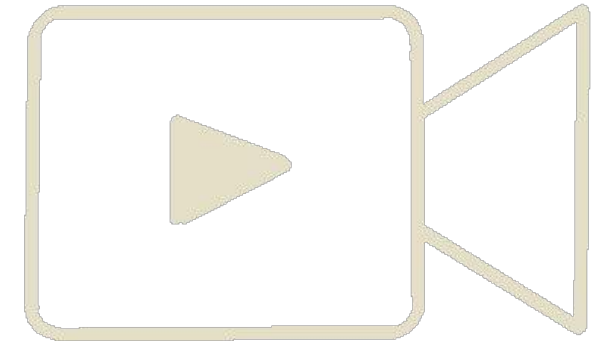
05 Looking Forward - Education projects in 2021



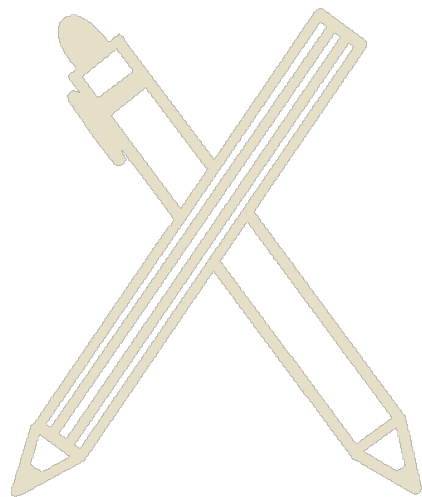
Facilitate distance learning for children learning to read through TV and radio read-alouds and lessons.



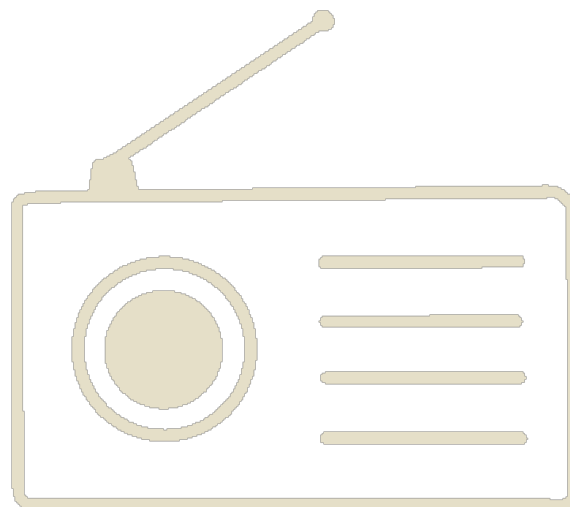
Developing an online educational platform to distribute classroom instruction videos and lessons.



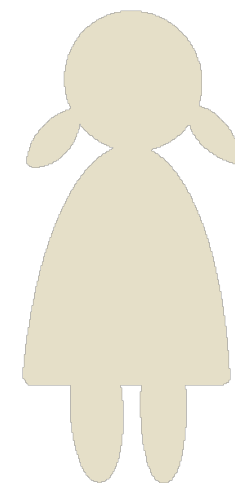
Strengthen the capacity of teachers by providing videos, tips and guidelines on distanced learning techniques.



Creating an offline literacy package for children to provide writing opportunities.

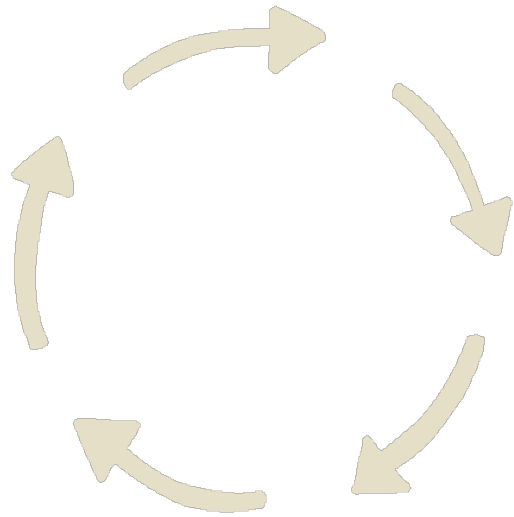


Partnering with regional broadcast services to provide classes, lessons and facilitate learning via the radio.



Helping girls stay safe and in education, providing phone-based and online mentoring.

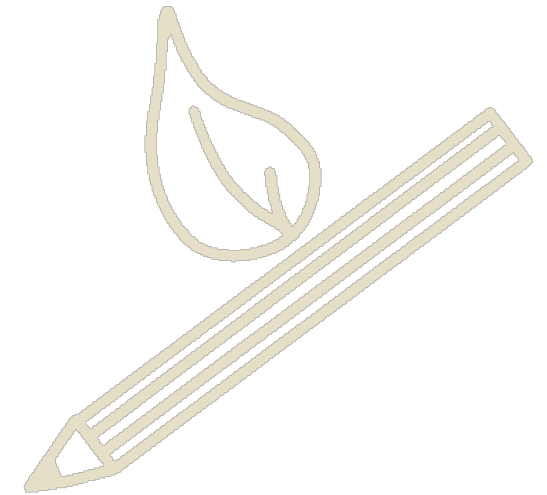
05 Looking Forward - Sustainable production projects in 2021



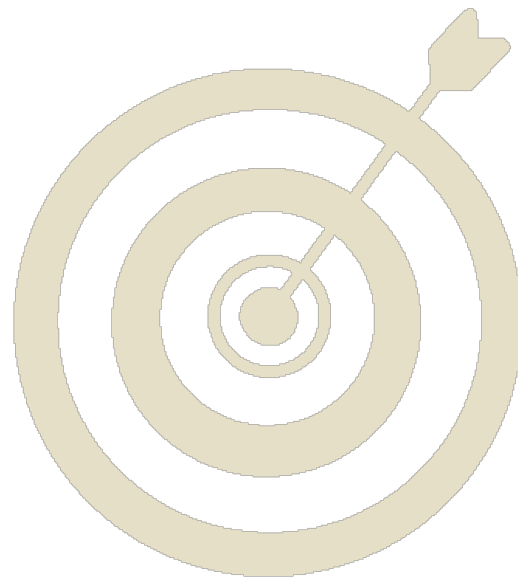
Completing a carbon mapping through rigorous life cycle analyses and additional auditing.



Joining forces with other social good businesses and peers to hold capitalism accountable in ways that consumers cannot.



Working towards moving beyond compliance with our sustainability and design.



Helping our suppliers tackle their own sustainability goals



Finding replacements for polyshipping bags.

05 Conclusions Looking to the Future 2021



This last year was full of challenges and setbacks. Storyteller's ability to weather this storm by anchoring itself in its own values demonstrated the efficacy of corporate social responsibility. Impact should no longer be considered voluntary, nor a simple matter of positioning. It should be seen as the only effective way to proceed as a business. We extend our gratitude to our employees, investors, suppliers, community partners, nonprofit partners, and every single one of our customers. Every day, our success as a company reflects the good will of our shared society. As we look back and heal from the upheavals of 2020, let us rebuild stronger, better, and together. Thank you for being part of our adventure.