



2017 ANNUAL REPORT

With over 98 million books sent, the Imagination Library experienced substantial growth in all countries in 2017. The biennial Homecomin' 2017 event was a brilliant success. Additionally, new books were introduced, fundraising efforts earned national recognition in multiple countries and the Imagination Library joined disaster relief efforts to provide 500,000 new children's books.



In 2017, there were **69 new titles** introduced to the program in the USA, UK & Canada.

Some of these new titles were: "Violet the Pilot" by Steve Breen, "The Hueys in What's the Opposite?" by Oliver Jeffers, "I Hear a Pickle" by Rachel Isadora, "Counting on Snow" by Maxwell Newhouse, "A Northern Alphabet" by Ted Harrison, "Great" by Glen Gretzky, "Cockatoos" by Quentin Blake, "You Choose!" By Nick Sharratt and Pippa Goodhart



Dolly's children CD, **"I BELIEVE IN YOU"** launched in September. All proceeds benefit the Imagination Library's international operations.

Over **70 custom Facebook frames** were created that were used by Facebook friends more than **32 million** times.



47% increase in **Facebook Likes**



82% INCREASE in visits to **Website**

TENNESSEE LICENSE PLATE

launched in February. The plate is available to TN residents and proceeds benefit the individual counties where it is sold.



More information can be found at ImaginationLibrary.com/dolly

In October, DPIL participated in **Hurricane Relief Efforts** with **Penguin Young Readers** and **FirstBook** by donating 500,000 new children's books to hurricane affected efforts in TX, FL, PR and the USVI.



- **October:** Hit a milestone by mailing 1 million books since the program started.
- **19** Canadian content/authors/illustrators added



- **February:** Hit a milestone by mailing 2 million books since the program started.

- **March:** £1 Million Dream Fund Award to the Story Starters project. The Dream Fund selected the Story Starters project - a collaboration between Dolly Parton's Imagination Library, Beanstalk and LuCid at the University of Liverpool



- **October:** North Carolina DPIL program launches statewide through funding by the state legislature.
- **12** bilingual English/Spanish titles added

Hosted biennial **Homecomin' 2017** conference at DreamMore Resort with over 220 affiliate team members in attendance in June. The conference featured **Matt de la Peña**, author of 2016 Newbery Medal recipient **"Last Stop on Market Street."**



UNITED STATES
12,434,749 Books
13% Growth

UNITED KINGDOM
409,704 Books
13% Growth

CANADA
232,683 Books
25% Growth

AUSTRALIA
57,500 Books
3% Growth

OVER 13.1 MILLION

Total Books Mailed in 2017
A 14% increase over 2016

Total Books Mailed Since Inception:

98,559,636