



# 2015 ANNUAL REPORT

The Imagination Library's 20th anniversary culminated with a record-breaking performance that both extended and deepened the program across the world. The Foundation now operates in the USA, Canada, United Kingdom and Australia. A demonstration project was launched in Belize to ascertain how the program could be effective in emerging countries.

The Imagination Library and its local partners gifted

**10,233,532 BOOKS**

This was the first time the number of books surpassed 10,000,000 in a single year. This was an **11.8%** increase over the prior year.



The **number of books** gifted over the duration of the

**20 YEARS**

reached

**73.9 MILLION**

The Book Selection Committee chose **12 bilingual Spanish titles** for the USA DPIL and **10 new titles** with more specific **Canadian content** for the Canadian DPIL.



The current level of activity translates into a book being gifted every



In December, monthly participation reached another all-time high: **over 915,000 children per month**



Dolly Parton performed **three sold out shows** at Dollywood to benefit The Dollywood Foundation.



There were over **2.3 MILLION** visits to the **Imagination Library website**

Dolly released the children's song **"I Believe in You"**, the title track from a children's album to be released in 2016.



Overall, 54 new titles were introduced to the North American and UK Imagination Library. **"Just Imagine"** by Pippa Goodhart and illustrated by Nick Sharratt was anointed as the new graduation book in the UK. Other new titles introduced to DPIL include **"Maple"** by Lori Nichols, **"Ten Thank You Letters"** by Daniel Kirk, **"Where's Spot?"** by Eric Hill, **"Boy in Number 4"** by Kara Kootstra and Bobby Orr, **"The Dudgeon is Coming"** by Lynley Dodd, and **"Little Cub"** by Olivier Dunrea to name a few.



**Homecomin' 2015** welcomed 250 leaders of local Imagination Library programs to discuss best practices and to inspire new opportunities. The conference was highlighted by a presentation from **Lori Nichols**, author of the **"Maple" series**.