ANNUAL REPORT

- In 2019, there were 114 new titles introduced to the program in the USA, UK & Canada.
- There are a total of over 130,905,270 Million books gifted since inception.
- The number of books gifted in 2019 was 17,137,299.

OVER 17.1 MILLION
Total Books Gifted in 2019
A 12.68% increase over 2018
(Equates to 1 book mailed every 1.8 seconds)

- 1,564,629 Books Gifted Since Inception
- 23 New titles in 2019 such as Fox and Raccon, The Golden Glow, Anne’s Colours and Counting with Barefoot Critters

AUSTRALIA
57,640 Books
3% Growth

CANADA
272,376 Books
7% Growth

UNITED KINGDOM
523,041 Books
8% Growth

UNITED STATES
16,251,139 Books
13% Growth

REPUBLIC OF IRELAND
33,103 Books
New for 2019

UNITED STATES
125,623,490 Books Gifted Since Inception
- 24 New or Reintroduced titles to the 2019 program such as: Edie, The Rabbit Listened, Run Wild and Daniel Finds a Poem

AUGUST - Over 4,000 US lawmakers and legislative leaders were in attendance as Dolly Parton delivered the keynote address at the National Conference of State Legislatures 2019 Legislative Summit.

SEPTEMBER - Dolly Parton’s Imagination Library is a guest speaker at Digital Book World in Nashville, TN.

NOVEMBER - DPIL hits milestone of 1.5 Million books gifted in Canada since the program began

DECEMBER - UK milestone of 500,000 books gifted this year was reached & DPIL tops 130 Million books gifted globally!

- Christmas at Dollywood airs on Hallmark Channel starring DPIL author, Danica McKellar. Storyline features Dolly Parton’s Imagination Library!

JANUARY - As DPIL started its 24th year we held our annual International Staff Summit at DreamMore Resort.

JUNE - The Dollywood Foundation welcomed affiliate partners to Dollywood’s DreamMore Resort for its biennial affiliate conference Homecomin’ 2019.

- Welcomed Kirsty Hill as UK Regional Director (North)
- Welcomed Nora Briggs to our leadership team as Director of North America.

APRIL - Dolly Parton’s Imagination Library featured on NASCAR Xfinity Series Team Race Car!

- Gifted 3,000,000th book in the UK.

MAY - Welcomed Joyce Guerrera to our leadership team as Director of Finance.

FEBRUARY - Recording Academy’s MusiCares organization honors Dolly Parton for her philanthropic efforts, including Dolly Parton’s Imagination Library

- Dolly Parton’s Imagination Library launches in the Republic of Ireland. Initial pilot program located in Dublin 24.

- Gifted 3,000,000th book in the UK.

- Dolly Parton’s Imagination Library featured on NASCAR Xfinity Series Team Race Car!

- Welcomed Nora Briggs to our leadership team as Director of North America.

- Christmas at Dollywood airs on Hallmark Channel starring DPIL author, Danica McKellar. Storyline features Dolly Parton’s Imagination Library!