



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.



These 10.2 million books were procured at a cost of approximately **\$15,000,000** but they carry a market value of over **\$90,000,000**.



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.

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

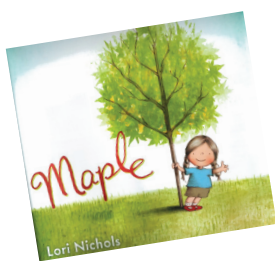


There were over

2.3 MILLION

visits to the **Imagination Library website**

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**.