

# Affiliates & Community Partners



Inspire a Love  
of Reading



**Supporting Dolly Parton's Imagination Library is a powerful way to make a lasting impact on the lives of the children and families in your community.**

Dolly Parton believes that if you can read, you can do anything, dream anything, and be anything. Through her Imagination Library programme, she wants to ensure all children have books at home, regardless of the environment in which they live.

Dolly Parton's Imagination Library (DPIL) puts books into the hands and hearts of children across the world. We partner with local communities to provide a specially-selected, age-appropriate, high-quality book each month to registered children from birth to age five. These books are personalised with the child's name and posted directly to the child's home to create a gifting experience that makes books exciting and shows the child someone is thinking of them.



*In Nottingham too many children live in homes where there are few, if any, books. DPIL is a fantastic way of addressing that deficit and in Nottingham we are committed to offering this programme to as many children as possible.*

*Cllr David Mellen, Dales Ward Councillor*

Dolly Parton's Imagination Library is a dependable partner for local communities and provides a low-cost, turnkey programme to help young children develop a love for books and reading.

Dolly Parton's Imagination Library makes it accessible for local communities to reach large numbers of children and families with books at a low cost per child per month through a flexible, highly scalable model.

# Engaging Affiliates & Community Partners

Improving early childhood literacy with Dolly Parton's Imagination Library creates opportunities for children to thrive so that they succeed in school and help their communities grow and prosper. Dolly Parton's Imagination Library makes it accessible for local communities to regularly communicate with large numbers of children and families, providing a high-quality and age-appropriate library of books at a low cost per child per month through a flexible, highly scalable model.

- 

**1 Affordable, high quality and turnkey**
- 

**2 Parents love it and read more with their child**
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**3 Research confirms the impact on early literacy**

## Become an Imagination Library Partner

A community and its affiliate organisation make the programme accessible to all birth to age five children in their local area.

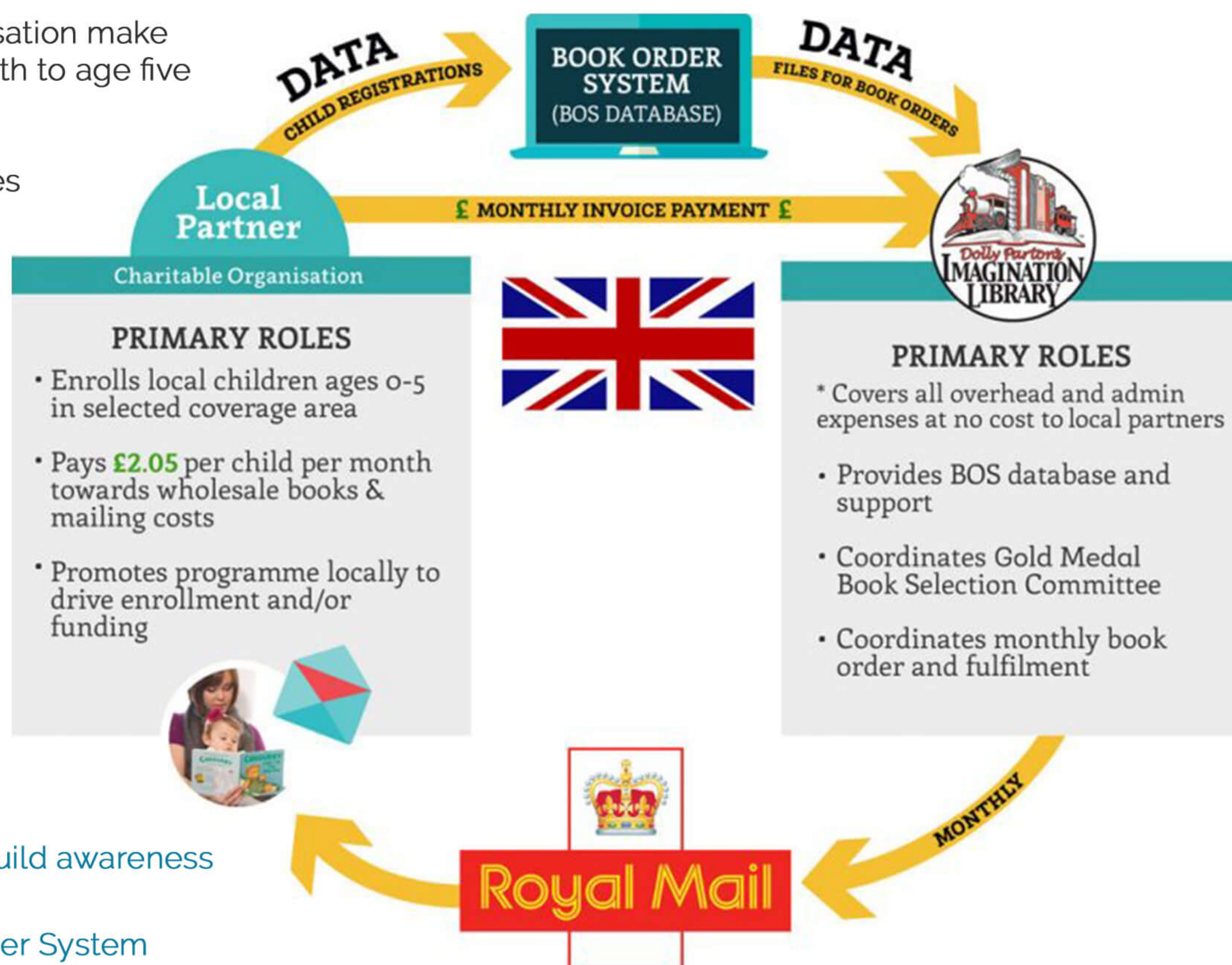
The Dollywood Foundation manages the system to deliver the books to the home. From the rigorous review of books by the selection committee to providing the Book Order System and overseeing the posting of a book to each child every month from birth to age five, the Imagination Library supports the local community and affiliates every step of the process.

### Community Partners:

- ✓ Pay the wholesale cost of books and mailing for children in selected coverage
- ✓ Promote the Programme and build awareness
- ✓ Register Children to Participate
- ✓ Enter Information into Book Order System

More than twenty years ago, Dolly Parton created the Imagination Library to inspire a love of reading in children of her home county in East Tennessee. In 2000, the program was expanded to serve any community with local partner support and, today, Dolly Parton's Imagination Library reaches more than 1 million children across the world with a new, age-appropriate book each month.

***"You can never get enough books into the hands of enough children."***

### Start a Local Community Imagination Library Programme Today!

Contact us by visiting the website to reach your regional director, to complete the online Start-A-Programme form and to learn more about how it works.

Dolly Parton's Imagination Library is active in England, Scotland, and Northern Ireland.

**Let us help you get started in your community.**

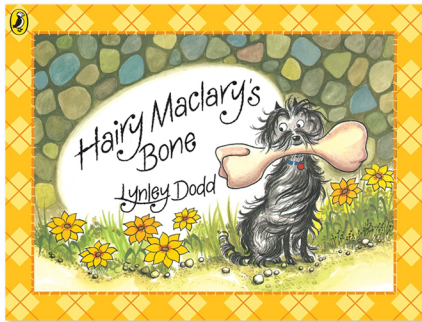
# Books & Selection



## Inspiring a Love of Books and Reading

Dolly Parton's Imagination Library (DPIL) puts books into the hands and hearts of children across the world. Imagination Library books are specially-selected, age-appropriate, high-quality books that are delivered to registered children each month from birth to age five. These books are personalised with the child's name and posted directly to the child's home to create a gifting experience that makes books exciting and shows the child someone is thinking of them.

Title-Specific Reading Tips



Some titles have Reading Tips that extend the engagement and interaction between the child and carer.

Gold Medal Selection Seal

Each title is carefully chosen by the Gold Medal Book Selection Committee.



From the first book, "The Tale of Peter Rabbit" to the last book, "Just Imagine", every book is selected with a special purpose.

Award-Winning Titles



DPIL books are available in progressive formats.

Wonderful collection of treasured classics and new favourites alike!

Progressive Format



Soft Cover

Case Bound

Board Books



The Dollywood Foundation and Penguin Random House collaborating in the UK!

# Dolly Parton's Imagination Library

Dolly Parton launched the Imagination Library to honour her father, who was smart and hardworking, but never learned how to read or write. The programme is meant to give children from all walks of life, both in the United States and around the world, a chance that Dolly's father never had. Together, we can put books in the hands and hearts of all children.



**Select high quality,  
age appropriate  
books**



**Build a home  
library of  
books**



**Inspire a love  
of books, shared  
reading time**

## Prevalent Themes and Focus of Dolly Parton's Imagination Library: Inspiration & Imagination

### **Additional Fundamental Themes of Regard:**

Love of reading and learning; regard for diversity of people, their roles, culture, and environment; promotion of self-esteem and confidence, appreciation of art and aesthetics

#### **Year One: Birth to 12 Months**

- Vision - bright, big, colourful
- Touch - board pages
- Rhyme and rhythm
- Simple - easy to use
- Minimal text - point and say
- Playful sound
- Nurture - attachment, lullaby themes

#### **Year Two: 13 Months to 24 Months**

- Continue concepts from year one and build upon them
- Repetition and predictability - generate language
- Books about daily routines, topics familiar to child
- Use of real photo illustration
- Body awareness
- Nursery rhymes
- Colours, letters, numbers

#### **Year Three: 25 Months to 36 Months**

- Wordless books - build your own story (reader and child)
- Values and character
- Issues - fear, conflict, love, safety
- Colours, letters, numbers
- Nursery rhymes

#### **Year Four: 37 Months to 48 Months**

- More complex stories - hero, complication, resolution
- Diversity of others - faces, environments - OK to be different
- Play, humour, fun
- Nursery rhymes and poetry

#### **Year Five: 49 Months to 60 Months**

- School preparation and readiness
- Use rebus (pictures used for words)
- Science - non-fiction
- Folk tales
- Thank you, appreciation
- Rhymes and poetry

The Gold Medal Book Selection Committee consists of early childhood professionals who lend their expertise in choosing the perfect set of age-appropriate books for thousands of children across the UK.



*I have never seen a better and more impressive collection of children's books. My child and I are chuffed to bits about getting an Imagination Library book each and every month!*

Parent, England

*THIS book programme is the BEST I've ever seen. My daughter and I cannot wait to read picture books every night, and she ALWAYS asks for one of the Imagination Library books from her shelf!*

Parent, Scotland



**To view the annual book list or to learn more about the book selection committee, visit our website at [ImaginationLibrary.com](http://ImaginationLibrary.com).**

# Educators & Community Leaders



Inspire a Love of Reading



Dolly Parton believes that if you can read, you can do anything, dream anything, and be anything. Through her Imagination Library programme, she wants to ensure all children have books at home, regardless of the environment in which they live.

Dolly Parton's Imagination Library puts books into the hands and hearts of children across the world. We partner with local communities to provide one free, high-quality book each month to our children from birth to age five. These books are selected by early childhood experts to be age-appropriate, personalised with the child's name and posted directly to the child's home. This creates a gifting experience that makes books exciting and encourages families to spend time enjoying books together.

***In North Lincolnshire we have a strong ethos that early development and learning is essential in giving children the best start. The Imagination Library has been a huge part of this. Since it launched in 2013, it has gone from strength to strength. It has helped family engagement and raising the levels of interest in early learning.***

*Cllr David Rose, Cabinet Member for Children, Families and Learning, North Lincolnshire Council.*



Reading aloud to children at a young age can positively impact their brain development: When preschool children listen to stories, it activates the areas of their brains that are associated with processing images and narrative comprehension. *Pediatrics – Journal of the American Academy of Pediatrics*

With support from local funders and partners, Dolly Parton's Imagination Library is available to all children, at no cost to the family, regardless of income. This model helped the Imagination Library receive a coveted Best Practice Award from the U.S. Library of Congress for addressing social barriers to literacy.

# Supporting Cognitive Development

Dolly Parton's Imagination Library is a dependable partner for educators and local communities. Each book in the library collection is hand selected to address the child's current development needs. A national panel of experts in the field of early childhood and literacy lend their expert recommendations and advice to select the perfect set of books for hundreds of thousands of children.



**Foster interactions around book reading**



**Establish positive attitude towards reading**



**Increase emerging literacy skills**

## School Readiness for children from birth to age five

### Inspire a Love of Reading

Children cherish the personalised books they receive each month through Dolly Parton's Imagination Library (DPIL). When parents and caregivers read to their children, it also exposes them to a larger, more diverse vocabulary and greater variety of sentence structures than just talking to them. Children develop concepts of print, alphabetic knowledge, phonological awareness and improved memory—all essential skills leading to school readiness and future academic success.

Reading together is the single most important way to help children get ready to read. Parents can support their child's education and cognitive development by sharing books as part of their everyday routine. Establishing these critical connections and communication pathways helps families prepare young children prior to entering school. Simple tasks such as looking at pictures in the books and reading aloud together not only supports the literacy growth, but also builds a special bond and supports a child's social and emotional development.

Most of the reading problems faced by today's adolescents and adults result from problems that might have been avoided or resolved in their early childhood years.

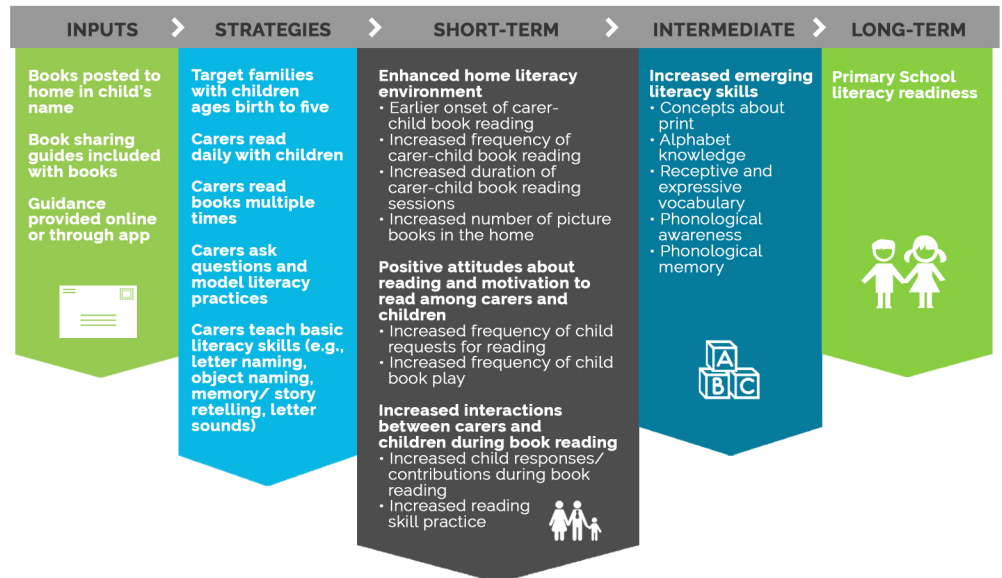
*National Research Council*

**"When compared to peers who have books of their own, children who do not own books enjoy reading less and have lower attainment."**

*National Literacy Trust 2011*

### Logic Model

Based on Imagination Library Research Findings and Literature Review



Families receiving books through DPIL, parents increased their reading time with children by 38%



75% of teachers believed that DPIL graduates performed better in school than their peers



97% of parents believed that their child will be better prepared for school after having participated in the Imagination Library

2012 Research, Acadiana in Lafayette, LA



# Funders & Policymakers

Inspire a Love  
of Reading



Dolly launched the Imagination Library to honour her father who was smart and hardworking, but never learned to read or write. The programme is meant to give children from all walks of life, and from around the world a chance that Dolly's father never had.

**Children aged birth to five who are registered with the programme receive a free, age-appropriate book posted to their home each month until age five.**

Dolly Parton believes that if you can read, you can do anything, dream anything, and be anything. Through her Imagination Library programme, she wants to ensure all children have books at home, regardless of the environment in which they live.

Dolly Parton's Imagination Library puts books into the hands and hearts of children around the world. We partner with local communities to provide a free, high-quality book each month to registered children from birth to age five. The books are hand selected by a committee of early childhood experts to be age-appropriate and align with the child's developmental needs.



*Books are personalised with the child's name and posted directly to their home to create a gifting experience that makes books exciting and special.*

A love of books and reading offers the foundation for literacy skills that set children up for future success. Dolly Parton's Imagination Library levels the playing field for all children by helping them build a home library of their very own and encouraging increased interaction with carers around books and reading.

**"You can never get enough books into the hands of enough children."**

*Dolly*



**Dream More, Learn More, Care More, Be More**

ImaginationLibrary.com



# Helping Children Succeed & Communities Prosper

Improving early childhood literacy with Dolly Parton's Imagination Library creates opportunities for children to thrive so they succeed in school and help their communities grow and prosper.



**Invest in books for children and families**



**Support local partners offering the programme**



**Improve early literacy in your community**

## Dolly is investing in young children and hopes you will too.

The Dollywood Foundation covers programme overheads by providing the custom-built Book Order System and coordinating the book selection, procurement, and fulfillment processes. In addition, the Dollywood Foundation purchases high-quality, customized books at scale, significantly reducing cost. With these contributions, our local partners are only required to cover the at-cost book and postage expenses for children registered in their coverage area.

Funders and local partners facilitate the cost of providing books so there is no cost to children and families. This approach, along with the model that the programme is available to all children and families in a covered area, helped Dolly Parton's Imagination Library receive a coveted **Best Practice Award** from the **U.S. Library of Congress** for addressing social barriers to literacy.

With funding and local community partnerships, the Imagination Library is able to provide an age-appropriate book each month to every child registered in the programme, absolutely *free* to the family.

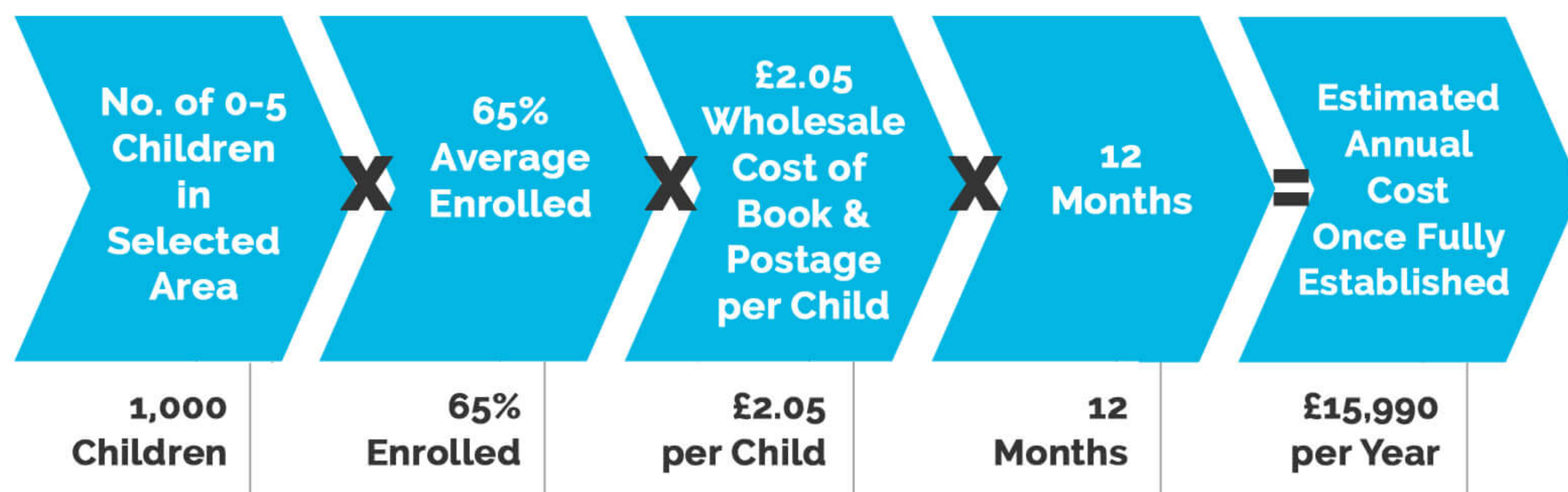
**The average retail cost of Imagination Library titles is about £10 per book. However, by purchasing in volume, the Imagination Library is able to acquire and post customised titles for about £2.05 per child per month.**

### How can you get involved?

- ✓ Help fund Dolly Parton's Imagination Library to promote literacy and a love of reading in your community.
- ✓ Utilise your position as a community leader to communicate Dolly Parton's Imagination Library value for children and families in your community.
- ✓ Connect with potential community partners to let them know you are interested in financially supporting Dolly Parton's Imagination Library locally.
- ✓ Organise other friends and colleagues to join in financially supporting Dolly Parton's Imagination Library for local children.
- ✓ Foster local Imagination Library research on books and literacy practices in the home.

The *Journal of the American Academy of Pediatrics* states that reading aloud to children at a young age can positively impact a child's brain development: When preschool children listen to stories, it activates the areas of their brains that are associated with processing images and narrative comprehension. It also exposes children to a larger, more diverse vocabulary and greater variety of sentence structures than just talking to them.

### Imagination Library Simplified Funding Formula



*\*Example for community with 1,000 eligible children*





# Programme Overview



Inspire a Love  
of Reading

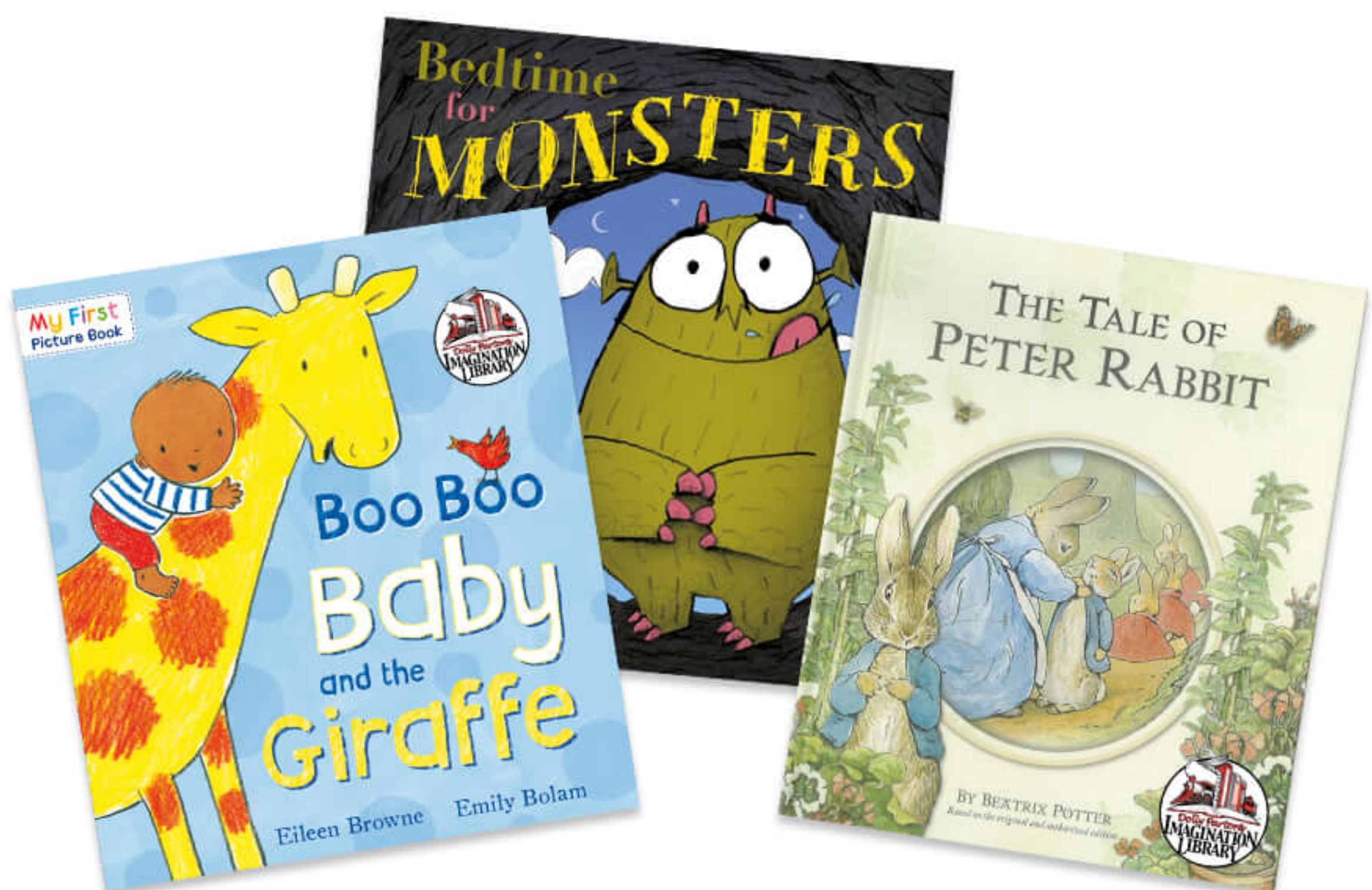


**Dolly Parton believes that if you can read, you can do anything, dream anything, and be anything. Through her Imagination Library programme, she wants to ensure all children have books at home, regardless of the environment in which they live.**

## Welcome to the Imagination Library

Dolly Parton's Imagination Library puts books into the hands and hearts of children across the world. We partner with local communities to provide a specially-selected, high-quality book each month to participating children from birth to age five. These books are personalised with each child's name and posted directly to their home to create a gifting experience that makes books exciting and encourages families to spend time enjoying books together.

Best of all, Dolly Parton's Imagination Library is available to all children at no cost to the family.



"Before he passed away, my Daddy told me the Imagination Library was probably the most important thing I had ever done. I can't tell you how much that meant to me because I created the Imagination Library as a tribute to my Daddy. He was the smartest man I have ever known, but I know in my heart his inability to read probably kept him from fulfilling all of his dreams.

"Inspiring kids to love to read became my mission. In the beginning, my hope was simply to inspire the children in my home county, but here we are today with a worldwide programme that gives a book a month to more than 1 million children.

"Of course, I have not done this alone. The real heroes of our story are the thousands of local organisations who have embraced my dream and made it their own. They raise millions of dollars each year and wake up every day with a passion to make sure their kids have every opportunity to succeed.

"It's been quite a journey, but we have so much more left to do. I would love for your community to join our family, so please take the time to explore our website. Let's share this dream that all children should grow up in a home full of books.

"The first step is always the hardest, but you'll never know unless you try."

A handwritten signature of Dolly Parton in black ink.

**Dream More, Learn More, Care More, Be More**

ImaginationLibrary.com

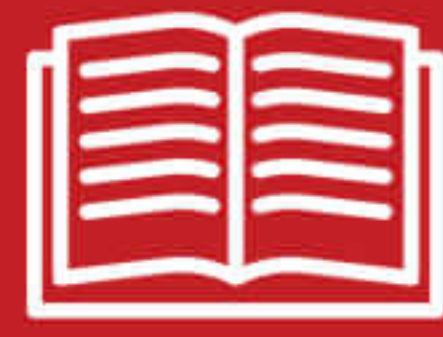


# Dolly Parton's Imagination Library

Dolly Parton's Imagination Library is a book-gifting programme that posts free books to children from birth to age five in participating communities within the United States, United Kingdom, Canada, and Australia.



**Provide the gift of literacy for all children, birth to age five**



**Inspire children to love books and reading**



**Support parents and communities in fostering a child's success**

## Together, making a difference.

Since 1995, Dolly Parton's Imagination Library has delivered more than 90 million books to children in more than 2,000 local communities worldwide.

With the support of local funders, coordination by partners and encouragement from community leaders and organisations, parents and educators spread the love of reading and engage children in the most fundamental skill necessary to succeed in life.

### Invest In Early Literacy

1. Ninety percent of physical brain development occurs in the first three years of life, when a baby forms over 1 million new neural connections per second.
2. When a young child enters primary school, there is an 82% chance that the child will master basic skills by age 11, compared with a 45% chance for children who are not school-ready.
3. Later in life, at-risk children who do not receive high-quality early childhood experiences are 25% more likely to drop out of school, 40% more likely to become teen parents and 60% less likely to attend college.
4. Investment in high-quality early childhood programmes for at-risk children from birth to age five delivers a 7-10% annual return on investment through improved education, health, social and economic outcomes, increased productivity and the reduced need for social spending.

The presence of books in the home supports the child's academic, social, and emotional development. Children develop a special bond with their parents and carers by reading together. The Imagination Library puts books into the hands and hearts of children across the world at no cost to the family.

**Challenge:** Children who are read to early in life are better prepared for school. Dolly Parton's Imagination Library has been shown to significantly increase the time parents and carers spend reading to their children each week.

## Key Stakeholders



**Policymakers and Funders** have significant influence in directing resources and catalysing partnerships to adopt, scale, and take full advantage of opportunities with the Imagination Library.

**Parents and Carers** are a child's first teacher and set the course for developing their child's love of books and reading. Reading to their child from birth to age five improves their future reading ability and academic success.

**Educators and Community Leaders** validate the impact and continued progress as young students develop reading skills. Reducing the literacy gap in the early years allows teachers a better start in developing lifelong learners.

**Affiliates and Community Partners** offer the connection point, driving local awareness, enrolling local children, and paying the wholesale cost of the books and postage each month.



### Welcome to the Imagination Library

The Imagination Library began with Dolly Parton's desire that every child, regardless of income, would have access to books. Since its founding, the Dollywood Foundation has conducted and encouraged research on the Imagination Library programme in an effort to assess communities' reactions to the programme and its impact on children's literacy. The majority of this research has been implemented at the local community level, by programme staff or local researchers, to provide formative and summative feedback to support local Dolly Parton's Imagination Library (DPIL) implementations.

***"We love the Imagination Library programme! My daughter is so excited to get her new book each month. It supplements our trips to the public library and gets her excited about entering school as well."***

The Dollywood Foundation initiated a review of more than 20 years of research conducted on Imagination Library programmes in the U.S. and internationally. The findings from the body of DPIL research indicate the programme is extremely popular in the communities where it is implemented and show promise in promoting changes in home literacy environments, children's attitudes toward reading, and early literacy skills.



### Positive Perceptions

- Participating family members were overwhelmingly positive about the programme and its impact on their children when asked in questionnaires, interviews, and focus groups.
- Community members, including Imagination Library partners and preschool and school teachers, also had positive views of the programme and its impact on book ownership and literacy practices in homes.
- The positive views of the programme and its impacts were present regardless of the demographic characteristics of the community or its participants, and longer programme participation often resulted in more positive outcomes.



### Richer Home Literacy Environments

- Parents read aloud more to their children and were more comfortable reading as a result of DPIL.
- Parents reported their children owned more books as a result of participating in the programme.



**Dream More, Learn More, Care More, Be More**



### Improving Attitudes and Skills

- Parents believed their children were more interested in reading due to receiving the books each month.
- Participating children were excited when their DPIL books arrived in the post monthly, addressed specifically to the child.
- Some studies found DPIL had promise with respect to developing children's early literacy skills, as participants had more advanced skills than their classmates who did not participate in the programme.



### Logic Model

The Dollywood Foundation is committed to supporting local DPIL programmes and communities. One focus of our recent work has been identifying common outcomes for all DPIL programmes. This will ensure we are all on the same page and provide the best programme possible for children and families. These research-based outcomes were identified through reviews of the literature and are considered to be building blocks for lifelong literacy, supported by the research, and aligned with DPIL's philosophy and goals.

### Imagination Library strives to...

Enhance participants' home literacy environments so that...

- ✓ Books are available in homes
- ✓ Carers begin reading to children early in life
- ✓ Carers read to children frequently and for increasing amounts of time as they age

Promote positive attitudes and increased motivation to read so...

- ✓ Children ask adults to read to them
- ✓ Children "play" with books independently

Increase the number of interactions between caregivers and children during reading so...

- ✓ Children respond and contribute to book reading
- ✓ Children practice reading skills

### Such that children develop emerging literacy skills including...

- ✓ Understanding print conventions
- ✓ Naming letters and making letter sounds
- ✓ Increasing their vocabulary
- ✓ Understanding oral sounds, syllables, and words
- ✓ Improving auditory memory



### Logic Model (continued)

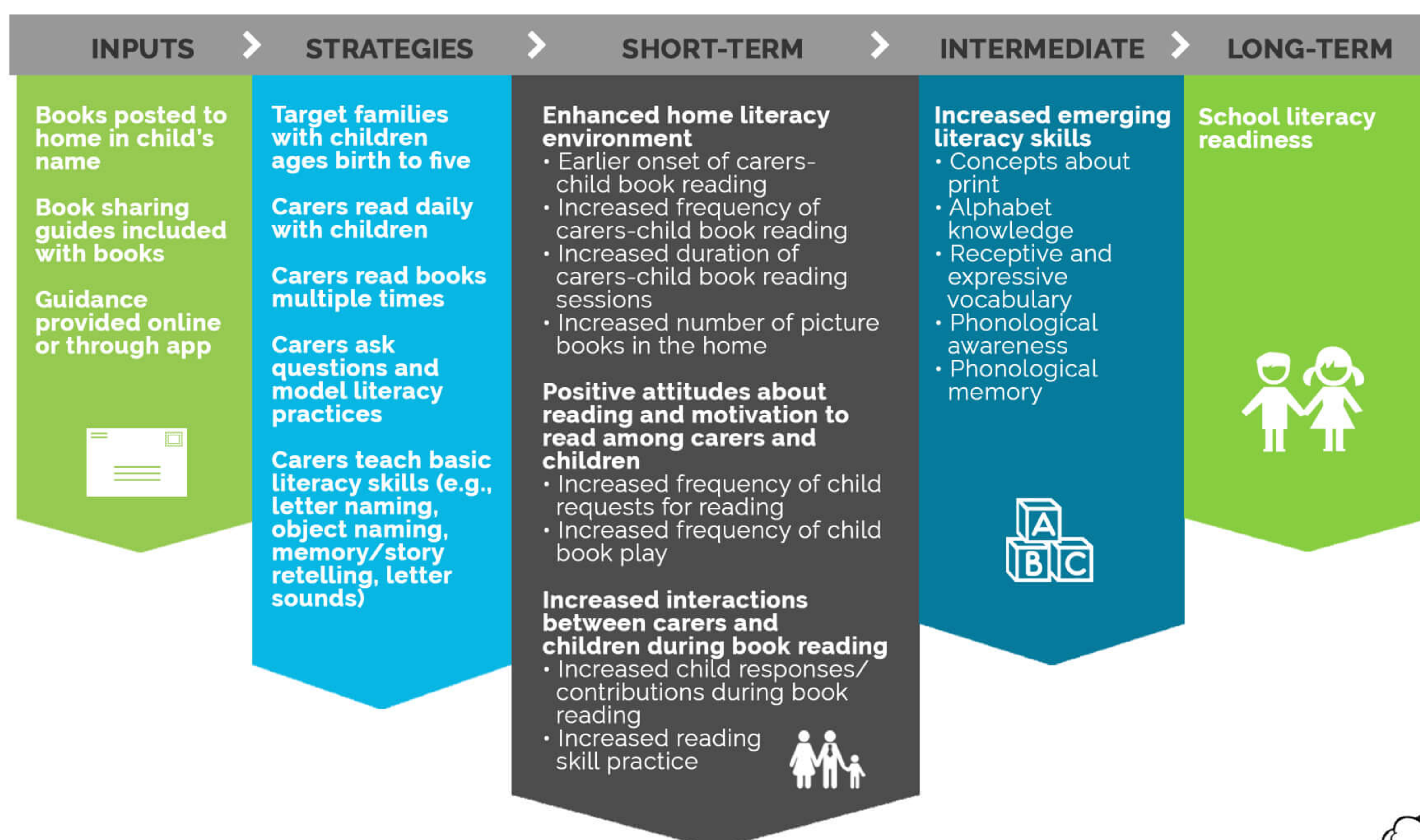
The Dollywood Foundation is committed to guiding and assisting community-based DPIL programmes to provide the best experience for all participants. The Foundation will support both beginning and existing community-based DPIL programmes by providing resources to help organisations...

- ✓ Plan how to research and evaluate the programme
- ✓ Establish partnerships with local researchers
- ✓ Become familiar with the research on DPIL and what lessons were learned
- ✓ Use the Dollywood Foundation's resources and guidance to communicate effectively with researchers and other community stakeholders
- ✓ Conduct innovative research to assess DPIL's identified outcomes

The Foundation looks forward to continuing our work supporting rigorous research on Imagination Library in existing and new DPIL communities. Through this research, we can continue to expand Dolly's vision of ensuring every child is exposed to the magic of books!

### Logic Model

*Based on Imagination Library Research Findings and Literature Review*



For information and programme details, please visit [ImaginationLibrary.com](http://ImaginationLibrary.com).





Inspire a Love of Reading



**A love of books and reading offers the foundation for literacy skills that prepare children for future success. Parents reading to their children from birth improves a child's future reading ability.**

Dolly Parton believes that if you can read, you can do anything, dream anything, and be anything. Through her Imagination Library programme, she wants to ensure all children have books at home, regardless of the environment in which they live.

*"The single most significant factor influencing a child's early educational success is an introduction to books and being read to at home prior to beginning school."*

*National Commission on Reading*

**As a parent or carer, reading with your child is the most important activity that you can do to help set them up for future success.**

Through the Imagination Library, Dolly wants children to be excited about books and to feel the magic that books create. Moreover, she could insure that every child would have books, regardless of their family's income. For more than 20 years, tens of millions of Imagination Library books have been sent to children around the world.

**Register your child to receive a book a month from the Imagination Library.**



Dolly Parton's Imagination Library puts books into the hands and hearts of children across the world.

We partner with local communities to provide one free, specially-selected, age-appropriate, high-quality book each month to children from birth to age five. These books are personalised with your child's name and posted directly to your home to create a gifting experience that makes books exciting and shows the child someone is thinking of them.

Visit the [ImaginationLibrary.com](https://www.ImaginationLibrary.com) website to access proven and trusted resources for parents and carers including tips for reading to children and family engagement activities.

# Engaging Parents & Carers

Imagination Library has lots of experience with carers, children, and reading. We encourage good reading habits for parents, carers, and their children. When your child receives their Imagination Library books, we ask you to do the following:



**Begin reading to your child immediately**



**Read to your child at least five days per week**



**Read books multiple times**

**Snuggle, ask questions, notice letters, make sounds, have fun!**

Dolly Parton's Imagination Library books are specially-selected, age-appropriate, high-quality books that are posted to registered children at home each month from birth to age five. And best of all, it is a *free* gift to the family!



The Imagination Library Gold Medal Selection Committee consists of a nationally recognised group of professionals hand selected to lend their expert recommendations and guidance when tasked with choosing the perfect set of books for hundreds of thousands of children.

**Parents and carers may visit the Parent Resource section of [ImaginationLibrary.com](http://ImaginationLibrary.com) to access reading tips and guides by age, activities and more.**

*Because of this programme, my family is reminded to read almost every day, and my four-year-old can't wait for storytime at bedtime. This programme really works for getting children prepared for school.*

*London*

*My family loves the Imagination Library because it's such a wonderful programme. The books that come by post are both modern and classic stories, and my three-year-old loves getting her personal gift from her 'Aunt Dolly' every month!*

*Edinburgh*

*My children love getting their books in the post once a month. Since we started getting Dolly's books, my partner and I have made a habit of reading to our son and daughter at least once a day. We're all really excited about the variety and diversity of the books arriving each month, and we're so happy to know that the best ones have been selected for us!*

*Belfast*