

2021 ANNUAL REPORT

- Total of over 172,735,949 books gifted since inception.
- The number of books gifted in 2021 was 22,140,308. This was an overall 14.5% increase over 2020 and equals 2,810,435 additional books gifted. (This equates to a book mailed every 1.4 seconds).



UNITED STATES
21,026,615 Books
14% Growth
2,585,825 Additional Books



CANADA
387,949 Books
39% Growth
110,847 Additional Books



UNITED KINGDOM
548,594 Books
15% Growth
72,439 Additional Books



AUSTRALIA
113,482 Books
46% Growth
36,251 Additional Books



REPUBLIC OF IRELAND
69,615 Books
8% Growth
5,103 Additional Books



OVER 22 MILLION
Total Books Gifted in 2021
A 14.5% increase over 2020
(Equates to 1 book mailed every 1.4 seconds)

JANUARY: Dolly Parton's Imagination Library kicks off it's **26th year!**



DWF welcomed **Ethan Taylor** as the new Director of Finance.

FEBRUARY: A Google translate option was added to The Imagination Library website to **enhance accessibility** for Spanish bilingual families.

MARCH: DWF welcomed a new fulfillment partner, **CMS**, in the UK with **fully sustainable packaging**.

The Dollywood Foundation team was featured on **RollingStone.com**.



APRIL: Canada reached **30,000** books mailed each month milestone.

Accountant **Joyce Guerrero** retires after 26 years.



4 MILLION UK - Gifted **4 MILLIONTH** book since inception.

UK - Meg Fletcher joined the UK team as a temporary **Regional Director**, covering for Kirsty Hill.

MAY: UK - Renfrewshire Imagination Library becomes the **first authority-wide programme in Scotland**.

DWF Canada welcomed new team member **Melanie Cardinal** to support Indigenous Affiliates.

DWF welcomed new team member **Nell McCauley** to support **the North America Program**.



The Imagination Playhouse opens at Dollywood Theme Park.

JUNE: Biennial Homecoming Conference held virtually for the first time in our history with over **600 attendees from 5 nations**.



DWF welcomed **Lila Honaker** as the new Customer Support Manager.

Australia - New South Wales government partners with Dolly Parton's Imagination Library in Australia with an \$8 million investment to expand the **program in NSW**.



2 MILLION **JULY:** Canada Gifted **2 MILLIONTH** book since inception.



The Library That Dolly Built documentary began streaming online with Apple TV, Amazon Prime, Google Play and Cable on Demand.

West Virginia Celebrates **Statewide Coverage!**



Goodnight With Dolly Series **wins multiple Telly Awards!**

AUGUST: The Library of Congress awards the Imagination Library with the **\$150,000** David M. Rubenstein Prize.

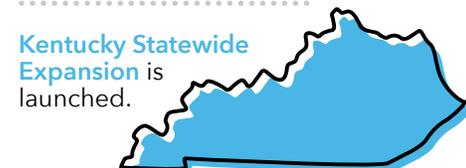


September: UK - DPIL reaches **growth milestone** with new Welsh affiliates coming on board.

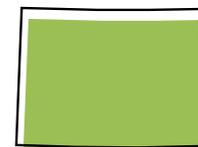


Kansas Statewide Expansion is launched.

OCTOBER: Canada - DPIL reaches **every province and territory** with new affiliate in Newfoundland/Labrador.



Kentucky Statewide Expansion is launched.



NOVEMBER: Colorado **Statewide Expansion** is launched.

DECEMBER: Board approves decision to move The Dollywood Foundation headquarters to **a new location** in downtown Sevierville.