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).

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

2021
UNIVERS 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

JANUARY: Dolly Parton's Imagination Library kicks off its 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.

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.

APRIL: Canada reached 30,000 books mailed each month milestone.
Accountant Joyce Guerrera retires after 26 years.

MAY: UK - Renfrewshire Imagination Library becomes the first authority-wide programme in Scotland.
UK - Meg Fletcher joined the UK team as a temporary Regional Director, covering for Kirsty Hill.

JULY: Canada Gifted 2 MILLIONTH book since inception.

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.

OCTOBER: Canada - DPIL reaches every province and territory with new affiliate in Newfoundland/Labrador.
Kentucky Statewide Expansion is launched.

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

WEST VIRGINIA CELEBRATES
Statewide Coverage!

TOURISM AND LEISURE

BOOKS 
over 22 million

4 MILLION
UK - Gifted 4 MILLIONTH book since inception.

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

THE LIBRARY THAT DOLLY BUILT

Presented by Dolly Parton's Imagination Library

Penguin Group (USA) &

THE LIBRARY OF CONGRESS
LITERACY AWARD WINNER
2021

THE LIBRARY THAT DOLLY BUILT

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

Goodnight With Dolly Series wins multiple Telly Awards!

KANSAS STATEWIDE EXPANSION IS LAUNCHED.

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THE LIBRARY THAT DOLLY BUILT

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