

Funders & Policy Makers

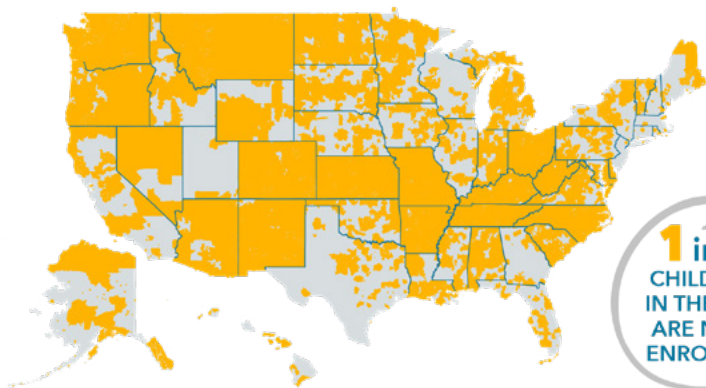
Giving the Gift of Reading

Dolly Parton's Imagination Library is the flagship program of The Dollywood Foundation, a 501(c)(3) nonprofit Tennessee organization. The Imagination Library is dedicated to inspiring a love of reading by gifting FREE books to children from birth to age five. The program is made possible through funding shared by Dolly Parton herself, and local Program Partners in the United States, Canada, United Kingdom, Australia, and the Republic of Ireland.

Inspired by her father's inability to read and write, Dolly started the Imagination Library in 1995 to serve the children of her hometown in Sevier County, Tennessee. Today, her program spans five countries and gifts over 3 million free, high-quality, age-appropriate books each month to children around the world. There is never a charge to families who participate in the program and it is open to all children under the age of five in geographic areas with operating programs.



DOLLY PARTON'S IMAGINATION LIBRARY NATIONAL GROWTH ACROSS THE USA



1 in 7
CHILDREN
IN THE USA
ARE NOW
ENROLLED!

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 caregivers around books and reading.

Books are personalized with the child's name and mailed directly to their home, creating a special gifting experience and sense of ownership.



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

Dolly



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[ImaginationLibrary.com](https://www.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.

1

Foster interactions around book reading

2

Establish positive attitude towards reading

3

Increase emerging literacy skills

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

The Dollywood Foundation covers program overhead 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 mailing 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 program is available to all children in a covered area, helped Dolly reach 1 in 7 children in the U.S. currently and gift over 3 million books globally each month.

The average retail cost of Imagination Library titles is about \$14 per book. However, by purchasing in volume, the Imagination Library is able to acquire and mail customized books for about \$2.20 per child per month.

How can you get involved?

- ✓ Help fund Dolly Parton's Imagination Library in your community. \$26 = Books for 1 child for a whole year!
- ✓ Utilize your position as a community leader to advocate this impact of Dolly Parton's Imagination Library in your community.
- ✓ Connect with potential community partners to let them know you are interested in financially supporting Dolly Parton's Imagination Library locally.
- ✓ Organize 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

Number of
0-5 Children in
Selected Area

X

65%
Average
Enrolled

X

\$2.20
Wholesale
Cost of Book
& Mailing
per child

X

12
Months

=

Estimated
Annual Cost
Once fully
established

1000 Children X 65% X \$2.20 X 12 months = \$17,160/yr
(Example for community with 1,000 eligible children)

