

Funders & Policymakers



Inspire a Love
of Reading



Dolly launched the Imagination Library to honor her father who was smart and hardworking, but never learned to read or write. The program 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.

Children ages birth-five who are registered with the program receive a free, age-appropriate book mailed 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 program, 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.

Dream More, Learn More, Care More, Be More.®



Books are personalized with the child's name and mailed 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 caregivers around books and reading.

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



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 Invest in books for children and families



2 Support local partners offering the program



3 Improve early literacy in your community

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

The Dollywood Foundation covers program 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 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 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 program, absolutely *free* to the family.

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 titles for about \$2.20 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.
- ✓ Utilize 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.
- ✓ 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



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

