

"YOU CAN NEVER GET ENOUGH  
**BOOKS**  
INTO THE HANDS  
OF ENOUGH  
**CHILDREN**"  
*Dolly*

**INSPIRE A LOVE  
OF READING**



# ≡ Welcome to Dolly Parton's Imagination Library!



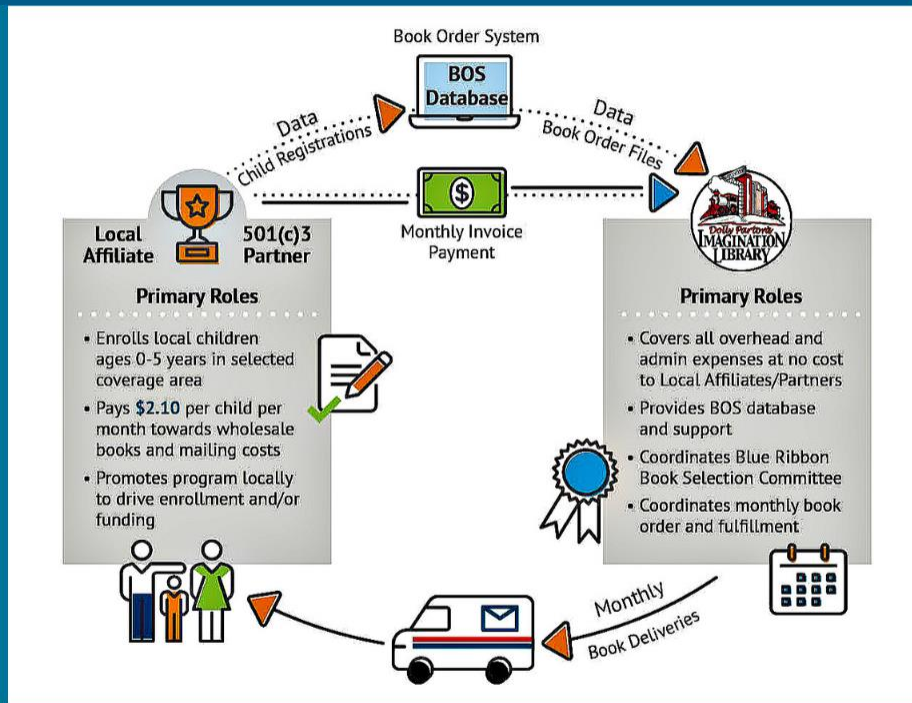
- Flagship program of The Dollywood Foundation. Grassroots community book gifting program. It reaches more children than any other early childhood book gifting program, and mails high-quality, age-appropriate books to children from birth until age five, free to the family, no matter their income.

**2 Million**      **Children receive a book monthly in 5 countries (US, UK, Canada, Ireland and Australia)**

**Awarded Best Practice award from U.S. Library of Congress for addressing social barriers to literacy**



# How it Works In the United States



- ▶ Local Affiliate may be a business, school district, solo, etc. Need 501(c)3 non-profit partner to get non-profit mailing rates
- ▶ Books arrive at child's home with name on the mailing label
- ▶ At no cost to the family, books are delivered monthly to children from birth to age 5 in a designated coverage area





# Overview



## CHILDREN ENROLLED IN U.S.

NUMBER OF AFFILIATES

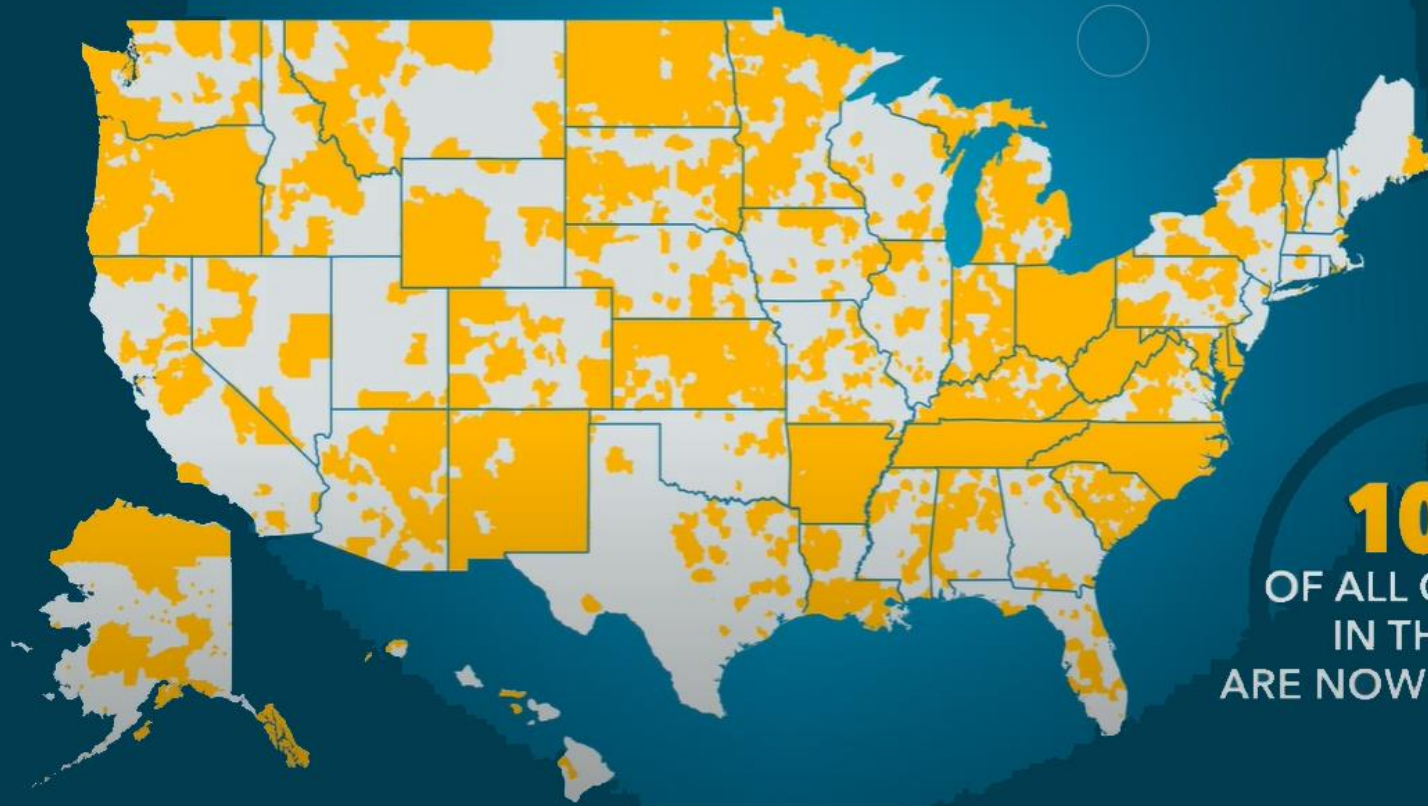
NUMBER OF CHILDREN  
ENROLLED IN U.S.

TOTAL NUMBER OF  
BOOKS MAILED TO U.S.  
CHILDREN

TOTAL ELIGIBLE  
NUMBER OF CHILDREN  
IN U.S.

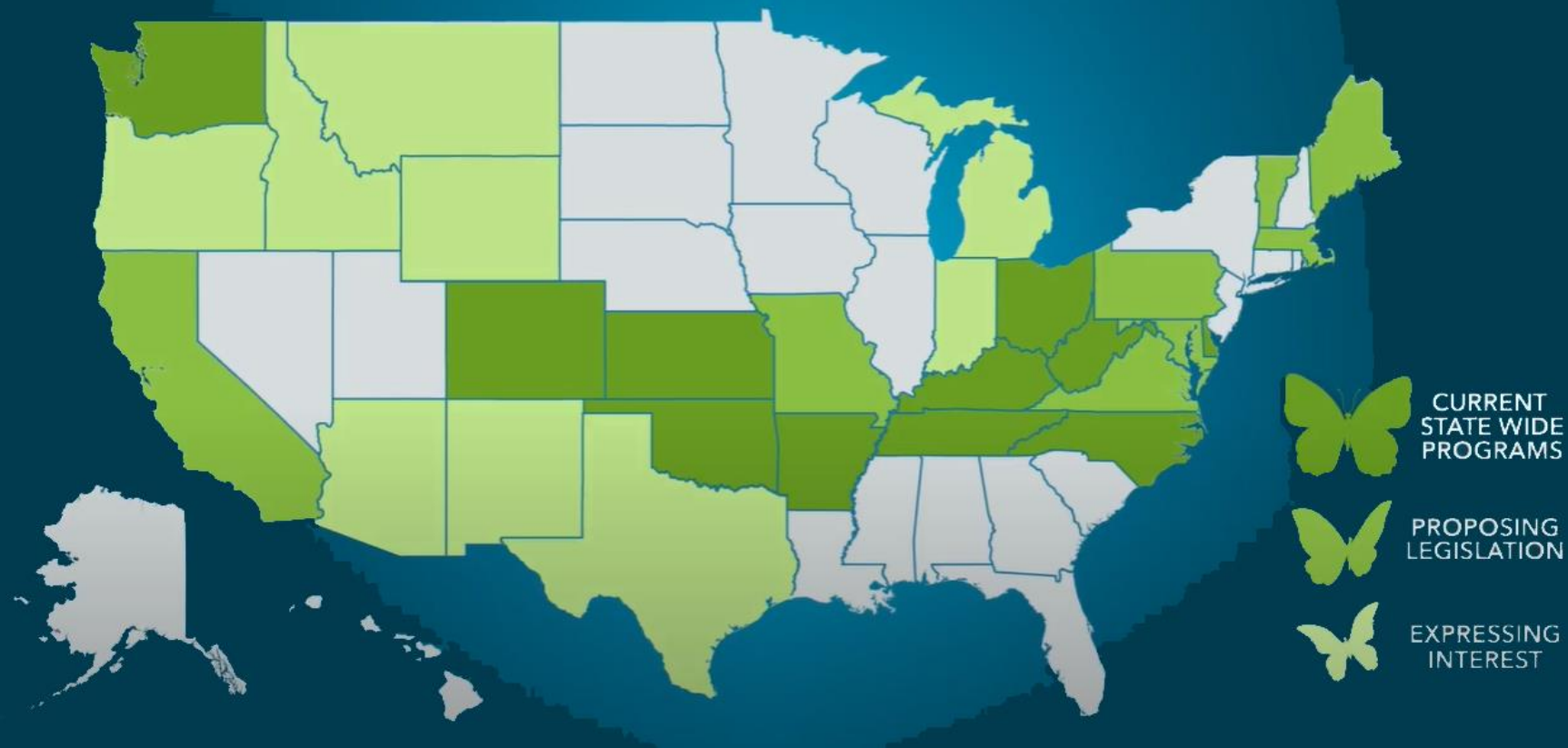
DOLLY PARTON'S IMAGINATION LIBRARY

# NATIONAL GROWTH ACROSS THE USA



**10%**  
OF ALL CHILDREN  
IN THE USA  
ARE NOW ENROLLED!

# STATEWIDE PROGRAMS





# Evidence Based Impact

## MEASURABLE IMPACTS

READING 3 TIMES A WEEK JUMPED FROM 60 TO 85%

DAILY READING DOUBLED FROM 29 TO 59%

29% INCREASE IN CHILDREN READY FOR KINDERGARTEN

SIGNIFICANTLY STRONGER READING SKILLS AND HIGHER SCORES ON  
READING ACHIEVEMENT TESTS OVER THEIR NON-PARTICIPATING PEERS,  
CONSISTENTLY FROM KINDERGARTEN THROUGH 9TH GRADE

ESTABLISHED READING ROUTINES BRINGS ABOUT INCREASED  
STABILITY, EMOTIONAL WELL-BEING, AND IMPROVED FAMILY  
ATMOSPHERE. STRENGTHENS FAMILIES.

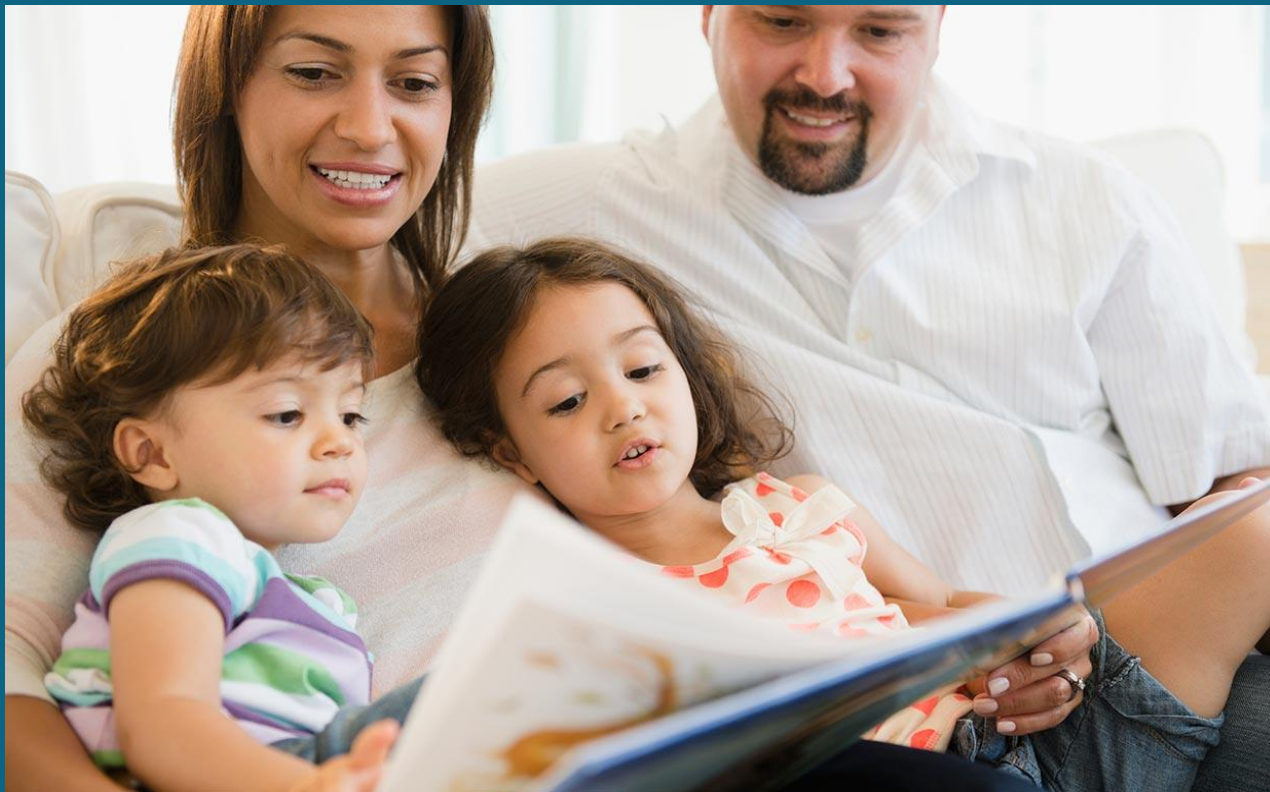
A HEALING EFFECT IN THE COMMUNITY MANIFESTING IN EMERGING  
NEIGHBORHOOD LITERACY INITIATIVES, INCREASED LIBRARY USAGE,  
AND CONNECTION TO ADULT / DUAL LANGUAGE READING PROGRAMS.

REDUCED RETENTION KINDERGARTEN THRU 3RD GRADE



# Why DPIL?

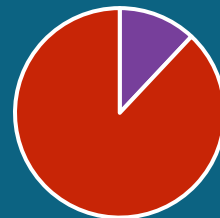
Families read to their children more often.



Battle Creek, MI  
(2011)

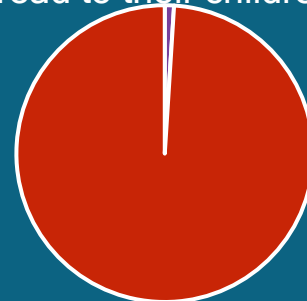
*Before DPIL*

12% of families  
never read to...



*After DPIL*

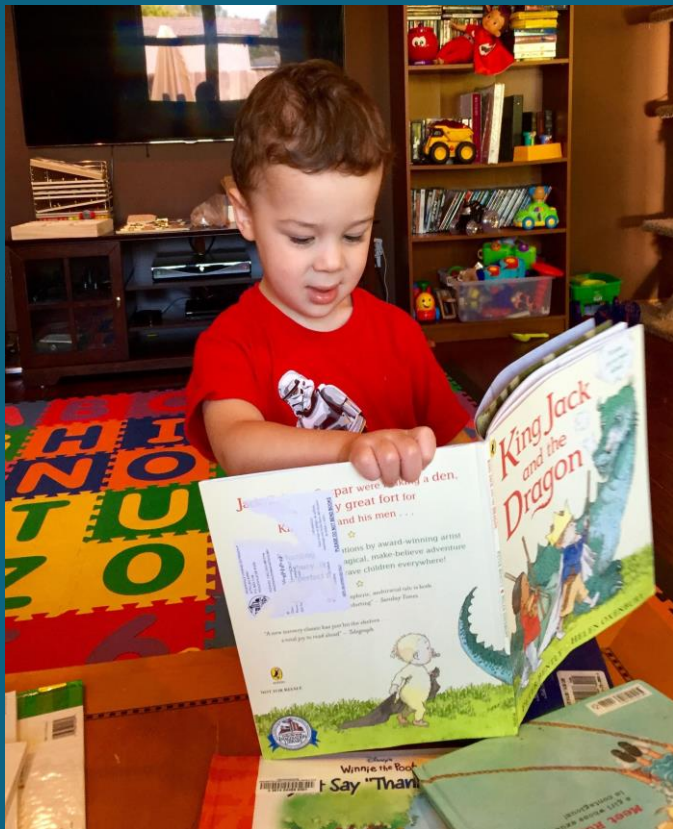
1% of families never  
read to their children





# Why DPIL?

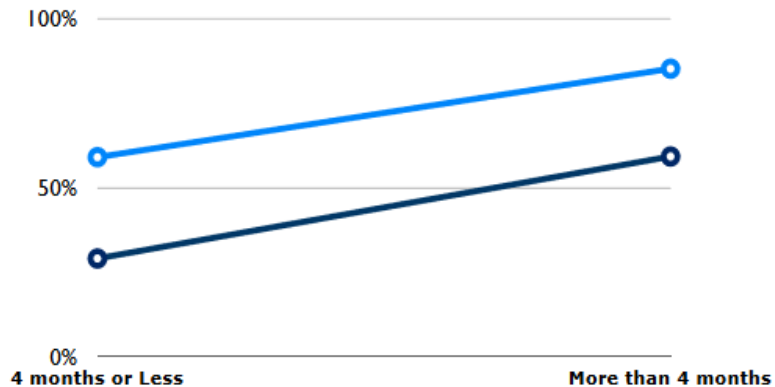
An increase in frequency of reading



## Le Moyne Center for Urban and Regional Applied Research

The longer a child is enrolled in the program, the more likely an increase in the frequency of reading.

- ◆ Families Reading Daily
- ◆ Families Reading 3 or more times a week



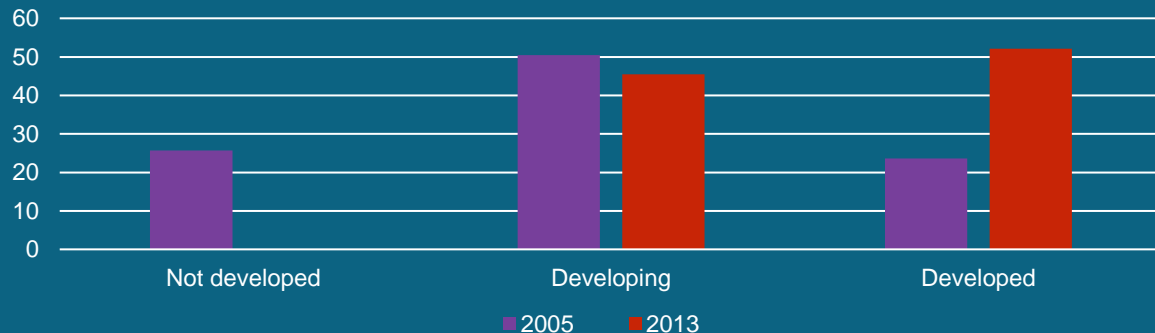
# Why DPIL?

Increased kindergarten readiness

## Des Arc, Arkansas kindergarten readiness

*Purple: 2005    Red: 2013*

DPIL began in 2006



# Why DPIL?

Our investment pays great dividends

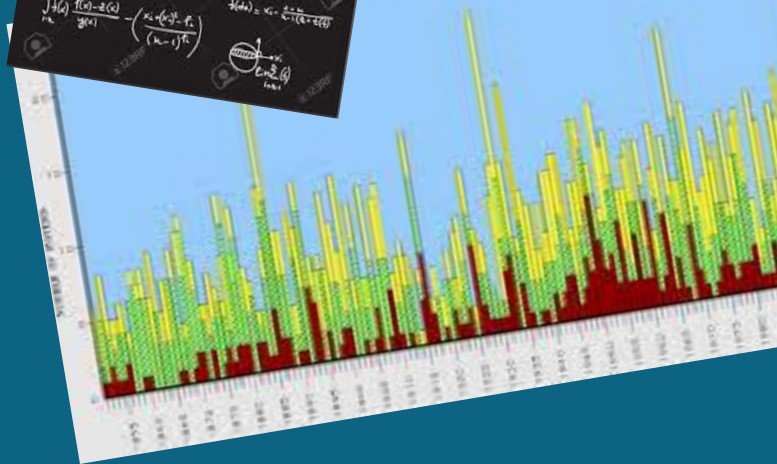
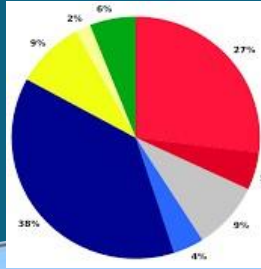


Economist and Nobel Laureate James Heckman of the University of Chicago argues that:

**“The highest rate of return in early childhood development comes from investing as early as possible, from birth through age five, in disadvantaged families. . . skills beget skills in a complementary and dynamic way. . .”** (2007)



# DPIL: Scientific proof *AND* common sense



**Yes, DPIL is very good for families and kids.**



# ≡ Why Partner with Dolly Parton's Imagination Library

## Support Development of Early Literacy Skills in Your Community

- Children with access to more books have greater vocabulary and reading skills development.
- Support families to build connections through reading together.
- Working together we can provide equal access to information, ideas and knowledge.

## Increase Awareness of Library Programs and Benefits

- Connect families with young children to your library.
- Increase number of young library card holders.
- Bring people together, foster creativity, and encourage lifelong learning.



**Pam Hunsaker**

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Please visit us at [imaginationlibrary.com](http://imaginationlibrary.com)

## Build Community Collective and Expand the Impact of the Library

- Partnership with the Imagination Library provides another avenue to be the place to gather, the encourager of reading, and the partner in cooperation with the city, schools and organizations.
- Build future readers and life-long library users / supporters!