



Dolly Parton's Imagination Library

2024





Welcome

Jeanne Smitiuch, Senior Regional Director, Canada





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Senior Regional Director

Canada





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The Dollywood Foundation

Non-Profit Organization created by Dolly Parton in 1988, Inspired by her father. The Dollywood Foundation mission is simply to inspire a love of books and reading.

What happens is so much more.....



Dolly Parton's Imagination Library

is a community-based early literacy book gifting program.



CHARITABLE REGISTRATION NUMBER: 846742328RR0001

Dollywood Foundation of Canada
imaginationlibrary.ca




DOLLYWOOD
FOUNDATION
OF CANADA
— HOME OF —





3000

Community Partnerships Canada, USA, Australia, Ireland and the UK. | Partenariats communautaires Canada, États-Unis, Australie, Irlande et UK

250 Million

Books mailed for children since 1996 | Livres postés pour enfants depuis 1996

57,000

Books monthly to children in Canada |

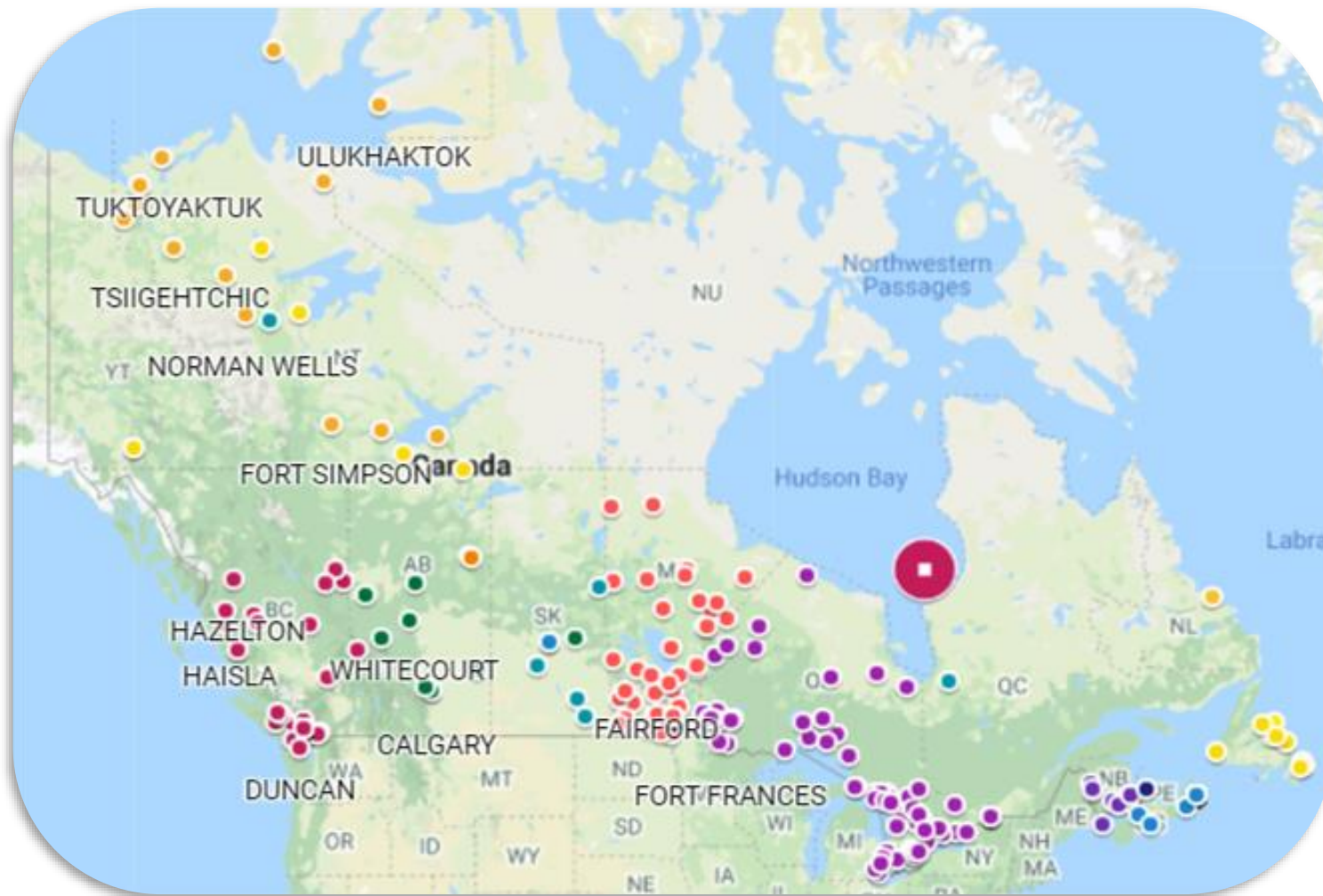


Canadian Partnerships

Programs in ALL |

10 Provinces
3 Territories

435 Community
Partnerships



Nova Scotia



13%
% OF 0-5 NOVA SCOTIA CHILDREN ENROLLED

5,199
NUMBER OF CHILDREN ENROLLED

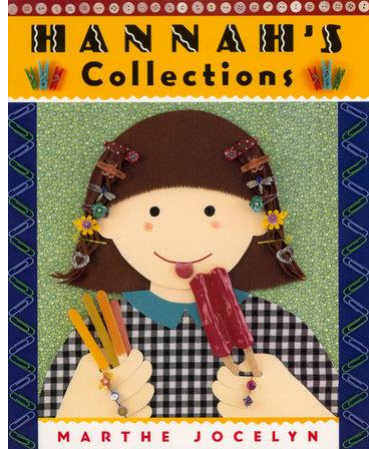
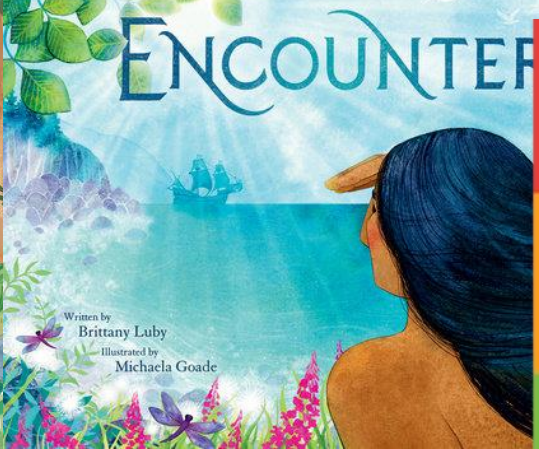
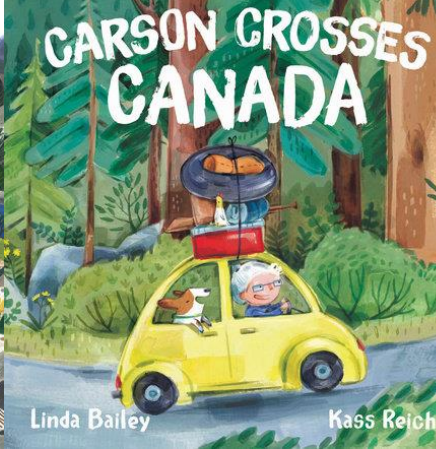
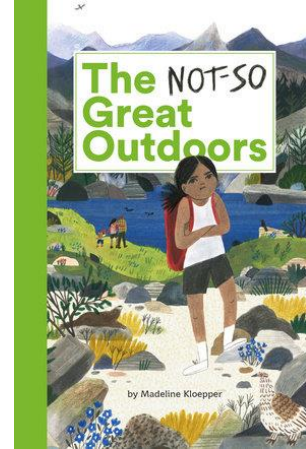
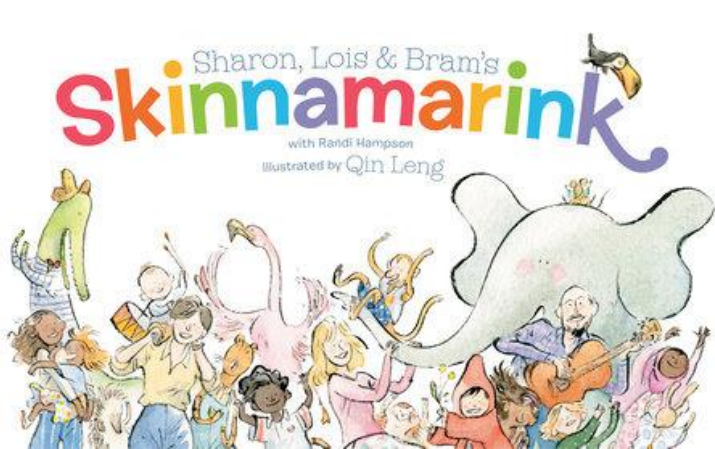
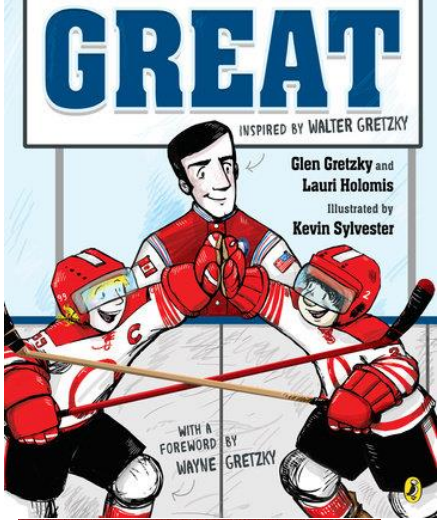
40,340
TOTAL ELIGIBLE NUMBER OF CHILDREN

22
NUMBER OF LOCAL PROGRAMS

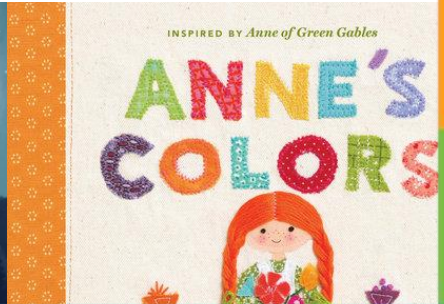
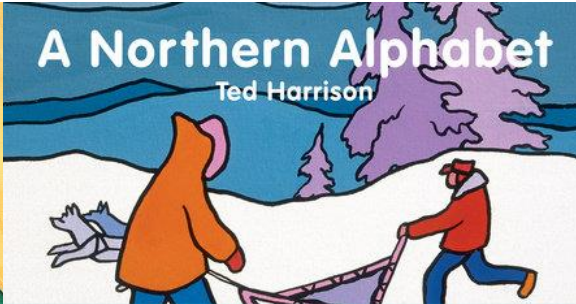
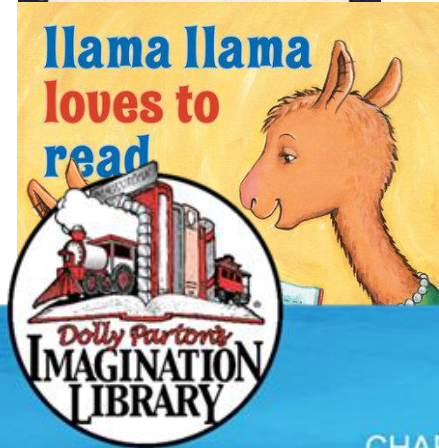
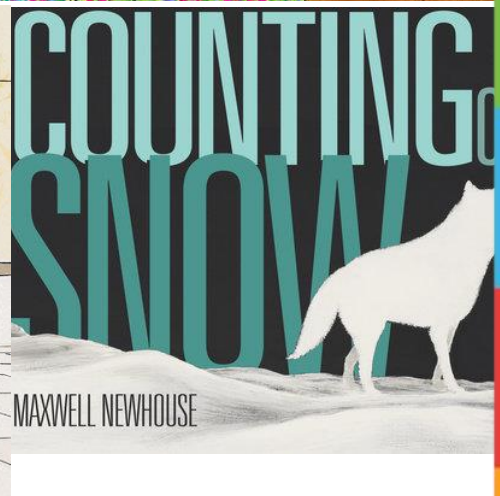
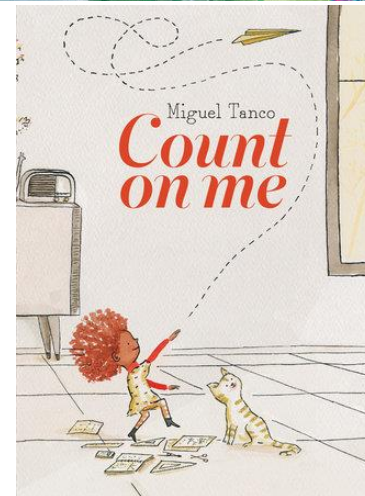
374,391
TOTAL NUMBER OF BOOKS GIFTED TO DATE IN NS

\$3.85
COST OF THE PROGRAM PER CHILD PER MONTH WITHOUT PUBLIC MATCHED DOLLARS

	COMMUNITY	ACTIVE CHILDREN	LOCAL CHAMPION
1	Antigonish	581	Antigonish Imagination Library
2	Spryfield & Armdale	50	Chebucto Connections
3	Cumberland County	607	Cumberland Public Libraries
4	Berwick/Waterville	93	Dolly Parton's Imagination Library of Berwick & District
5	Windsor	75	Imagination Library of Windsor
6	Acadia	1	Mi'kmaw Kina'matnewey
7	Afton First Nation	2	Mi'kmaw Kina'matnewey
8	Annapolis Valley First Nation	18	Mi'kmaw Kina'matnewey
9	Bear River First Nation	3	Mi'kmaw Kina'matnewey
10	Chapel Island First Nation	11	Mi'kmaw Kina'matnewey
11	Eskasoni	209	Mi'kmaw Kina'matnewey
12	Horton First Nation	6	Mi'kmaw Kina'matnewey
13	Indian Brook First Nation	55	Mi'kmaw Kina'matnewey
14	Membertou	30	Mi'kmaw Kina'matnewey
15	Millbrook	0	Mi'kmaw Kina'matnewey
16	Pictou Landing	23	Mi'kmaw Kina'matnewey
17	Wagmatcook	25	Mi'kmaw Kina'matnewey
18	Waycobah	11	Mi'kmaw Kina'matnewey
19	Wolfville	161	Mud Creek Rotary & Kentville Rotary Club
20	Sambro	59	Sambro Area Community Association (SACA)
21	Cole Harbour	2161	The Cole Harbour Foundation
22	Colchester County	1018	The Johnston Family Foundation
	TOTAL ENROLLED IN NS	5199	



High-Quality Books
Hand-Selected for Each Age Group

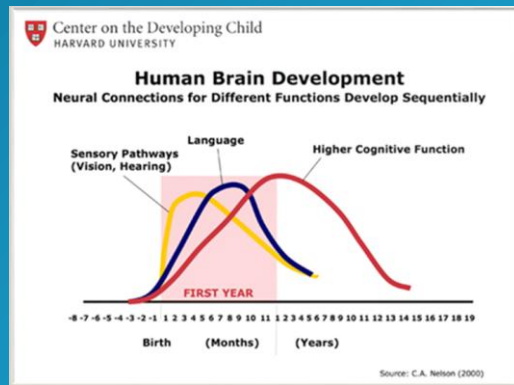


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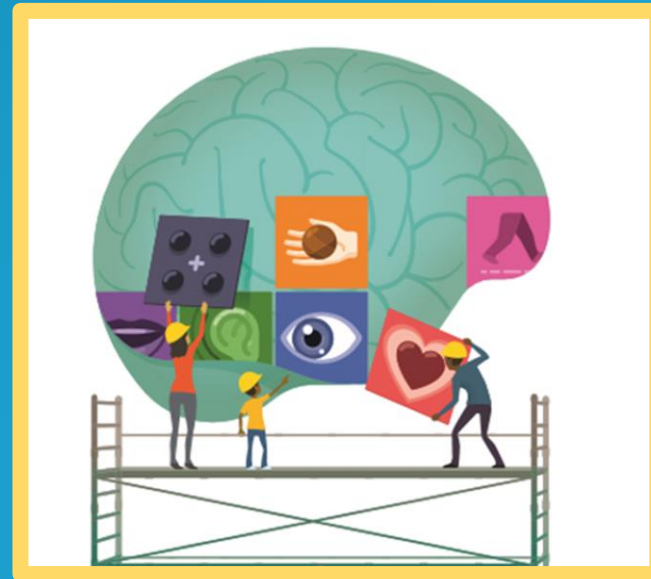
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Why it is Important - SCIENCE

Early Experiences Build Brains - Baby's brain rapidly grows before entering school with 90% developed by age 4



If we wait till kindergarten to introduce a child to books and reading – it is too late



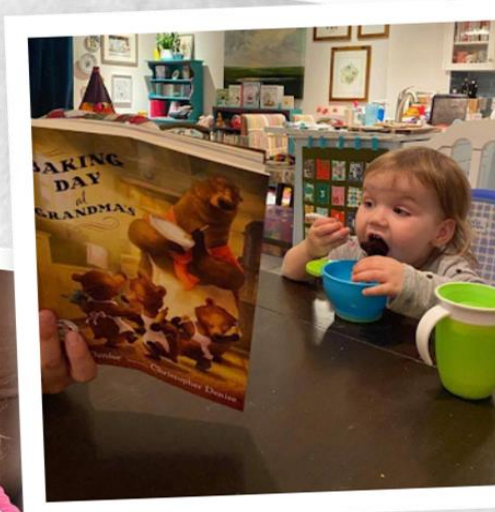
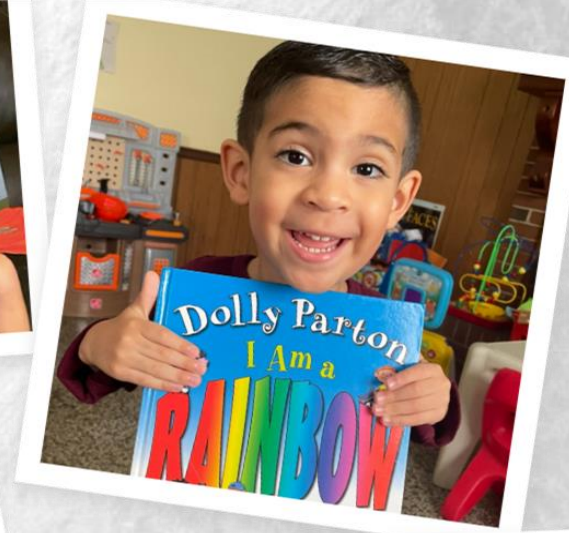
Brain Science tell us the Reading Network in children's brains doesn't naturally exist; it must be built

It is built by interactive reading.
Reading at home requires books! Imagination Library can help!

Why It Matters - LOVE

- ▶ Books delivered to the home creates a “event”
- ▶ Snuggling, sharing and interaction
- ▶ Reading together helps to create a bond, a unique, shared experience
- ▶ Provides connection between child and caregiver(s), other family members, siblings
- ▶ Sense of ownership and pride – books belong to child
- ▶ Frequency - happens every month

Strengthens the home environment. Supports natural tendencies of family – parents want their children to be healthy and happy.



Why it Matters – EDUCATION IMPACT

Home Literacy Environment

Families connect around book

Increase reading 3 times a week from 59.7% to 85.2%, increased reading multiple times in the same day

Build home library (60)

All family members engaged in reading

Increased 1:1 time, laying foundation for adult's consistent involvement in their children's learning and development.

Kindergarten Readiness

28.9% increase in readiness for Kindergarten

3rd Grade Reading and beyond

Significantly stronger reading, math, science achievement tests consistently from Kindergarten through 9th.

Why it Matters – COMMUNITY & FAMILY IMPACT

Community

A healing effect manifesting in emerging neighborhood initiatives, increased library usage and literacy focus.

Ties to Adult Literacy / Dual Language Learner Programs

Creates a shared bond among children, especially important when starting kindergarten

Family

Establishment of reading routines brings about increased stability, emotional well-being and improved atmosphere in families.

Research shows greatest impact in families facing difficulties (such as poverty, illness and stress experienced by separated families).

**Why is this important
to your community?**

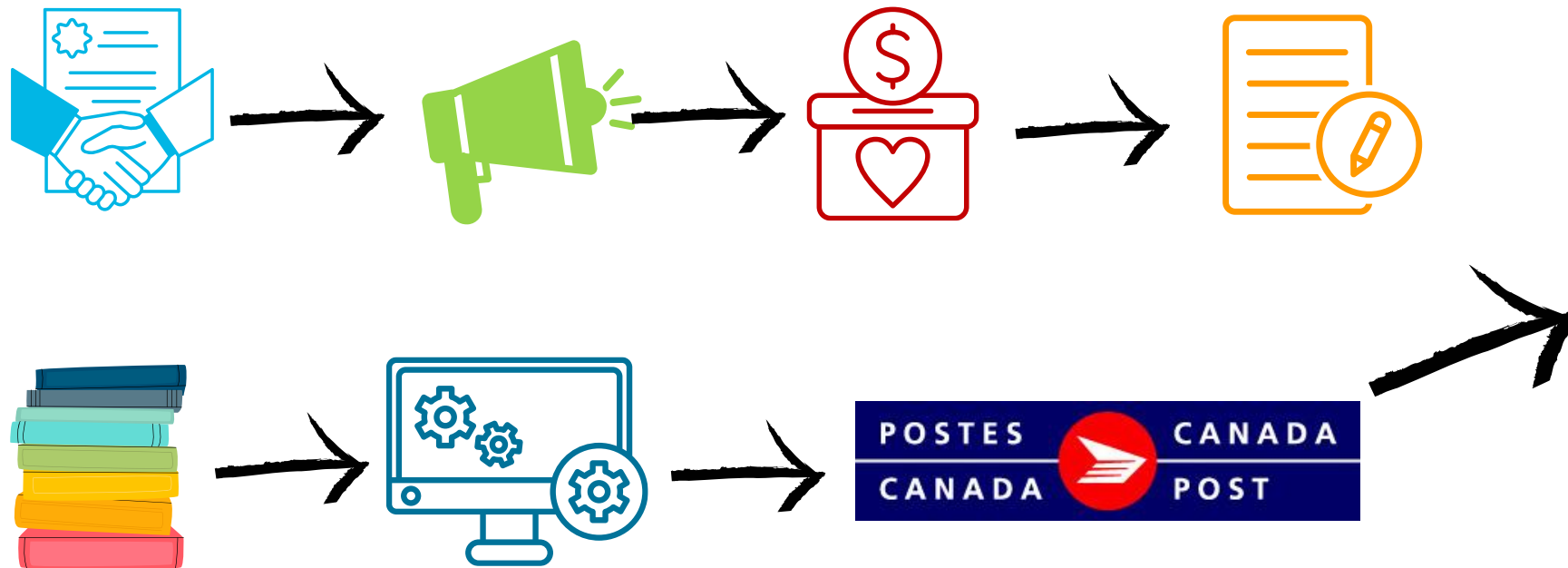


IMPACT = SCALE + FREQUENCY

Education, Community, Family & Children Impact = High % of children enrolled + monthly frequency up to 60 books if enrolled at birth.



How it Works | Comment ça fonctionne



Local Program Partners

Publicize
the
program

+

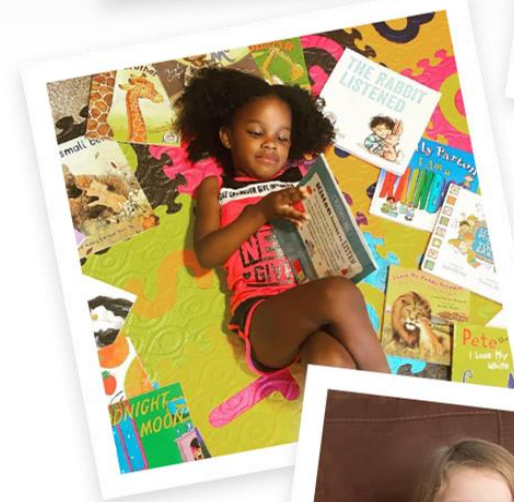
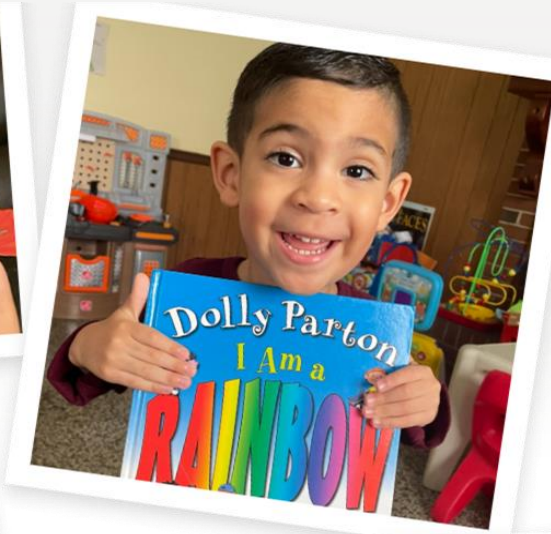
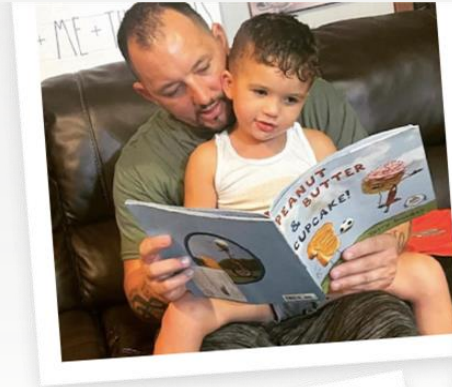
Enroll
children
(Admin)

+

Fundraise

Partnerships

- ▶ Develop a sustainable framework for a successful program that will start, grow and be maintained for years to come.
- ▶ Focus on the universal access to of the program, bringing partners together to support children within their communities
- ▶ Work towards ensuring ensure that no children are missed
- ▶ Help with accessing funding opportunities at many levels
- ▶ Support consistent and clear publicity of a program
- ▶ Administrative support so every child is being processed each month to receive books



Who could be partners with an LPP?

- ▶ Ministry of Education/Health/Social Service
- ▶ Municipalities
- ▶ Community Foundations
- ▶ Family Foundations
- ▶ School Districts/County Ed
- ▶ Schools
- ▶ Libraries
- ▶ Friends of the Libraries
- ▶ Rotary
- ▶ Kiwanis/Key Clubs
- ▶ Lions Clubs
- ▶ United Way
- ▶ Medical Providers/Health Departments
- ▶ Government Assistance Programs
- ▶ Pre-Schools & Childcare Centers
- ▶ Family and Child-Serving Organizations
- ▶ Boys & Girls Clubs
- ▶ Junior League
- ▶ Local Sports team
- ▶ Food Banks
- ▶ Local Businesses
- ▶ Churches/parishes
- ▶ Foundations
- ▶ Delta Kappa Gamma
- ▶ Retirement/Senior Living
- ▶ Corporations
- ▶ Many many more.....

Next Steps to Get Started

- ✓ Determine Total Number of Children under 5 in Area (270 Barrington)
- ✓ Forecast Costs based on \$47/year/child 100% enrolled $270 \times 47 = \$12,690$
- ✓ Sign MOA and fill out Affiliate Information Sheet
- ✓ Fundraise to cover the cost of registrations to provide the books free to families. (\$47/child/year)
- ✓ Enroll children into a secure database via online registration (also use QR Code poster) or paper registration into The Dollywood Foundation database system
- ✓ Pay monthly invoice (#children enrolled x ~\$3.85)
- ✓ Promote the program in the community using approved marketing materials
- ✓ Handle any returned books



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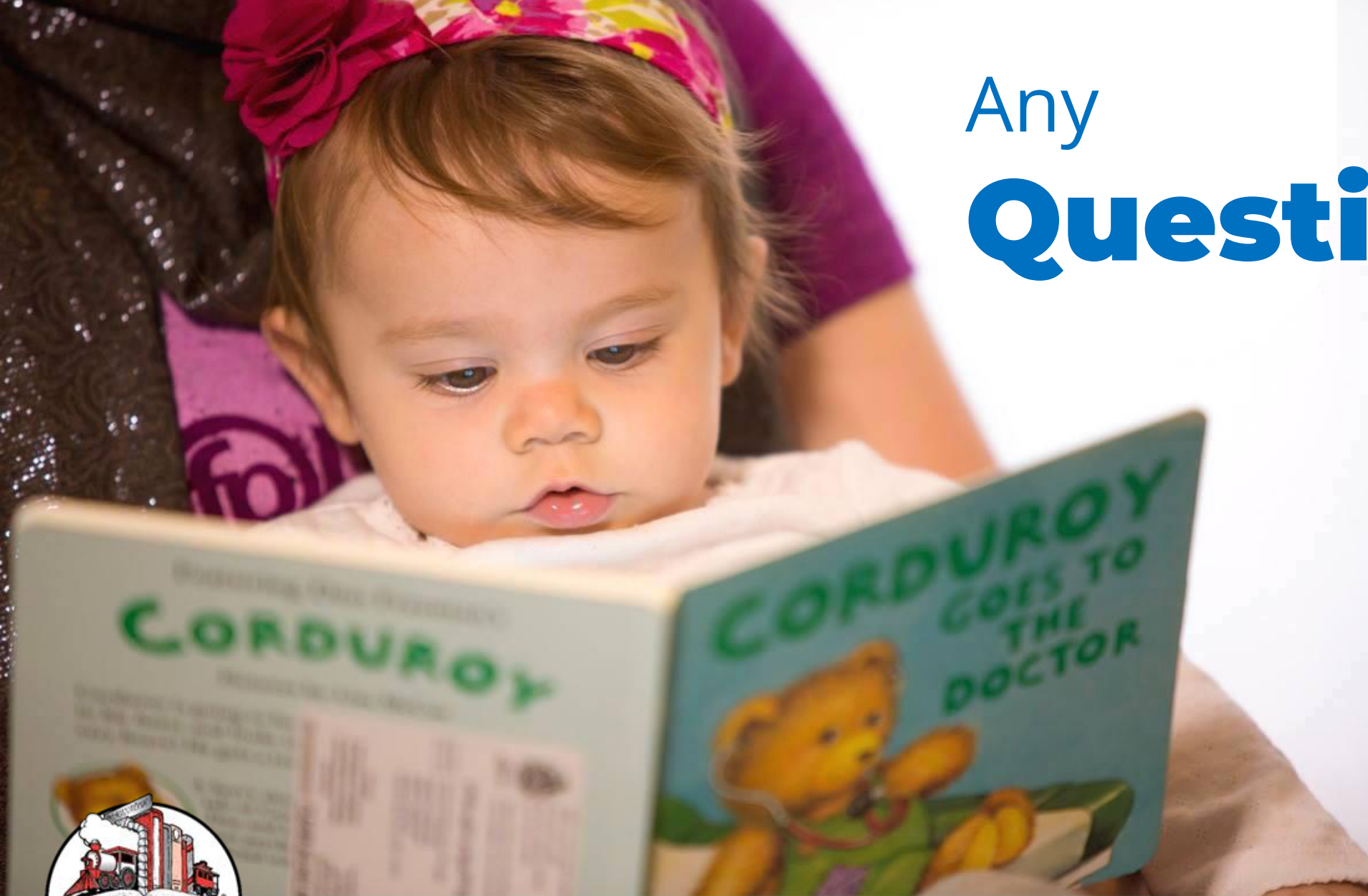
Simply getting books into the home changes the trajectory of kids, families and communities.

Big impact with low cost, low effort and low risk. Turnkey Program.

Brilliant, simple and effective way to make communities better places to live!



Any **Questions?**



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THANK YOU!

ImaginationLibrary.com

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