

What Is Dolly Parton's Imagination Library?

In 1995, Dolly developed the book gifting program so that every preschool child in her home of Sevier County, Tennessee, would have their own home library of books that would inspire a love of reading. The program was so successful and generated such interest from across the country that, after much thought, Dolly decided to offer her Imagination Library for replication in any community that will support it. Each book is selected by a panel of experts to be age appropriate, personalized with the child's name and mailed directly to their home every month from birth to age five, creating a gifting experience that makes books exciting and encourages families to spend time enjoying books together.

Over 1 Million children are currently enrolled in Dolly Parton's Imagination Library and over 95 Million books have been mailed since the program started in 1995.

To replicate the program, a local champion must pay for the cost of the books and mailing for children registered in their selected coverage area. The average cost for each child is \$25 per year in the USA. The champion registers and maintains each child's address. The Dollywood Foundation takes it from there, covering all of the overhead expenses and logistics to maintain the program. The Dollywood Foundation provides everything from the Book Order System and book selection process to the relationships with the book publishers and fulfillment centers.

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 grow up.



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Dear Friend...

Before he passed away, my Daddy told me the Imagination Library was probably the most important thing I had ever done. I can't tell you how much that meant to me because I created the Imagination Library as a tribute to my Daddy. He was the smartest man I have ever known but I know in my heart his inability to read probably kept him from fulfilling all of his dreams.

Inspiring kids to love to read became my mission. In the beginning, my hope was simply to inspire the children in my home county but here we are today with a worldwide program that gives a book a month to well over 1 million children.

Of course, I have not done this alone. The real heroes of our story are the thousands of local organizations who have embraced my dream and made it their own. They raise millions of dollars each year and wake up every day with a passion to make sure their kids have every opportunity to succeed.

It's been quite a journey but we have so much more left to do. I would love for your community to join our family so please take the time to explore our website. Let's share this dream that all children should grow up in a home full of books.

The first step is always the hardest but will never know unless you try... "

Love,



*Inspire a Love
of Reading*



Rotary
Partners for Literacy



Why Begin So Early?

Children cherish the personalized books they receive each month through Dolly Parton's Imagination Library. When parents and caregivers read to their children, it also exposes them to a larger, more diverse vocabulary and greater variety of sentence structures than just talking to them. Children develop a concept of print, alphabetic knowledge, phonological awareness and memory – all essential skills leading to school readiness and future academic success.

“Reading aloud to children at a young age can positively impact their brain development: When preschool children listen to stories, it activates the areas of their brains that are associated with processing images and narrative comprehension.”

Pediatrics – Journal of the American Academy of Pediatrics

Reading together is the single most important way to help children get ready to read. Parents can support their child's education and cognitive development by sharing books as part of their everyday routine. Establishing these critical connections and communication pathways helps families prepare young children prior to entering school. Simple tasks such as looking at pictures in the books and reading aloud together not only supports literacy growth, but also builds a special bond and supports a child's social and emotional development.

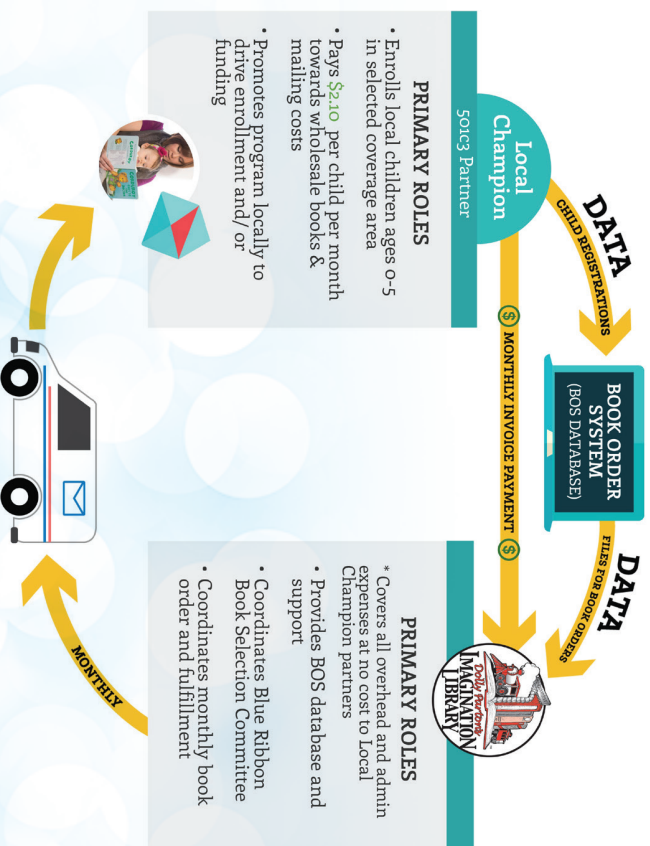
To learn more about Dolly Parton's Imagination Library, visit www.imaginationlibrary.com and connect with a Regional Director who covers your area.

The Dollywood Foundation
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How Does It Work?

Each month, from the day the child is born until their 5th birthday, a carefully selected book arrives in the mail. Kids across the globe have shared the excitement of running to the mailbox to retrieve their book. More often than not, the child wants the book read to them now—not tonight, not tomorrow, not later...right now!

Each book is selected by a committee composed of parents, teachers, child development specialists, librarians, publishers, and others specializing in early childhood literacy. Special attention is given to age-appropriateness and the development of such positive themes as promotion of self-esteem and confidence, regard for diversity, and appreciation of art.



Dolly Parton's Imagination Library is one of 11 Rotary International service partners.

Rotary's service partnership with Dolly Parton's Imagination Library provides an opportunity to collaborate in support of Rotary International's focus on basic education and literacy. Together, we can foster a lifelong love of reading in children from an early age by mailing one high quality, age appropriate book to their home each month.



- Local Champion may be a business, school district, solo, etc. Need 501(c)3 non-profit partner to get non-profit mailing list.
- Books arrive at child's home with name on the mailing label.
- Program is free to families birth to age 5 children living in participating coverage areas.

“This program is one of the most important ways I know to improve the educational opportunities for children in your community.”