

Partner with The Dollywood Foundation



*Inspire a Love
of Reading*



The Dollywood Foundation is a nonprofit organization founded by Dolly Parton in 1988, with headquarters in Pigeon Forge, Tennessee.

Dolly Parton's Imagination Library is a simply designed, turnkey program that mails high-quality, age-appropriate books to children from birth until age five, no matter their family's income.

The program is dedicated to improving the lives of children by inspiring a love of reading with books, free of charge to families, through local community partnerships. The Imagination Library uses unique strategies to inspire family reading, is community-based to drive ownership, and most importantly is designed to improve the lives of children at scale.

The Imagination Library's home gifting model is subtle yet ingenious - free to the family, getting children excited about owning books and inspiring shared family reading by getting books directly to children at home with their name on the label.

In addition to being a universal program, ensuring equitable access to all children in a community; a focus on diversity, bilingual (Spanish/English) and Braille, with title-specific reading tips in the books, promote inclusion and ownership.

Shared Funding Model



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We recommend a Shared Funding Model:

- The Dollywood Foundation covers overhead/administrative costs associated with making the program available in local communities.
- Local community partners are responsible for reduced book and mailing expenses for children registered in their coverage area.
- State provides 50%-dollar match developed in coordination with state leaders, public funds, federal grants, and private funds.

Generates a powerful public / private partnership!

A "Shared Funding Model" provides stability and sustainability for local and statewide programs. Local and state programs experience extensive, nonpartisan support and participation from both the private and public sectors.

This positions the Imagination Library as a long-haul, foundational component to community and state early literacy strategies.

Shared Funding and Role Overview

Partnership Benefits

- Leverage strategic vendor relationships
- Removed overhead expenses
- Systemized operational systems and process
- Trusted, internationally recognized brand

Reduce retail book and mailing plus administrative costs from ~\$18.35 per child per month to \$2.10



Primary Role

- Covers Overhead and Administration expense
- Supports Local Affiliates and State Level Partner
- Coordinates Yearly Book Selection
- Provides Marketing, Branding Collateral
- Provides GDPR, secure database, technical support
- Book Production
- Coordinates Monthly Book Order and Fulfillment
- Mails Imagination Library books monthly to registered children's homes

Local Imagination Library Partner (Affiliate)

Primary Role

- Promotes program locally
- Enrolls children ages 0-5 in coverage area
- Contributes 50% of funds for monthly books and mailing
- Manages database of registered children
- Connects to community

50%

State Funding

Primary Role

- Provides 50% matching fund appropriation to help local programs expand and reach more children.

50%

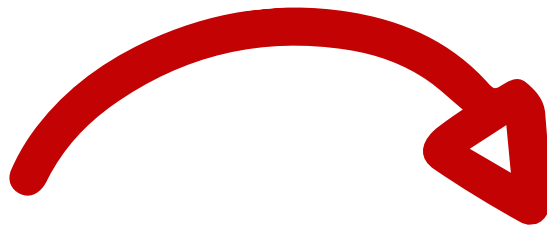
\$2.10
per child per month
or \$25 annually



Wise Investment



MARYLAND INVESTMENT IN CHILDREN



What We Know

KNOWING WHAT WE
KNOW NOW,
INVESTING HERE.....

....TO PROTECT AND
MAXIMIZE RETURN
HERE IS WISE

Our Future

90% OF A CHILD'S
BRAIN IS DEVELOPED
BY *THE AGE OF 5*, AND
THIS IS A CRITICAL
DEVELOPMENT
WINDOW – THE
SCIENCE IS STRIKINGLY
CLEAR HERE.

BOOKS IN THE HOME
AND DAILY READING
PROVIDE PARENTS
THE GREATEST
OPPORTUNITY FOR
PREPARING THEIR
CHILD FOR SCHOOL.

LITERACY IS A MAJOR
SOCIAL DETERMINANT
OF HEALTH AND
ECONOMIC IMPACT.

\$62.50

\$208,000

STATE CAN INVEST
UP TO \$62.50* PER CHILD
FROM BIRTH UP TO AGE
5

THIS IS A SENSIBLE,
AFFORDABLE, EFFECTIVE,
FOUNDATIONAL
INVESTMENT TO HELP
ENSURE SUCCESS IN K-12
AND BEYOND

*5 YEARS X \$12.50

CURRENTLY STATE
SPENDS
APPROXIMATELY
\$16,000* PER PUPIL PER
YEAR STATEWIDE IN K-12
EDUCATION, OR ABOUT
\$208,000 A CHILD'S K-12
CAREER.

IT MAKES SENSE FOR
THE STATE TO PROTECT
THIS HUGE INVESTMENT
AND NOT LEAVE THIS TO
THE PRIVATE SECTOR
WITH HOPES THAT IT
HAPPENS.

• EDUCATIONDATA.ORG/PUBLIC-
EDUCATION-SPENDING-
STATISTICS

- HEALTH
- ECONOMY
- WORKFORCE
- CRIME
- SOCIAL SERVICES
- ETC.



Evidence Based Impact



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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

Maryland Overview



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10%

% OF 0-5 CHILDREN
ENROLLED IN
STATE

34,640

NUMBER OF STATE
CHILDREN ENROLLED

353,393

TOTAL ELIGIBLE
NUMBER OF
CHILDREN IN STATE



18

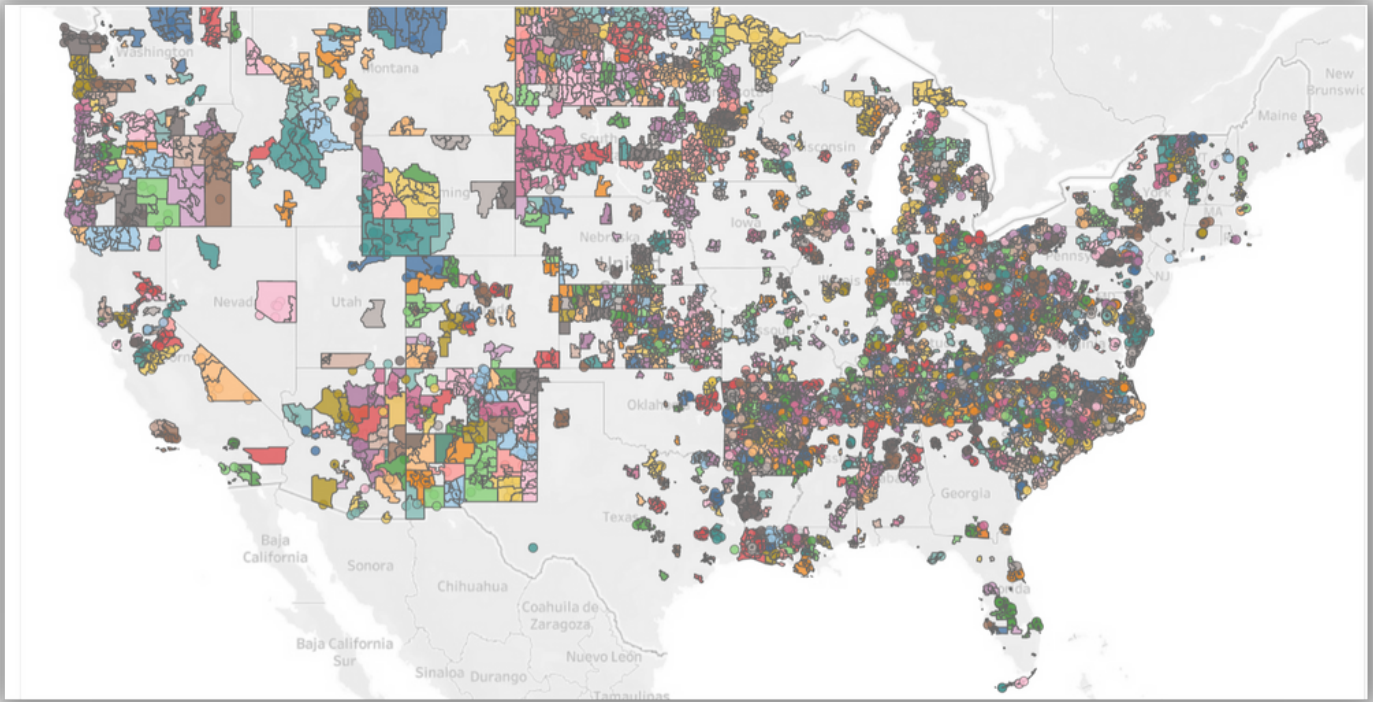
NUMBER OF
PROGRAMS IN THE
STATE

\$2.10

COST OF THE
PROGRAM PER
CHILD PER MONTH

In delivering the **most trusted** and **cost-effective** book gifting program, we are able to provide Illinois with the opportunity to serve all children under five with age-appropriate, high-quality books to promote a love of reading.

Dolly Parton's Imagination Library, U.S.



- Best Practice Award from the U.S. Library of Congress for addressing social barriers to literacy.
- Partnering with 3,745 local organizations in 5 countries
- Serving 12,291 communities
- Over 1.9 million children enrolled
- 172 million+ Total Books Gifted
- 1 Book gifted every 2 seconds
- Programs in all 50 states
- States that Fund 50% (matches \$1.05 per child, per month)
 - Tennessee - 2004
 - Arkansas -2017
 - Ohio - 2019
 - West Virginia - 2021
 - Kansas - 2021
 - Kentucky -2021
 - Colorado - 2021
 - Oklahoma - Launching 2022
- States that Fund 100% (pay \$2.10 per child, per month)
 - Washington DC - 2015
 - North Carolina - 2017
 - Delaware - 2020

Why Imagination Library?

THE TURNKEY, HIGHLY REPLICABLE "BLUEPRINT" LOWERS RISK AND ENCOURAGES COMMUNITY LEADERS TO ADOPT AND FUND THE PROGRAM BY PROVIDING IMPORTANT VALUE PROPOSITIONS SUCH AS:

- **Iconic Leader** - As its creator, Dolly Parton stands for all that the Imagination Library embodies. She is an enduring icon that provides an international spotlight on the program.
- **Proven** - As the premier book-gifting program to young children in the world, the Imagination Library stands upon 26 years of demonstrated success.
- **Inclusive** - Serves all children, families and communities equally regardless of factors such as race, language, economic status, religion, etc.
- **Trustworthy** - Books selected by an expert panel in early childhood literacy for content that is informative, age-appropriate and inspiring.
- **Scalable** - Replication of the program available to all communities in US, Canada, UK, Australia and Ireland with turn-key model.
- **Quick Start Up** - Once funding is secured with a nonprofit, a new program can start registering children in a matter of minutes.
- **Affordable** - Access to premium books at a fraction of market cost
- **Customized Imagination Library Books** - Specifically printed and branded books include title specific reading tips and child's name printed on the label.
- **No Overhead** - The Dollywood Foundation covers overhead costs associated with making the program available in local communities. With these contributions, our local partners are only responsible for reduced book and mailing expenses for children registered in their coverage area. Affiliate raised funds go 100% to serving children in their community.
- **Impactful** - Education is an equalizer. Early access to books is a key component of developing early literacy skills needed for success in school, work and life!