



Society #: 130534258

Name: Dawson Creek Municipal Public Library

Civic Address:

Mailing Address: 1001 McKellar Avenue

City: Dawson Creek

Postal Code: V1G 4W7

Contact Person: Pamela Morris

Alternate Person: Hanna Gilliatt

Tel: 250-782-4661

Tel:

Email: dclib@pris.ca

Email:

## SOCIETY EXECUTIVES

President: Hanna Gilliatt

Vice President: Miguel Godau

Treasurer: Terri Foster

## PROJECT COSTS

Total Cost of Project: \$23,631.00 per year (\$70,896)  
Amount Requested per \$3,600.00 per year (\$10,800 Total Commitment)For how many years? 1 yr ☐ 2 yrs ☐ 3 yrs ☒Have you applied to a municipality for funding? Yes ☐ No ☒ If so, how much did you apply for?Was your application successful? Yes ☐ No ☐ If so, how much did you receive?

## Describe the project for which your organization is requesting a grant and the reason for your request.

*If more space is needed, please add it as an attachment to your application.*

The Dolly Parton Imagination Library is a book-gifting program founded by Dolly Parton in the United States. The program has grown to include libraries in communities in Canada, Australia and the United Kingdom. Parents register their children newborn to age five, and each month a free book is delivered by Canada Post to that child's home until they reach the age of five. A panel of early childhood professionals select books that are age appropriate, high quality and often written by Canadian authors and illustrators. The program provides the gift of early literacy, contributes to kindergarten readiness, inspires children to love books and reading, and supports parents in fostering a love of learning. It also encourages quality time spent between parents and their children. This program is free for all families no matter their socio-economic status. The Dawson Creek Public Library markets the program in the community (which includes the surrounding rural area), administers registrations, and fundraises for the cost of the program. Currently there are 545 children registered in our community receiving free books each month until the age of five.

All funds raised for the Dolly Parton Imagination Library are used to pay for monthly shipping costs and book purchases. The cost per child is approximately \$3.55 per child per month. Monthly costs are dependent on the number of children registered. New children are registered each month and children who reach the age of five 'graduate' out of the program each month. Currently costs per month are approximately \$1,800.

At present there are 78 children registered with addresses in Pouce Coupe, Progress, Rolla, Groundbirch, Arras, Toms Lake and Peace River Regional District. This accounts for about 15% of registered children. This number fluctuates as new children are registered and children who reach the age of five, graduate from the program. Ideally, we are hoping to secure yearly commitments from donors to ensure ongoing funding for this program. The request of a \$3,600 annual grant is 15% of the annual cost of the program.

## ATTACHMENTS REQUIRED:

- Project budget, including all sources of funding
- Current financial statements showing expenses, revenues & savings

Signature of Applicant: Pamela Morris

Date: April 7 2021

## For Office Use Only

Fair Share: B ☐ C ☐ D ☐ E ☐Gas Tax: ☐PRA: B ☐ C ☐ D ☐ E ☐Other: ☐BCR/PRA: B ☐ C ☐ D ☐ E ☐



January 7, 2021

Hello,

My name is Pamela Morris and I am the manager of the Dawson Creek Public Library. On the suggestion of the former grant writer at the regional district, I am contacting you as PRRD area directors to tell you about the Dolly Parton Imagination Library.

The DPIL was established in Dawson Creek and the surrounding area by the Sunrise Rotary Club. The Rotary club became an affiliate and administered and raised funds for the program in the community. The program is a book gifting program started by Dolly Parton in the United States which has now grown to include Canada, Australia and the United Kingdom. Parents register their children newborn to age five and each month a free book is delivered in the mail to that child's home until they reach the age of five. A panel of early childhood professionals select books that are age-appropriate, high quality and often written by Canadian authors. The program provides the gift of early literacy, contributes to kindergarten readiness, inspires children to love books and reading, and supports parents in fostering a love of learning. It also encourages quality time spent with parents and their children. Again, this program is free for all families no matter what their socio-economic status.

Last fall, the Rotary Club made the decision to step away from being the DPIL affiliate in our area and approached the Dawson Creek Public Library Board to take over. The board recognized the value of the program for families in our community and agreed to take over as affiliate. At present, there are 532 children in Dawson Creek and the surrounding area receiving monthly books in the mail. This includes 78 children with addresses in Pouce Coupe, Progress, Rolla, Groundbirch, Arras, Toms Lake and Peace River Regional District. This accounts for about 15% of registered children. This number fluctuates as new children are registered and children who reach the age of five graduate from the program.

The Dawson Creek Municipal Library board has committed to fundraise to continue offering this program. The cost of purchasing books and shipping the books to the children's homes is approximately \$3.55 per child per month. This works out to nearly \$2,000 per month (\$24,000 per year) to deliver the books to the children in our area. The DCPL board and staff have been successful in applying for funding from several sources including donations from individuals and businesses as well as grant opportunities. We will also be looking at creating annual fundraising events and opportunities when Covid-19 restrictions allow. We have approached both the City of Dawson Creek and PRRD grant writers for assistance. Unfortunately, the PRRD grant writer position is currently vacant.

Ideally, we are hoping to secure yearly commitments from donors to ensure ongoing funding for this program. As regional area directors, we would like to discuss with you the possibility of future funding

for the Dolly Parton Imagination Library from the PRRD electoral areas C, D and E. We ask that you consider an annual grant of \$3,600 (15% of the annual cost of the program).

I would be happy to discuss any questions you might have regarding the Dolly Parton Imagination Library and the benefits it offers to children in your electoral areas. Please do not hesitate to contact me at 250-782-4661 or by email at [dclib@pris.ca](mailto:dclib@pris.ca).

Sincerely,

Pamela Morris  
Manager, Dawson Creek Public Library

## Yearly budget for Dolly Parton Imagination Library

### Expenses

|                       |              |
|-----------------------|--------------|
| Books and shipping    | \$ 23,436.00 |
| Marketing/promo items | \$ 45.00     |
| Photocopying          | \$ 150.00    |
| Staff wages           | \$ -         |

Total expenses \$ 23,631.00

### Revenue

|             |              |
|-------------|--------------|
| Donations   | \$ 18,000.00 |
| Fundraisers | \$ 5,631.00  |

Total revenue \$ 23,631.00

\* Books and shipping includes the wholesale purchase of books and shipping by Canada Post. The cost is \$3.55/per child/month and is calculated on the current enrollment of 550 children.

\* Time spent by library staff administering the registrations, administration and promotion of the Dolly Parton Imagination Library is not included in the budget as staff is compensated by the Dawson Creek Public Library and work has become part of their regular duties.

| Current sources of funding       | 2020/2021   |
|----------------------------------|-------------|
| Dawson Creek Rotary Club Sunrise | \$ 5,000.00 |
| Ovintiv                          | \$ 4,000.00 |
| Shell Canada                     | \$ 5,000.00 |
| Pembina                          | \$ 5,000.00 |
| Friends of the Library           | \$ 2,000.00 |
| Donations by individuals         | \$ 3,500.00 |
| Fundraisers (various)            | \$ 600.00   |

Total \$ 25,100.00





# Program Overview

Inspire a Love  
of Reading



**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.**

## Welcome to the Imagination Library

Dolly Parton's Imagination Library puts books into the hands and hearts of children across the world. We partner with local communities to provide a specially-selected, high-quality book each month to participating children from birth to age five. These books are personalized with each child's name and mailed directly to their home to create a gifting experience that makes books exciting and encourages families to spend time enjoying books together.

Best of all, Dolly Parton's Imagination Library is available to all children at no cost to the family.



"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 more than 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 you'll never know unless you try."

*Dolly*

**Dream More, Learn More, Care More, Be More**



# Dolly Parton's Imagination Library

Dolly Parton's Imagination Library is a book gifting program that mails free books to children from birth to age five in participating communities within the United States, United Kingdom, Canada, and Australia.



**Provide the gift of literacy for all children, birth to age five**



**Inspire children to love books and reading**



**Support parents and communities in fostering a child's success**

## Together, making a difference.

Since 1995, Dolly Parton's Imagination Library has delivered more than 90 million books to children in more than 2,000 local communities worldwide.

With the support of local funders, coordination by partners and encouragement from community leaders and organizations, parents and educators spread the love of reading and engage children in the most fundamental skill necessary to succeed in life.

### Invest In Early Literacy

1. Ninety percent of physical brain development occurs in the first three years of life, when a baby forms more than 1 million new neural connections per second.
2. When a young child enters kindergarten ready for school, there is an 82% chance that the child will master basic skills by age 11, compared with a 45% chance for children who are not school-ready.
3. Later in life, at-risk children who do not receive high-quality early childhood experiences are 25% more likely to drop out of school, 40% more likely to become teen parents and 60% less likely to attend college.
4. Investment in high-quality early childhood programs for at-risk children from birth to age five delivers a 7–10% annual return on investment through improved education, health, social and economic outcomes, increased productivity and the reduced need for social spending.

The presence of books in the home supports the child's academic, social, and emotional development. Children develop a special bond with their parents and caregivers by reading together. The Imagination Library puts books into the hands and hearts of children across the world at no cost to the family.

**Challenge:** Children who are read to early in life are better prepared for school. Dolly Parton's Imagination Library has been shown to significantly increase the time parents and caregivers spend reading to their children each week.

### Key Stakeholders



**Policymakers and Funders** have significant influence in directing resources and catalyzing partnerships to adopt, scale, and take full advantage of opportunities with the Imagination Library.

**Parents and Caregivers** are a child's first teacher and set the course for developing their child's love of books and reading. Reading to their child from birth to age five improves their future reading ability and academic success.

**Educators and Community Leaders** validate the impact and continued progress as young students develop reading skills. Reducing the literacy gap in the early years allows teachers a better start in developing lifelong learners.

**Affiliates and Community Partners** offer the connection point, driving local awareness, enrolling local children, and paying the wholesale cost of the books and mailing each month.





# 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, in Canada 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.**

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.



*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."**

*Dolly*



**Dream More, Learn More, Care More, Be More**

ImaginationLibrary.com





# 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.



**Invest in books for children and families**



**Support local partners offering the program**



**Improve early literacy in your community**

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

The Dollywood Foundation covers program overhead 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.

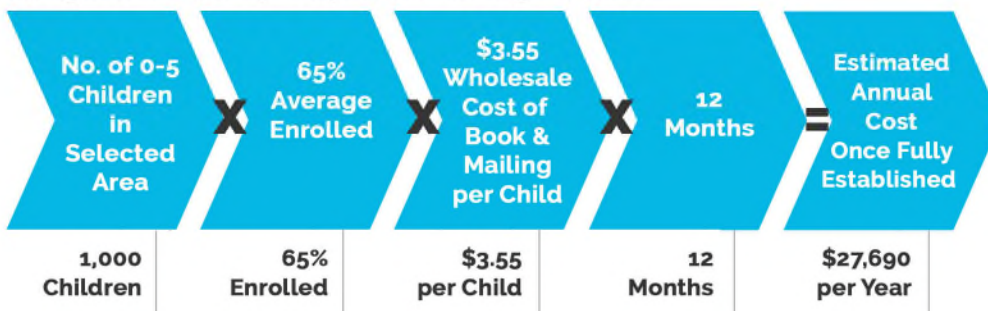
**The average retail cost of Imagination Library titles is about \$16 per book. However, by purchasing in volume, the Imagination Library is able to acquire and mail customized titles for about \$3.55 per child per month.**

### 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*

