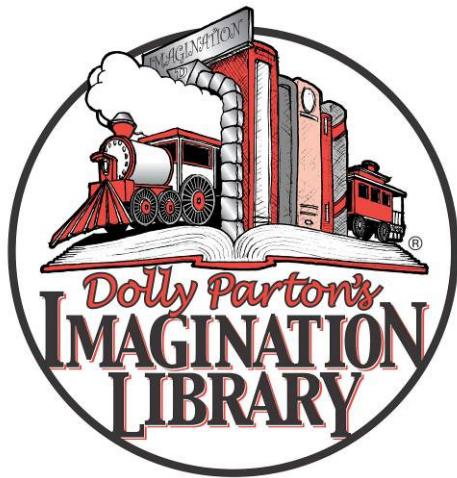


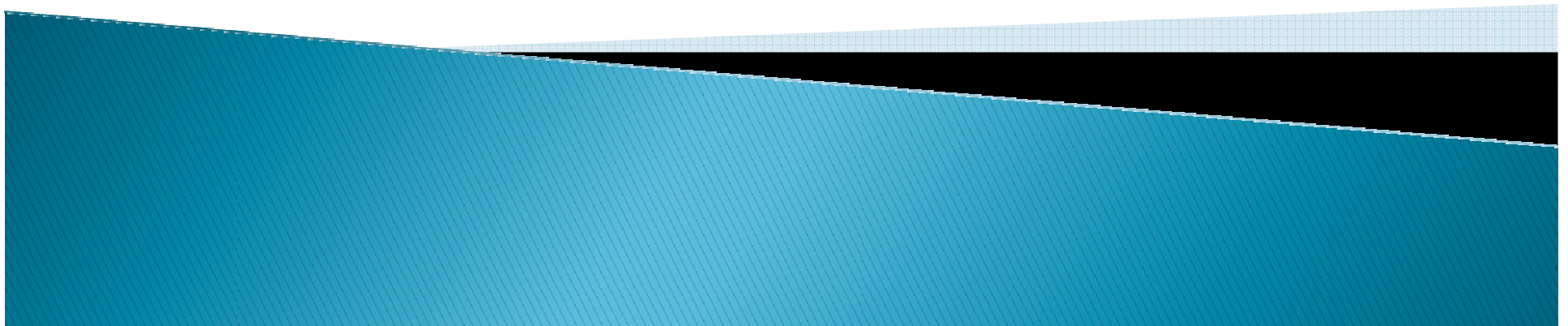
Dolly Parton's Imagination Library



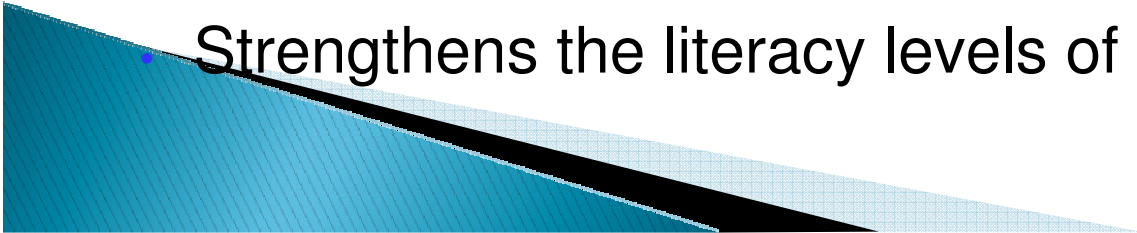
Natalie Turnbull
Dollywood Foundation UK



Natalie In.wmv



What is the Imagination Library?

- Community sponsored book gifting programme for children aged 0-5
 - A new age-appropriate book sent in the post every month, personalised with the child's name
 - Inspires a life-long love of reading
 - Creates a home library of up to 60 quality books
 - Helps ensure that children are prepared for school and eager to learn
 - Promotes parent-child interaction, bonding and well-being
 - Strengthens the literacy levels of your community
- 

A few quotes about the importance of reading:

- “Children who read for pleasure have better life chances than those who don’t”
– National Literacy Trust

“Regular access to books has a direct impact on pupils’ results, irrespective of parents’ own education, occupation and social class”

Daily Telegraph 21 May 2010

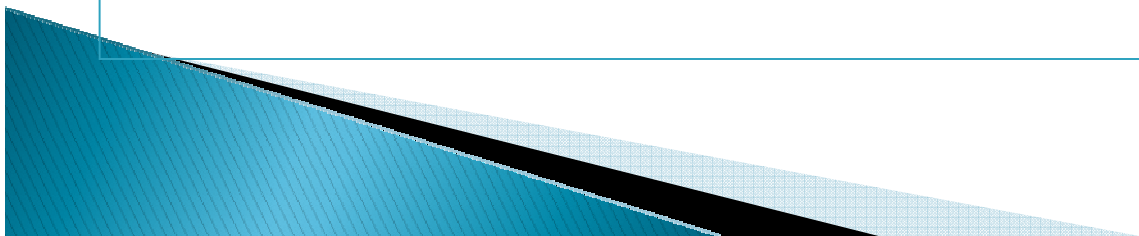
“Children are made readers on the laps of their parents”

Emilie Buchwald



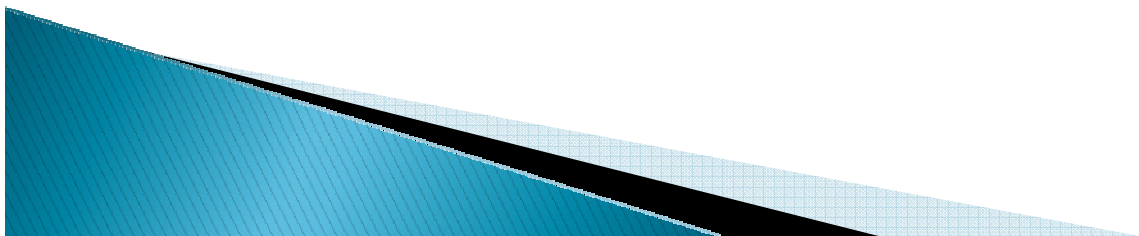
Imagination Library

- Almost 700,000 books delivered each month
- 1,600 participating communities in 3 countries (USA, Canada, UK)
- Nearly 40 million books have been delivered since 1996



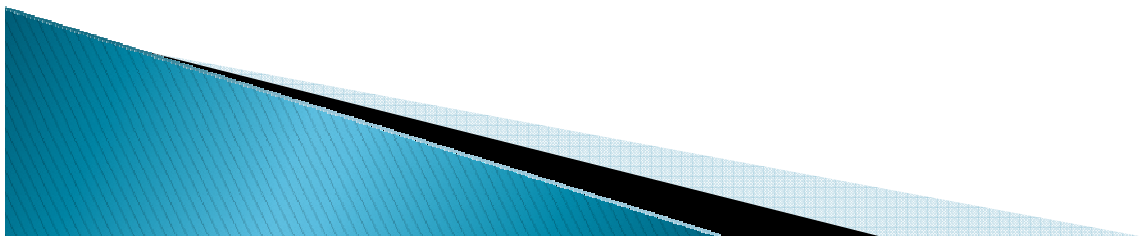
Imagination Library in the UK

- Launched in December 2007 by Dolly in Rotherham, South Yorkshire
- Now in 25 communities across UK
- Over 18,000 books delivered each month
- 500,000 books have been delivered in UK
- Continued growth and expansion is our aim!



How can communities get involved?

- Set up your own Imagination Library for children in your area – any size of geographically identifiable community
- Form local partnerships: Local Authorities, private companies, Children's Centres, trusts/foundations, Rotary Clubs etc...
- Raise money to pay for the books and postage
- Encourage parents to enroll their children and read with them

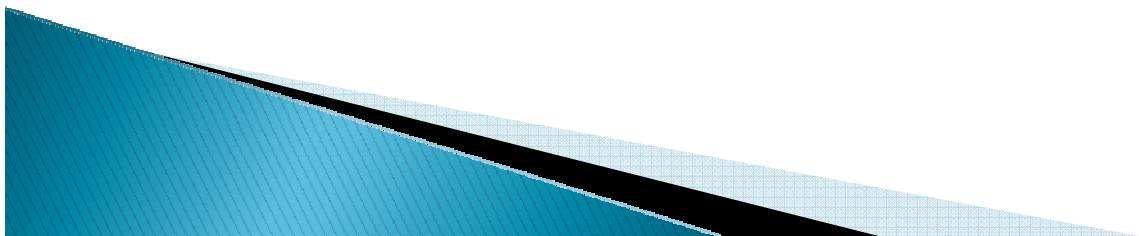


What is the cost?


£2 per book including postage and packaging

- £24 per child per year
- £120 per child for 5 years

Dollywood Foundation covers all the overhead, operational and database costs



What will it involve?

- Fundraising & local promotion to encourage uptake
 - Partnership working with local agencies/service providers and early years settings
 - Strategic function – link Imagination Library with other existing family literacy interventions. Offer parents help.
 - Administrative function – receive registration forms and input data on Imagination Library database.
 - Monitoring, tracking and evaluation if desired
- 

A British programme

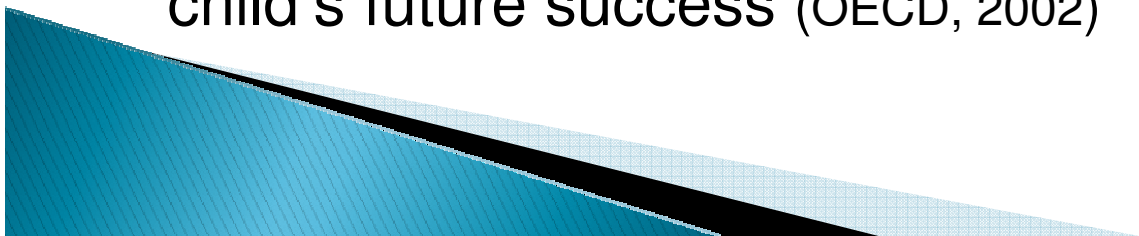


- 'The Tale of Peter Rabbit' is the first book in the UK programme
- Different titles selected for the UK
- UK book list selected by UK childhood and early education experts

Why is this programme important?

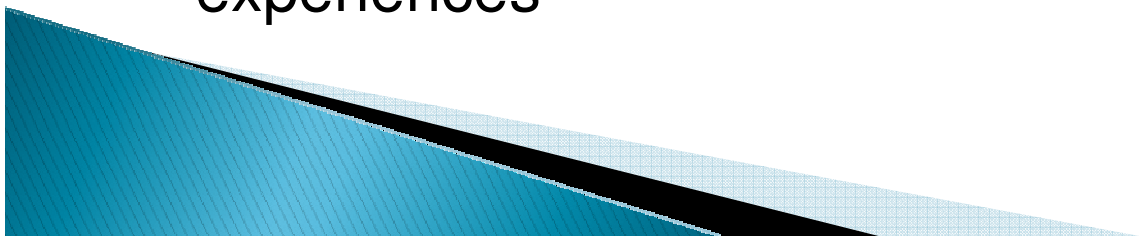
Poor literacy affects millions of children and adults in UK

- 15% of adults read below the level expected of an 11 year old = approximately 5.1 million adults
(BIS Skills for Life Survey, 2011)
- 1 in 3 children do not own a book (National Literacy Trust 2011)
- Literacy issues can limit opportunities in later life
(Literacy Changes Lives Report, National Literacy Trust, 2008)
- Reading for pleasure is the most important indicator of a child's future success (OECD, 2002)



Impact from early years

- Reading books helps essential early brain development
- 90% of brain growth is achieved in the first 3 years of life
- Reading with a parent or guardian helps a child to develop healthy physical and emotional responses
- Early experiences of family relationships help to shape adult patterns of employment, health and parenting decisions – reading is an important part of those early experiences

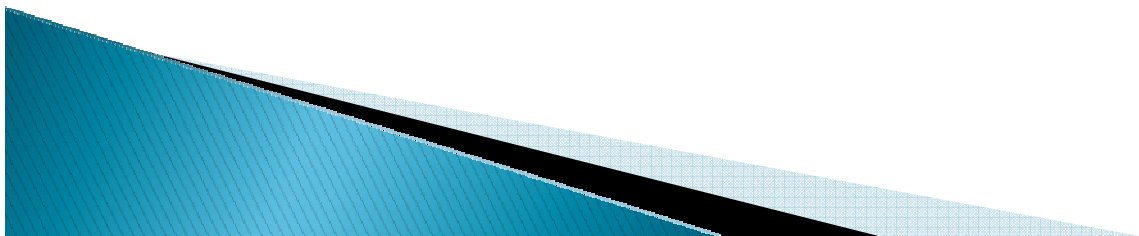


A thank you from Dolly

Thank you for your attention



UK Out.wmv



Imagination Library UK

Thank you!
Any questions?

