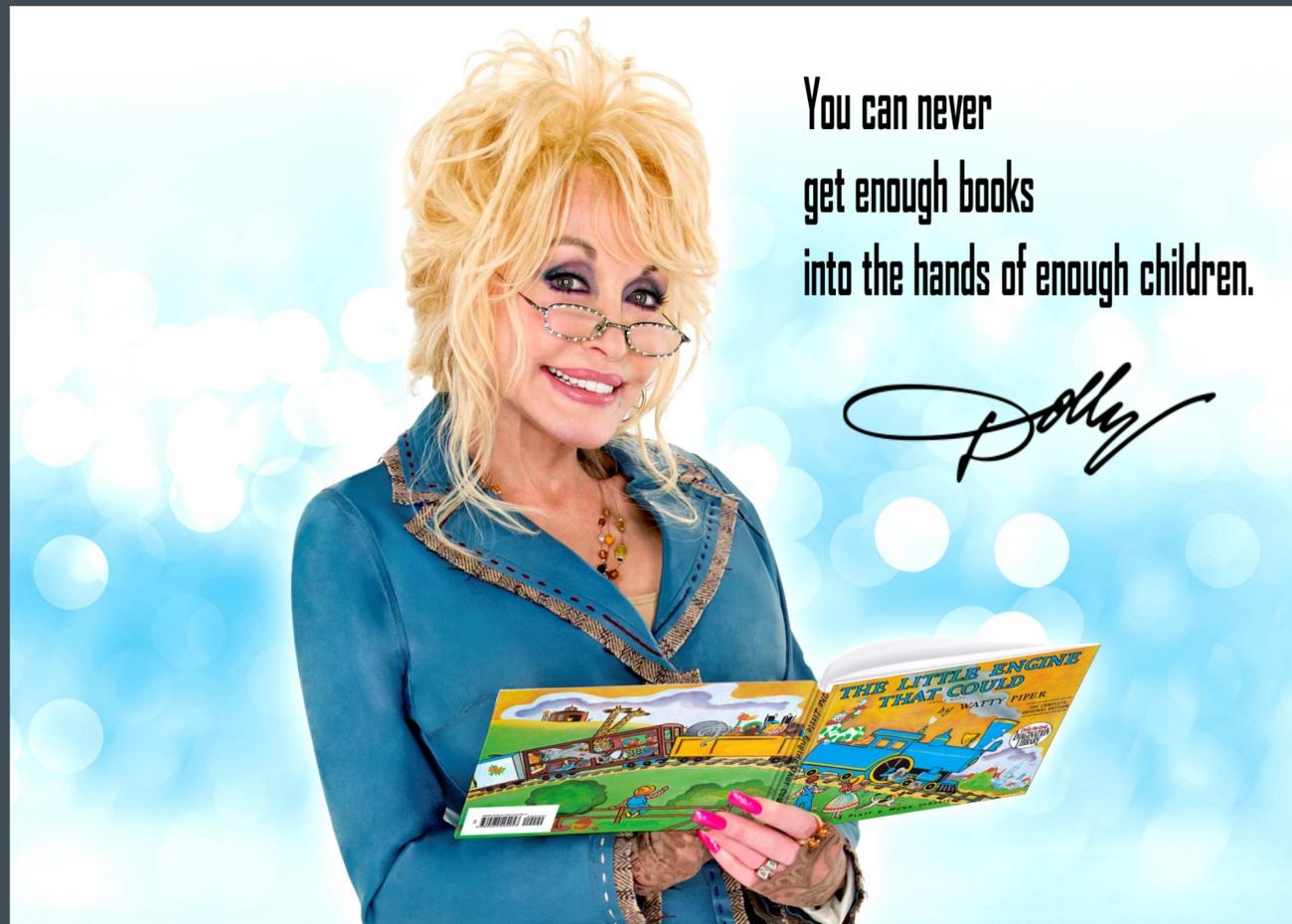


***Dream More, Learn More,
Care More, Be More***

≡ 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...



≡ Welcome to Dolly Parton's Imagination Library!

- Flagship program of The Dollywood Foundation.
- Grassroots community-by-community book gifting program that mails, high-quality, age-appropriate books to children from birth until age five, free to the family, no matter their income.



159 Million Total Books Gifted since starting in Tennessee in 1995

1.8 Million Children receive a book monthly in 5 countries (US, UK, Canada, Ireland and Australia)

Awarded Best Practice award from U.S. Library of Congress for addressing social barriers to literacy

≡ How Dolly Parton's Imagination Library Works

Each month, in partnership with Local Community Champion(501c3), Dolly Parton's Imagination Library mails a high quality, age-appropriate book to all registered children, addressed to them, at no cost to the child's family.

- ✓ The Dollywood Foundation incurs the cost of the program's administrative and overhead expenses, provides the infrastructure and coordinates the monthly book mailing.
- ✓ Local Community Champion promotes program, finds and enrolls children, secures funding and pays ~\$2.10/per child per month (\$25/yr). Local funds stay local.

Registered children received specially-selected book personalized with child's name on label, mailed directly to their home every month until their 5th birthday.



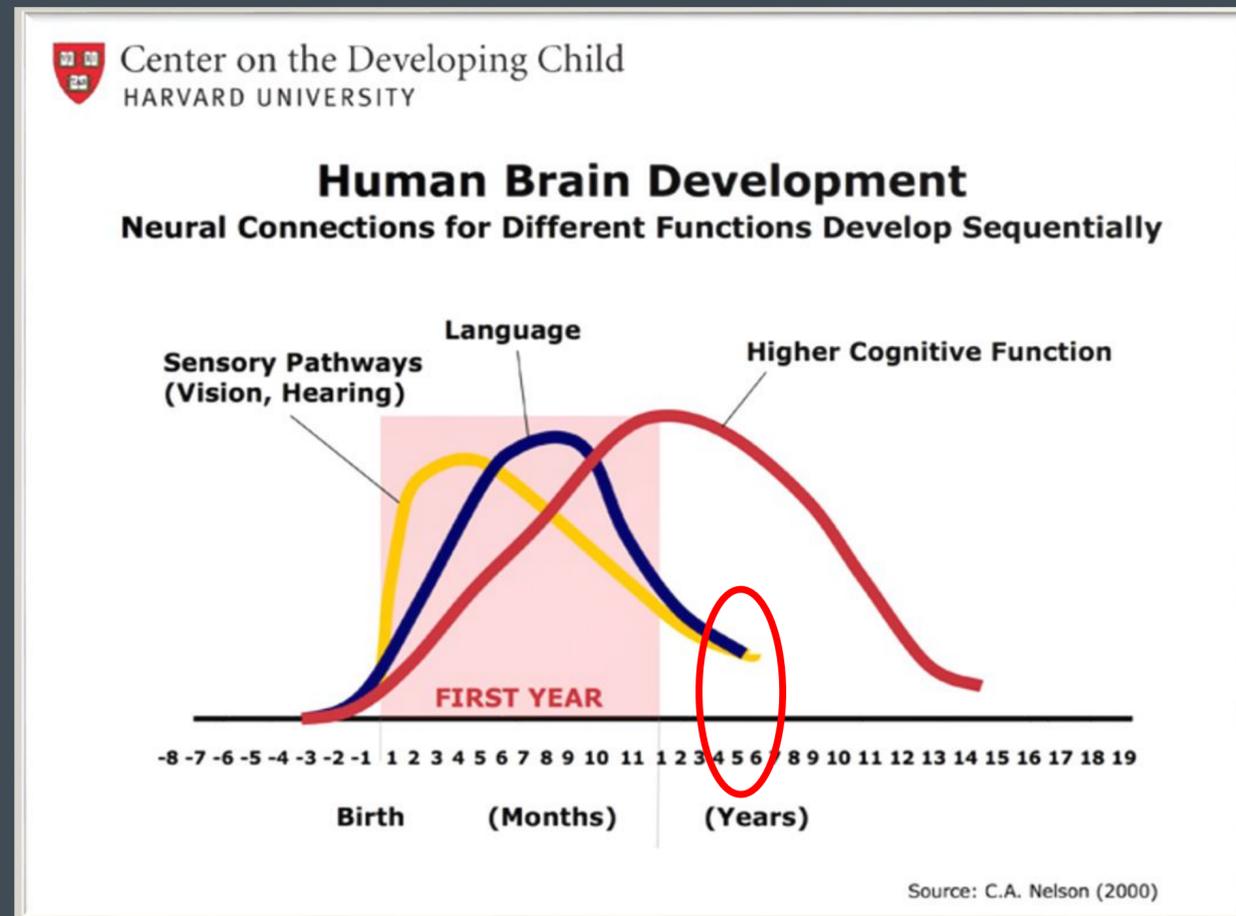
A photograph of a woman reading a book to a baby. The woman is on the left, holding the baby. The baby is wearing a green patterned onesie. The woman is holding an open book with colorful illustrations of animals. The background is a soft, out-of-focus indoor setting.

“Create a love for books and reading - give every child the start they need in education and life”

Dolly Parton

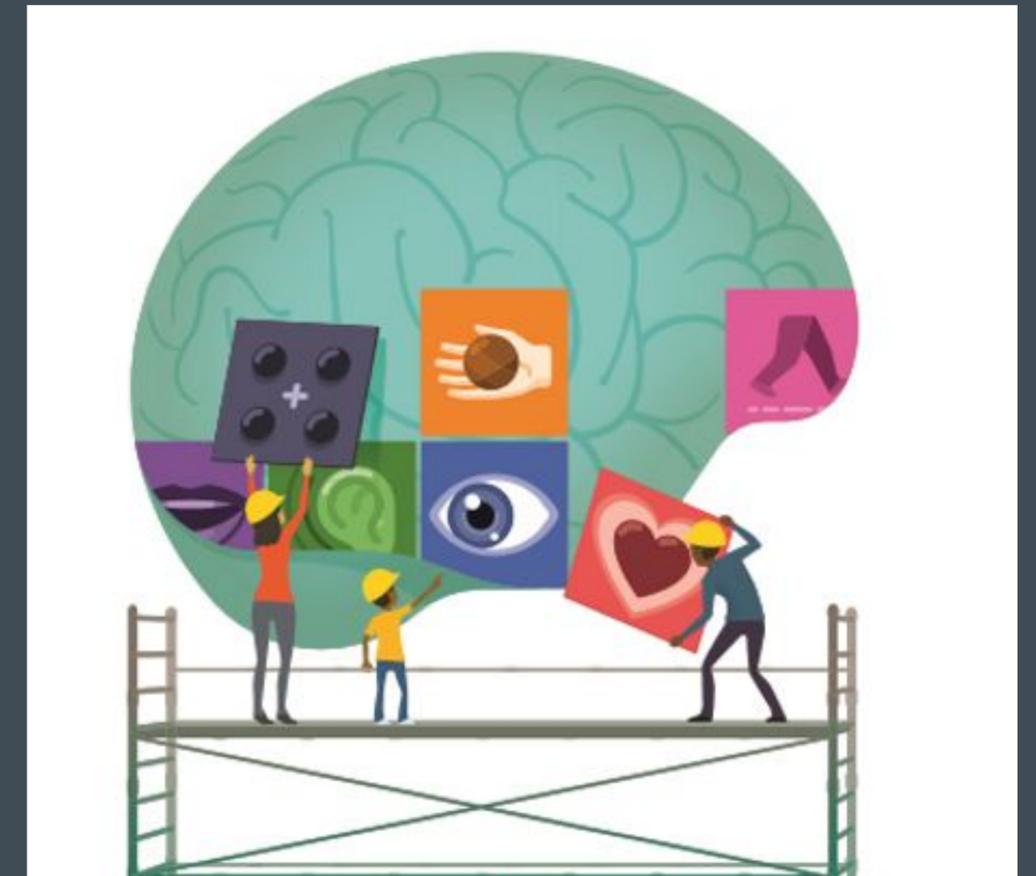
≡ Why it is important - Science

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

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

≡ 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
- Frequency - happens every month
- Sense of ownership and pride – books belong to child

Strengthens the home environment. Supports natural tendencies of family – parents want their children to be healthy, supports child wellbeing.

≡ Why It Matters – 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

- Significantly stronger reading skills and scored higher on reading achievement tests consistently from Kindergarten through 3rd Grade.

Family

- The 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).

Community

- A healing effect manifesting in emerging neighborhood initiatives, increased library usage and literacy
- Ties to Adult Literacy / Dual Language Learner Programs
- Creates a shared bond among children, especially important when starting kindergarten

≡ High Level Overview of DPIL Program Quality

Direct to Home
Service (Contactless)

Frequent -
Monthly

Educational / High
Quality, Age
-Appropriate
Books

Low Administration
/ Program Effort

Evidence Based
Practice

Logic Based
Model

Published and
Recognized
Research

- Dr. Olga Ebert (10 yr DPIL Impact)
- Dr . John Hutton, Cincinnati
- Reading Psychology
- Office of Strategic Innovation
- 45+ Research Studies
- Oxford University, 2020

Continuous
Program
Improvement

- Parent Survey
- Affiliate Feedback

Demonstrated
Execution
Performance

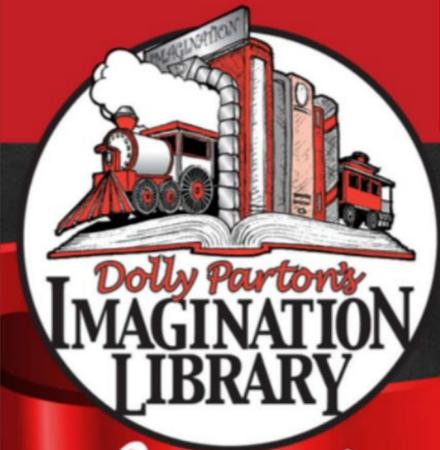
- +25 Years
- GDPR Data Privacy & Protection
- Fulfillment Redundancy
- Financial Stability



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

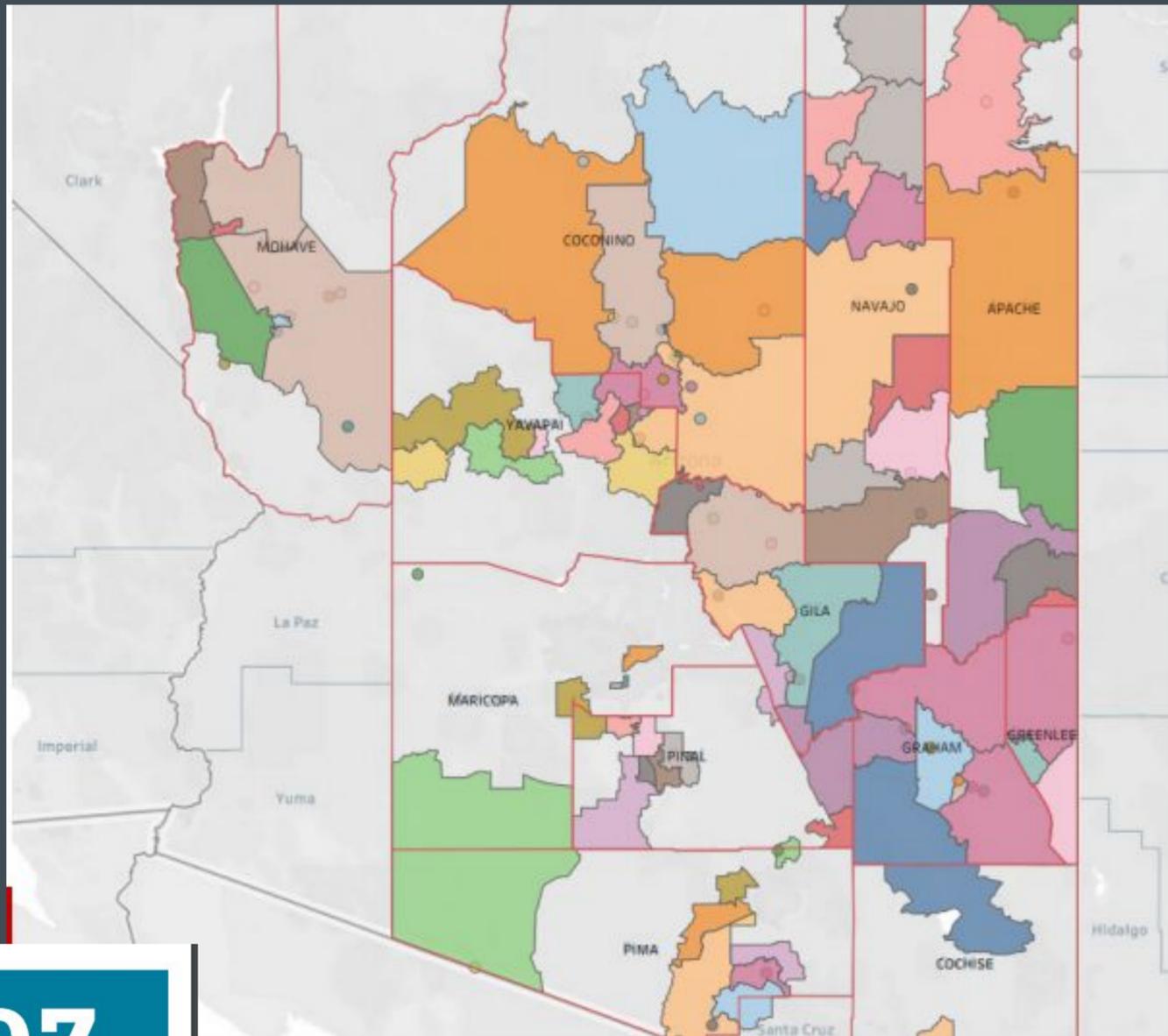
Big impact with low cost, low effort and low risk. Turnkey Program.

Brilliant, simple and effective way to create safer, healthier and brighter futures!



Arizona Overview

Inspire a Love of Reading



2.5%
% OF 0-5 CHILDREN
ENROLLED IN
ARIZONA

10,819
NUMBER OF ARIZONA
CHILDREN ENROLLED

427,707
TOTAL ELIGIBLE
NUMBER OF CHILDREN
IN ARIZONA

39
NUMBER OF
AFFILIATES ACROSS
ARIZONA

☰ Existing Statewide Programs

- Tennessee
- North Carolina
- Ohio
- Arkansas
- Washington DC
- Delaware
- Oklahoma
- Colorado
- West Virginia
- Kentucky *2021
- Kansas *2021

Special Programs for
Foster Children: TN,
OH, NC, DE, CO, WV
– with more to come!

Anticipated – Statewide Programs 2022-2023

- South Carolina
- Washington
- New Mexico
- New Jersey