

Rendezvous Rotary Club of Whitehorse

Yukon Imagination Library Program

DRAFT- Annual Report

For the Period starting July 1, 2012 to June 30, 2013

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Program description

The Yukon Imagination Library is a territory-wide family literacy program that provides one free book per month to every enrolled child from his or her birth to the age of five (60 books to each child in all before he or she enters kindergarten) in Whitehorse and in each and every Yukon community.

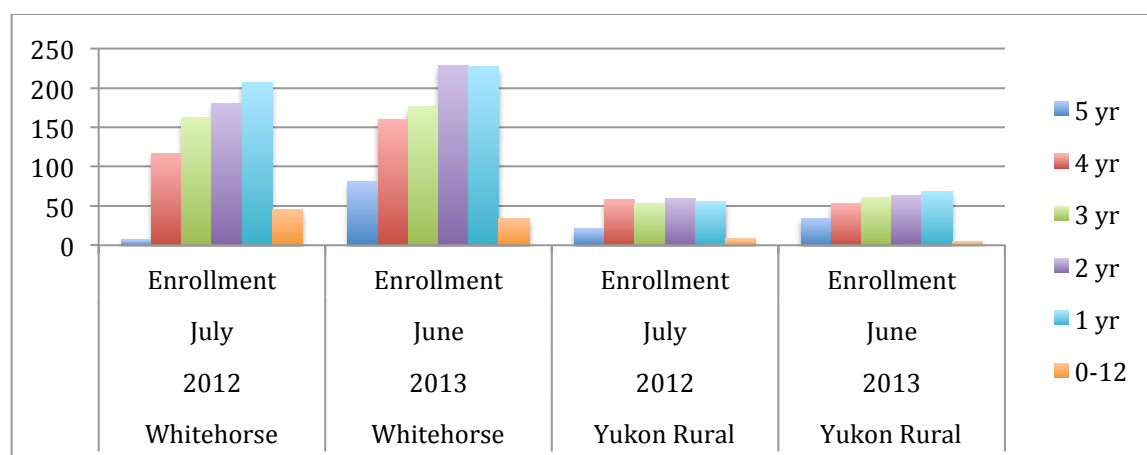
The program was developed by country music legend Dolly Parton (via her Dollywood Foundation) to address low literacy rates in her home state of Tennessee. It is now being implemented throughout Canada, the US and the UK.

Since its inception in the Yukon in 2007, when Rendezvous Rotary brought the program to the territory, the Yukon Imagination Library has proven to be immensely popular with the families, children and educators it benefits.

In March 2013, Yukon Government announced a five-year contribution to the Yukon Imagination Library to match each dollar raised by the Yukon Imagination Library up to \$50,000 per year. This very significant support will allow parents to register their children into the program as long as the child is under the age of 5 at the time of registration. Before, under the program's original criteria, only children aged between 0 and 12 months could be enrolled into the program. Allowing unrestricted enrolment in the Yukon Imagination Library will help raise the percentage of children enrolled from 57 per cent in 2012 to the program's goal of over 80 per cent in the coming years.

As of June 30, 2013, the program reached 1,190 children and their families throughout the Yukon or 58 per cent of all children 0 to 4 years of age (60 per cent in rural Yukon and 56 per cent in Whitehorse). This compares to 957 children enrolled at June 2012 for an increase of 233 children or 24 per cent in enrolment. Figure 1 below presents the distribution of enrolment by age group.

Figure 1 - Enrolment by Age Group and by Location and comparing July 2012 to June 2013 for Whitehorse and for Rural Yukon



Enrolment by communities is presented in Table 1 below.

Table 1 – Number of Yukon children 0 to 4 years of age (at Dec. 2012) compared to the number of Yukon children enrolled in Yukon Imagination Library (at May 2013) by communities

Community	Yukon children 0-4 years	Children enrolled Imagination Library	% Enrolled
Beaver Creek	9	3	33%
Burwash Landing	5	3	60%
Carcross	24	17	71%
Carmacks	42	32	76%
Dawson	98	55	56%
Destruction Bay	1	2	100%
Faro	22	10	45%
Haines Junction	45	24	53%
Marsh Lake	21	15	71%
Mayo	21	11	52%
Old Crow	18	11	61%
Pelly Crossing	24	12	50%
Ross River	23	19	83%
Tagish	7	2	29%
Teslin	24	23	96%
Watson Lake	86	44	51%
Whitehorse	1576	901	57%
Yukon	2,046	1,184	58%

In addition to current enrolment, 127 children in rural communities and 190 children in Whitehorse have graduated from the program at age five. The total number of children reached by the Yukon Imagination Library since the start of the program (including graduation) exceeds 1,560 (See Table 2 below).

Table 2 – Number of Yukon children 0 to 4 year of age enrolled in the Yukon Imagination Library program as of January 2014 and number of children having participated and graduated from the program.

January 2014	Rural	Whitehorse	Total
Enrolled	275	975	1250
Graduated	127	190	317
Total	402	1165	1567

The overwhelming popularity of the Yukon Imagination Library translates in the distribution of up to 60 books for every enrolled child over the duration of their enrolment. Between July 1, 2012 and June 30, 2013, 13,132 books have been distributed.

Since the start of the program in 2007 in rural communities and in 2009 in Whitehorse, 43,500 books have been distributed to Yukon children across the territory. In Whitehorse the count is approaching 30,000 books as of December 2013. In Yukon communities, 13,658 books were delivered from the start of the program to December 2013. See Figure 2 and Figure 3 below.

Figure 2 - Books mailed to 0-4 years old in Whitehorse by month

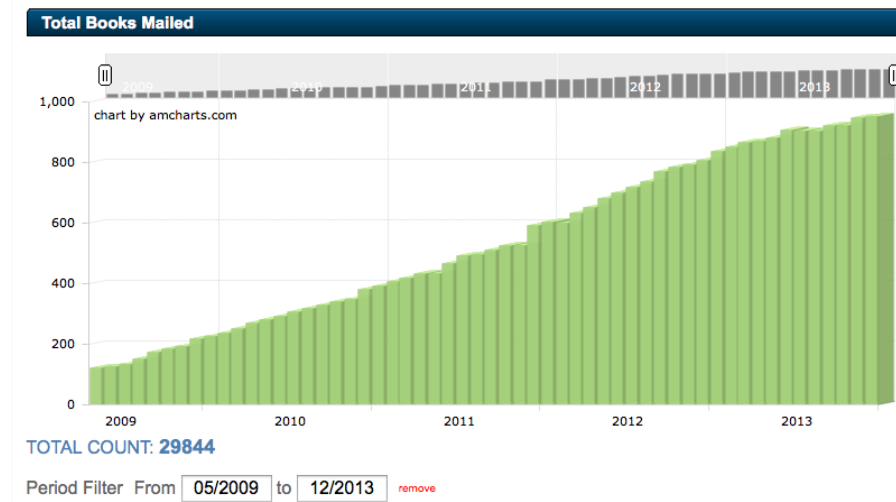
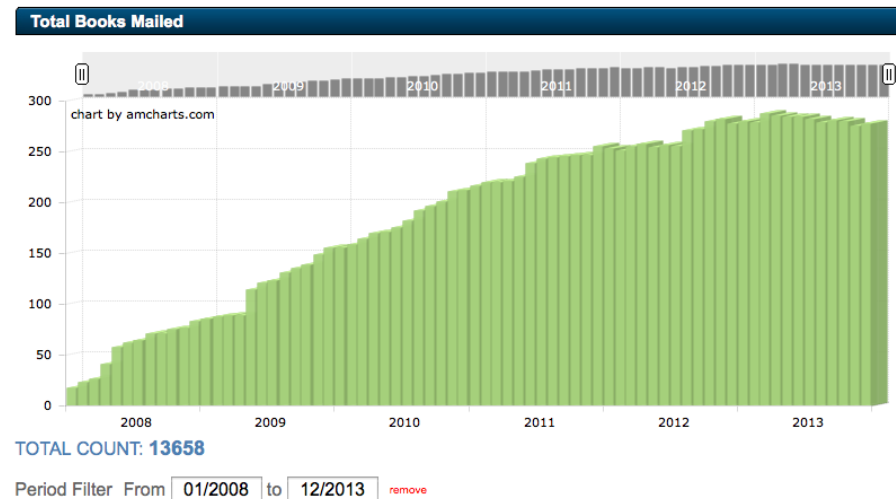


Figure 3 - Books mailed to 0-4 years old in Yukon's communities by month



The program is free for all enrolled children and families and the Yukon is the only Canadian jurisdiction that offers the program to all children in both urban and rural areas.

Program Beneficiaries

Research continually demonstrates that access to books and reading in the home are strong determinants in the future school (and lifelong) success of a child.

Specific research conducted with families and children that have benefited from the Imagination Library program show that families and children are more enthusiastic about reading and children are better prepared to enter school than families and children who have not received the Imagination Library books.

Through this initiative – and with the support of Yukon Government – the Rendezvous Rotary Club of Whitehorse and its industry and individual partners are striving to improve the literacy level and the future wellbeing of all Yukon children and their families.

Yukon Imagination Library Partners

Rendezvous Rotary Club of Whitehorse

Rendezvous Rotary was chartered in 1983 and is a not-for-profit society in good standing comprised of 20 community members. Rendezvous Rotary is part of Rotary International - an international organization of business and professional members who are globally united – and locally committed – to improving the quality of life in all Yukon communities, across Canada and throughout the world.

Rendezvous Rotary's role in the Yukon Imagination Library is to insure that funding is in place to sustain the growth of the program over the long-term. Past President Claire Derome is the Chair of the Yukon Imagination Library Committee.

The Rotary Rendezvous Club is a significant contributor to the fundraising effort for the Imagination Library. In addition of providing a \$10,000 per year sponsorship, starting in 2013, the Club is dedicating the annual Lobster Dinner fundraising event proceeds entirely to the Yukon Imagination Library.

Yukon Imagination Library Advisory Committee:

Rendezvous Rotary as established an Advisory Committee for the Yukon Imagination Library project. Members are listed below:

Dr. Karen Barnes – Yukon College

Patricia Cuning – MacBride Museum of Yukon History

Claire Derome – Derome and Associates and Rendezvous Rotary Club member

Susan P. Craig – Tintina Consultants

Con Lattin – Northland Beverages & Rendezvous Rotary Club member

Kells Boland – PROLOG Canada Inc. and Rendezvous Rotary Club member

Amanda Leslie – Mosaic Communications

Kelly Moote – KLM Consulting

Wendy Tayler – Alkan Air

Elaine Wyatt – Mayor, Village of Carmacks

James Miller – Yukon Literacy Coalition

Dollywood Foundation

The Dollywood Foundation is the backbone/support organization of the Imagination Library. The foundation provides the administrative support, including online registration and web support, and distributes the program's

books to the registered children. The Dollywood Foundation operates in Canada, in the US, in the UK and in Australia. Since its inception, the Foundation has mailed over 50 million books and offers the program in 1,300 communities.

In Canada, the Yukon was one of the first jurisdictions where the program was offered. The support offered by the Dollywood Foundation is of very high quality and includes very responsive support from the Dollywood Foundation staff, very little to no administrative burden and a total dedication to offering the best quality books at the best possible price. The Dollywood Foundation of Canada is a registered charity with Revenue Canada and can provide charitable donation receipts.

Yukon Literacy Coalition (YLC) and Family Literacy Centre

The YLC is a partner with the Rendezvous Rotary Club since the start of the Imagination Library in the Yukon. YLC has been instrumental in achieving a high uptake rate with families and has offered Yukon families a whole literacy program built around the book delivery. In 2009, the Yukon Literacy Coalition (YLC) opened the Whitehorse Family Literacy Centre at the Whitehorse Canada Games Centre. The Family Literacy Centre offers activities and programming that builds on the Yukon Imagination Library. The YLC is also very active in each of Yukon's communities providing family literacy resources and support across the territory.

Yukon Government

The Yukon Government has been a partner with the Rendezvous Rotary Club since the start of the Imagination Library in the Yukon. Yukon Government through the Community Development Fund has been instrumental in providing funding to help start the program in Yukon rural communities in 2007, in starting the program in Whitehorse in 2009 and in 2011 in providing funding support for an engagement and awareness campaign to help achieve a high uptake rate with young children and their families. The renewed long-term commitment of Yukon Government starting in 2013 will help ensure the growth of the program and its sustainability for the next five years.

Sponsors

In 2012-2013, the Yukon Imagination Library as continued gaining recognition and support through an engagement and awareness campaign designed to raise awareness about the program, increase enrolment and provide opportunities for community leaders to sponsor the program.

The 2012-2013 sponsors are listed below:

\$10,000 and more

Rendezvous Rotary Club of Whitehorse (multi-year)
Yukon Government – Health & Social Services (5 year - \$50,000 matching contribution)
Yukon College (multi-year + In-Kind)
Yukon Chamber of Mines (Annual Silent Auction)

\$5,000 and more

Derome and Associates (In-kind)
Mosaic Communications (multi-year In-kind)
Tintina Consultants (multi-year)
Yukon Literacy Coalition and Family Literacy Centre (In-kind)

\$1,000 to \$5,000

Alkan Air Ltd. (multi-year)

Less than \$1,000.00

Kluane Drilling Ltd.
PROLOG Canada

Awareness, Engagement, Sponsorship and Fundraising Activities – 2012-2013

Events

November 2012 – Geoscience Family Day

Rendezvous Rotary hosted a pancake breakfast for families attending Family Day at Yukon Geoscience Forum. Over 150 pancake breakfasts served, information about Yukon Imagination Library including book display and signing-forms.

November 2012 – Geoscience Forum Banquet and Silent Auction

Yukon Chamber of Mines' banquet – Silent Auction to the benefit of the Yukon Imagination Library.

March 2013

Announcement of Yukon Government's 5-year contribution to the Yukon Imagination Library. The contribution matches each dollar raised by Yukon Imagination Library up to \$50,000 per year. Media release, Press conference, T-Shirts and books offered by Yukon Imagination Library.

Event organised by H&SS and hosted at Whitehorse Library with Minister Doug Graham, Premier Darrell Pasloski and invitees including children and their parents.

March 2013

Online registration available at <http://www.yukonimaginationlibrary.ca/register.php>. With the strong support of Yukon Government, Yukon Imagination Library now accepts registration of all children under the age of 5 in the program. Before a child could only be registered between the age of 0 and 12 months.

June 2013

Claire Derome and Con Lattin attended the "Dolly Parton Homecomin' 2013" held in Pigeon Forge, Tennessee from June 11, 2013 to June 14, 2013. The conference brings together every second year hundreds of "Imagination Library" affiliates from the US, from Canada, and the UK. The conference agenda focused on topics to help with launching, growing and sustaining Imagination Library program. Currently 1,300 communities in three countries are providing books to more than 600,000 children each month and the conference was an opportunity to meet with early childhood literacy experts and to network with other Imagination Library Affiliates.

Web and Media Awareness

June 2012 to July 2013

30 second Radio Spots every morning at 8:00 AM at CKRW

Print Ads

Yukon News Ads to advertise events

July 2012 – ongoing

Facebook page: <http://www.facebook.com/yil.yukon.imagination.library>

Website: www.yukonimaginationlibrary.ca The website will be revised and enhanced in 2013-14.

Online registration: <http://www.yukonimaginationlibrary.ca/register.php>

Sponsorship and Fundraising

June 1, 2012 to June 30, 2013

Revenues from all sources in 2012-2013 are **\$107,211**. Funds raised through sponsorship and fundraising events total **\$52,254** for the Period, a level comparable to the funds raised in 2011-2012 (\$55,940).

- Sponsors contributed **\$23,000**.
- Fundraising at Geoscience Silent Auction and at the Lobster Dinner raised **\$29,554**
- A matching contribution from the Yukon Government to match funds raised in 2011-2012 was received for an amount of **\$50,000**.

Program Indicators – 2011-2012 and 2012-2013

The following indicators are provided to illustrate the results of the program and to provide a measure of its success. The indicators show the continuing growth and penetration of the program with a 24 per cent increase in enrolment. Enrolment is stronger in Whitehorse reflecting the later start of the program (2009 vs. 2007) compared to rural Yukon. Numbers are continuing to grow in rural Yukon (11 per cent growth) but at a slower pace than for Whitehorse (29 per cent growth).

Books delivered increased by more than 3,000 to 13,132 books a 31 per cent increase over 2011-2012.

Table 3 – Program Indicators

Indicator	2011-2012	2012-2013	Variation	Variation (%)
Number of engagement and awareness events	4	5	1	25%
Number of sponsors	16	11	-5	-31%
Total funds raised (excluding In-Kind and YG)	\$55,940	\$52,254	(3,386)	-6%
Total number of children enrolled	957	1,190	233	24%
Total number of children enrolled in rural communities	257	284	27	11%
Total number of children enrolled in Whitehorse	700	906	206	29%
Number of books distributed	10,019	13,132	3,113	31%

Fundraising was somewhat slower in 2012-2013, if we exclude the significant contribution from Yukon Government. Most of the efforts of the Yukon Imagination Library volunteers were focused on achieving long-term stability for the program and on securing long-term funding support.

Financial Statement of Revenues and Expenditures

Yukon Imagination Library Revenue and Expense Statement

	Actual 2011-2012 July 1 to June 30	Actual 2012-2013 July 1 to June 30	Budget Estimate 2013-2014 July 1 to June 30
Cash start of Period			
Dollywood foundation In-Trust (and Prepaid)	\$ 53,583	\$ 17,755	\$ -
Rotary Rendezvous	\$ (2,972)	\$ 55,880	\$ 108,076
Total	\$ 50,611	\$ 73,634	\$ 108,076
Expenses			
Website	\$ -	\$ -	\$ (20,000)
Promotion, Awareness and Fundraising	\$ (5,003)	\$ (14,023)	\$ (5,000)
Sponsorship Packages	\$ (1,112)	\$ (2,133)	\$ (2,000)
Media/Web Campaign	\$ (5,290)	\$ (6,519)	\$ (7,100)
Program expenses (paid)/carry-over	\$ 1,784	\$ 56	\$ (1,840)
Imagination Library Books	\$ (38,296)	\$ (50,151)	\$ (56,825)
Imagination Library Books (paid)/carry-over	\$ 2,684	\$ 1,942	\$ (4,625)
Total	\$ (47,917)	\$ (72,770)	\$ (92,765)
Revenues			
<i>Fundraising</i>			
Sponsorship	\$ 26,350	\$ 23,000	\$ 25,000
Awareness and Fundraising Events	\$ 29,590	\$ 29,554	\$ 25,000
Sub-total	\$ 55,940	\$ 52,554	\$ 50,000
<i>Yukon Government</i>			
CDF Grant - Sponsorship and Awareness Campaign	\$ 15,000	\$ 4,657	\$ -
H&SS - Transfer Agreement	\$ -	\$ 50,000	\$ 50,000
Sub-total	\$ 15,000	\$ 54,657	\$ 50,000
Total	\$ 70,940	\$ 107,211	\$ 100,000
Revenues less Expenses	\$ 23,023	\$ 34,441	\$ 7,235
Cash Balance End of Period			
Dollywood Foundation Canada In-Trust	\$ 17,755	\$ -	\$ -
Rotary Rendezvous	\$ 55,880	\$ 108,076	\$ 115,310
Total	\$ 73,634	\$ 108,076	\$ 115,310

Date: *February 18, 2014*

Rendezvous Rotary Club: 1)

Claire Derome

2)

Pooq Jeanzen