

**Rendezvous Rotary Club of Whitehorse**

**Yukon Imagination Library Program**

**Annual Report**

**For the Period starting July 1, 2013 to June 30, 2014**

June 30, 2015

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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.

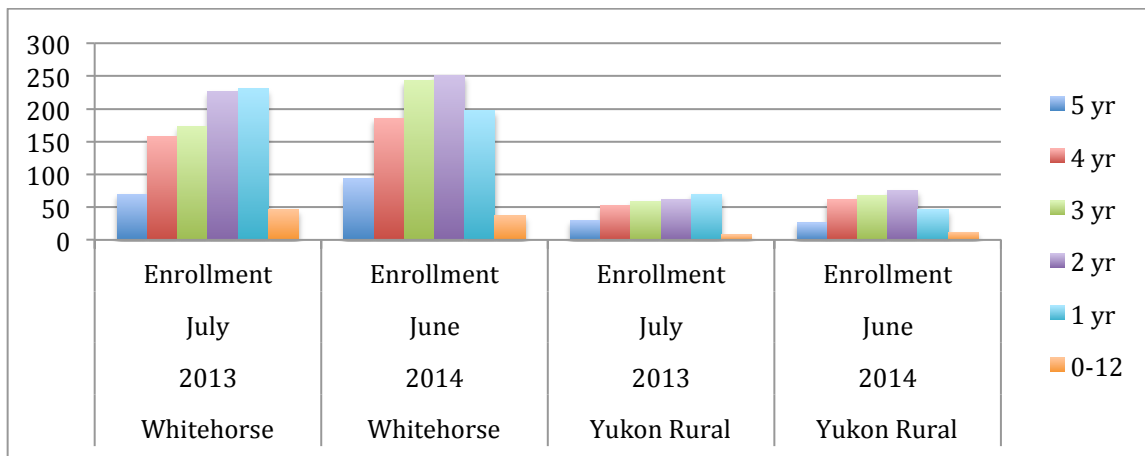
The program was developed by country music legend Dolly Parton (via her Dollywood Foundation) to address low literacy rates in her home state of Tennessee. It is now being implemented throughout Canada, the US and the UK.

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. 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.

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 allowed 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 as helped raised the percentage of children enrolled from 57 per cent in 2012 to over 62 per cent at June 2014, helping reaching the program's goal of attaining an 80 per cent registration rate.

As of June 30, 2014, the program had a total enrolment of 1,296 children an increase of 109 children compared to 1,187 children enrolled at June 30, 2013 (9 per cent increase). During the year, 283 children enrolled in the program in Whitehorse and 152 graduated. In the rural communities, 73 enrolled in the program while 58 have graduated. The number of children enrolled represents 62% per cent of all Yukon children 0 to 4 years of age compared to 58 per cent of all children 0 to 4 years of age in 2013 (for an enrolment rate increase of 4 per cent). In 2014, 59 per cent of the rural Yukon children are enrolled compared to 62 per cent in Whitehorse. Figure 1 below presents the distribution of enrolment by age group.

Figure 1 - Enrolment by Age Group and by Location and comparing July 2013 to June 2014 for Whitehorse and for Rural Yukon



Enrolment by communities is presented in Table 1 below.

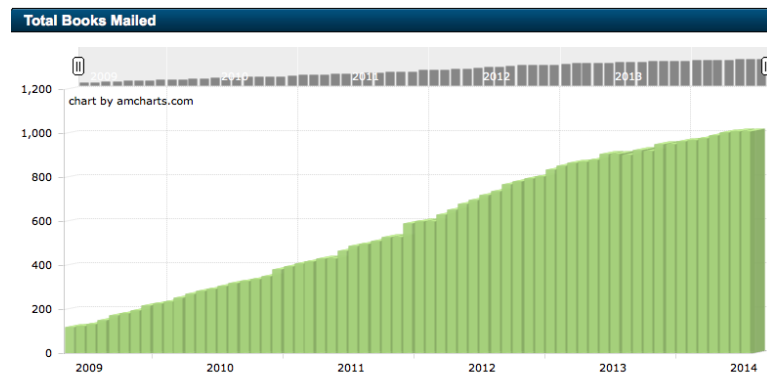
Table 1 – Number of Yukon children 0 to 4 years of age (at June 2014) compared to the number of Yukon children enrolled in Yukon Imagination Library (at June 2014) by communities

Community	Yukon children 0-4 years	Enrollment Yukon Imagination Library	% Enrolled
Beaver Creek	10	6	60%
Burwash Landing	7	2	29%
Carcross	20	15	75%
Carmacks	41	38	93%
Dawson	104	57	55%
Destruction Bay	3	3	100%
Faro	14	5	36%
Haines Junction	44	25	57%
Marsh Lake	29	18	62%
Mayo	35	17	49%
Old Crow	13	9	69%
Pelly Crossing	36	12	33%
Ross River	27	20	74%
Tagish	4	3	75%
Teslin	24	15	63%
Watson Lake	77	38	49%
Whitehorse	1,618	1007	62%
<b>Yukon</b>	<b>2,106</b>	<b>1,296</b>	<b>62%</b>

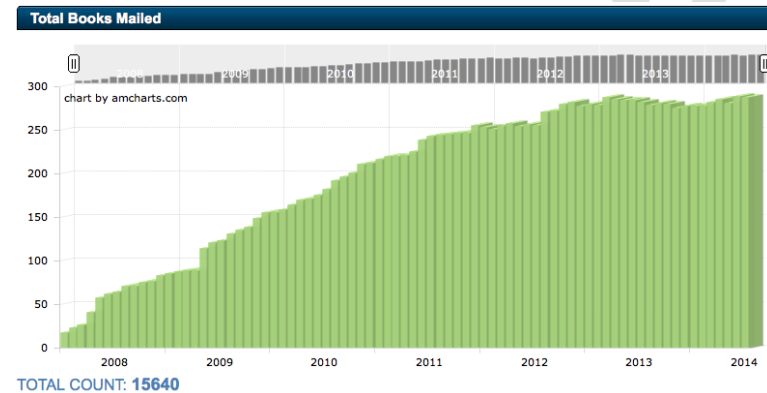
The overwhelming popularity of the Yukon Imagination Library translates in the distribution of up to 60 books for every enrolled child over the duration of their enrolment. Between July 1, 2013 and June 30, 2014 14,883 books have been distributed compared to 13,132 in 2013-2014.

Since the start of the program in 2007 in rural communities and in 2009 in Whitehorse, 52,411 books have been distributed to Yukon children across the territory. In Whitehorse the count is approaching 36,771 books as of July 2014. In Yukon communities, 15,640 books were delivered from the start of the program to July 2014. 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**



## 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 with an annual sponsorship commitment of \$10,000.

### **Yukon Imagination Library Advisory Committee 2013-2014:**

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

Dr. Karen Barnes – Yukon College

Claire Derome – Derome and Associates and Rendezvous Rotary Club member

Susan P. Craig – Tintina Consultants

Amanda Leslie – Mosaic Communications

Con Lattin – Northland Beverages & Rendezvous Rotary Club member

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

Wendy Tayler – Alkan Air

Elaine Wyatt – Mayor, Village of Carmacks

Kelly Moote – KM Consulting

Karen Fortin – AMEC & Rendezvous Rotary Club member

### **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 is helping help ensure the growth of the program and its sustainability. There is two year left to the funding agreement (2014-2015 and 2015-2016).

### **Sponsors**

In 2013-2014, 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 2013-2014 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)  
Dean Knoblauch and Tyson Boychuk – CIBC Wood Gundy

#### **\$5,000 and more**

Derome and Associates (In-kind)  
Mosaic Communications (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)  
Rotary International District Grant

#### **Less than \$1,000.00**

Kluane Drilling Ltd.

## Awareness, Engagement, Sponsorship and Fundraising Activities – 2013 - 2014

### Events

#### July 6, 2013

*Car Cruise to Carcross – Rotary Rendezvous BBQ*; Car aficionados are invited to drive to Carcross Commons on Saturday July 6. The Rendezvous Rotary Club will host a BBQ to benefit Yukon Imagination Library. Signing Brochures for YIL and program information will be available.

#### September 2013

*Association of Yukon Communities* – Presentation to the AYC special AGM to solicit community support for YIL.

#### September/October, 2013

*Yukon Imagination Library opens registration to all children under 5*; Launch of new website and online registration. All Yukon children aged 0 to 5 years old can enrol in the program.

#### November 2013 – Geoscience Forum Banquet and Silent Auction

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

#### June 2014 – Lobster Feast Fundraiser in partnership with Rendezvous Rotary Club

The annual Rotary event moves to a downtown outdoor location and include a silent and live auction and entertainment. The Rendezvous Club dedicates all proceeds to the Yukon Imagination Library.

### Web and Media Awareness

#### June 2012 to July 2013

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

#### Newsletter

The new website is unveiled with other announcements in our new newsletter: <http://eepurl.com/Yox1j>

#### Print Ads

Yukon News Ads to advertise events

#### July 2013 – ongoing

Facebook page: <https://www.facebook.com/yukonimaginationlibrary>

Website and online registration: [www.yukonimaginationlibrary.ca](http://www.yukonimaginationlibrary.ca)

### Sponsorship and Fundraising

#### June 1, 2013 to June 30, 2014

Revenues from all sources in 2013-2014 are **\$108,825**. Funds obtained through sponsorship and fundraising events total **\$58,825** for the Period, an increase over to the funds raised in 2012-2013 (\$52,554).

- Sponsors contributed **\$24,800**.
- Fundraising at Geoscience Silent Auction and at the Lobster Feast raised **\$34,025**



- A matching contribution from the Yukon Government to match funds raised in 2011-2012 was received for an amount of **\$50,000**.

## Program Indicators – 2012-2013 and 2013-2014

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 7% per cent growth of the enrolment rate. Enrolment is stronger in Whitehorse reflecting the later start of the program (2009 vs. 2007) compared to rural Yukon and the impact of the Family Literacy Centre located in Whitehorse. Numbers are continuing to grow in rural Yukon (2 per cent growth) but at a slower pace than for Whitehorse (11 per cent growth). Books delivered increased by more than 1,751 to 14,883 books a 13 per cent increase over 2012-2013.

**Table 2 – Program Indicators**

Indicator	2012-2013	2013-2014	Variation	Variation (%)
Number of engagement and awareness events	5	5	0	-
Number of major sponsors	6	7	1	17%
Total funds raised (excluding In-Kind and YG)	\$52,254	\$58,825	\$6,571	13%
Total number of children enrolled	1190	1,296	106	9%
Total number of children enrolled in rural communities	282	289	7	2%
Total number of children enrolled in Whitehorse	905	1007	102	11%
Enrolment Rate	58%	62%	4%	7%
Number of books distributed	13,132	14,883	1,751	13%

Fundraising effort were more significant in 2013-2014 compared to 2012-2013 with the development of an annual fundraising event dedicated to the Yukon Imagination Library. Significant effort were put toward the development of a new website providing online registration capability. A new e-newsletter was also developed and is used to communicate with parents of children enrolled in the program.

## Revenues and Expenditures – Budget 2015-2016, Forecast 2014-2015 and Actual 2013-2014

<b>Yukon Imagination Library Revenue and Expense Statement</b>	<b>Actual 2013-2014 July 1 to June 30</b>	<b>Forecast 2014-2015 July 1 to June 30</b>	<b>Budget 2015-2016 July 1 to June 30</b>
<b>Cash start of Period</b>			
Dollywood foundation In-Trust (and Prepaid)	\$ -	\$ 10,000	\$ -
Rotary Rendezvous	\$ 108,076	\$ 104,730	\$ 117,602
<b>Total</b>	<b>\$ 108,076</b>	<b>\$ 114,730</b>	<b>\$ 117,602</b>
<b>Expenses</b>			
Website/Facebook	\$ (10,336)	\$ (7,000)	\$ (5,000)
Promotion, Awareness and Fundraising	\$ (18,116)	\$ (10,000)	\$ (15,000)
Sponsorship Packages	\$ (2,133)	\$ (2,000)	\$ (2,000)
Media/Web Campaign	\$ (6,143)	\$ (10,000)	\$ (7,000)
Program expenses (paid)/carry-over	\$ (1,840)		
Imagination Library Books	\$ (58,977)	\$ (73,128)	\$ (80,441)
Imagination Library Books (paid)/carry-over	\$ (4,625)		
<b>Total</b>	<b>\$ (102,170)</b>	<b>\$ (102,128)</b>	<b>\$ (109,441)</b>
<b>Revenues</b>			
<i>Fundraising</i>			
Sponsorship	\$ 24,800	\$ 30,000	\$ 30,000
Awareness and Fundraising Events	\$ 34,025	\$ 25,000	\$ 30,000
Sub-total	\$ 58,825	\$ 55,000	\$ 60,000
<i>Yukon Government</i>			
H&SS - Transfer Agreement	\$ 50,000	\$ 50,000	\$ 50,000
Sub-total	\$ 50,000	\$ 50,000	\$ 50,000
<b>Total</b>	<b>\$ 108,825</b>	<b>\$ 105,000</b>	<b>\$ 110,000</b>
<b>Revenues less Expenses</b>	<b>\$ 6,655</b>	<b>\$ 2,872</b>	<b>\$ 559</b>
<b>Cash Balance End of Period</b>			
Dollywood Foundation Canada In-Trust	\$ 10,000	\$ -	\$ -
Rotary Rendezvous	\$ 104,730	\$ 117,602	\$ 118,162
<b>Total</b>	<b>\$ 114,730</b>	<b>\$ 117,602</b>	<b>\$ 118,162</b>