



Did you say a free
book a month?



Until I'm five?



Oh, thank you!

Imagination Library: A Great Rotary Literacy Project

In 2009, Rotary International and the Dollywood Foundation announced a collaborative relationship to promote early childhood reading. Rotary International encourages North American Rotary clubs to support their local Imagination Library.

Key outcomes:

- Your club can have a direct positive impact on children's literacy in our community.
- Hands on opportunities for Rotary volunteers: planning and participating in family engagement activities – helping families make reading fun.
- Supports the Rotary Foundation's Future Vision Plan: basic education and literacy.

How it works:

Dolly Parton's Imagination Library selects high-quality books, negotiates with the publishers, and arranges the mailing, but each local affiliate must raise funds to pay for the books and postage. As a special program of Best Beginnings, a local 501(c)(3) non-profit, Anchorage Imagination Library is actually run by dedicated volunteers who believe that all Anchorage children deserve access to quality children's books from an early age so that they enter kindergarten eager and ready to learn. In addition to raising funds, we enroll the kids, organize free events with families to encourage reading, and pick up any undeliverable books from Anchorage's post offices every month to deliver them to shelters and other places where we reach some of the most vulnerable children in our community.

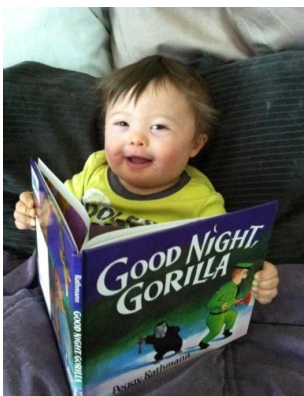
The books are age-appropriate, educator-selected, delightfully engaging, and always free for the families. Best of all, Anchorage Imagination Library works! A study by the University of Alaska Anchorage shows that children enrolled in Imagination Library are more enthusiastic about reading and, consequently, their parents read more frequently to them. Not only is our program effective, it's cost-efficient, too. Only \$30 provides one child with books for a year. More than 8,800 children in our municipality are currently enrolled.

All gifts are appreciated and recognized. At the \$5,000 level, Anchorage Imagination Library will work with your club to design a recognition plan to announce and publicize our partnership. This would include recognition throughout the year in publications, websites, social networks, newsletters and public events.

For more information about this wonderful opportunity for partnership, please call Karen Matthias at (907) 301-1022 or kjmatthias@gmail.com. Thank you.

Anchorage Imagination Library Quick Facts:

- The Anchorage Imagination Library has provided books to children under five in Anchorage **since 2009**.
- More than **9,000 children** are currently enrolled; our strategic plan calls for growing that number with an emphasis on low-income families.
- **For only \$30 per year, each child receives a book every month in the mail.**
- There are **very low administrative costs**, as the program is run by volunteers who believe that all Anchorage children deserve access to quality children's books so they can enter kindergarten eager and ready to learn.
- While all Anchorage children are eligible for the program, we **target enrollment activities in low income neighborhoods**, at charitable events like Neighborhood GIFT and through the Programs for Infants and Children.
- We pick up undeliverable books from Anchorage's post offices every month and give them to homeless shelters, reaching some of the **most vulnerable children in our community**.
- We organize **free family events** to encourage family reading and provide parents tools to make it more enjoyable at home.
- To date, the program has been **funded with local individual and corporate donations, along with grants from Best Beginnings and the United Way**, because they recognize the tremendous value of inspiring parents to read to their children.
- Dolly Parton's Imagination Library works with publishers and arranges the mailing, but each local affiliate must raise funds to pay for the books and postage. This nation-wide program **has been shown to improve student performance and better prepare youngsters for kindergarten**, in a study conducted by the Tennessee Board of Regents.
- Anchorage Imagination Library is a **program of Best Beginnings**, a leading supporter of early education in the state of Alaska.
- **Please give the gift of reading and support the Anchorage Imagination Library.** Just \$5,000 provides a high-quality book every month for a year to 167 children in Anchorage, Girdwood and Eagle River. That's more than 2,000 books a year. And best of all, it helps get kids in our community ready for success in school. What a smart investment!



My son has been receiving books from Imagination Library since he was just a few months old. He has learned to love reading and looks forward to his new book arriving each month. Several of the titles have become beloved favorites in our home. Thank you for growing with us and becoming a very important part of our family time together. -Angela L. (parent)

