

EUGENE'S IMAGINATION LIBRARY PROJECT

- In 1995, singer Dolly Parton set out to foster a love of reading among preschool children and their families by giving them a specially selected book each month. Since then, her Imagination Library has mailed out more than 80 million free books in the U.S., Australia, Canada, and the United Kingdom.
- Each registered preschool child receives a free book every month from birth to the age of five. By mailing high quality, age-appropriate books directly to their homes, Dolly wants to get children excited about books and to feel the magic they can create. Moreover, she wants to ensure that every child will have books, regardless of the family's income.



How did Eugene's Imagination Library program start?

- In partnership with the Eugene Public Library, the Eugene Public Library Foundation launched the Imagination Library Project in Eugene in September 2014.
- Today, more than 47% of the preschool children in Eugene are enrolled. Almost 3,700 local preschoolers are watching the mail every month for a new book to read with their parents.

Why is this important for our community?

- Research shows that students who cannot read by third grade are four times less likely to graduate from high school. In 2016, Oregon's high school graduation rate ranked 48th in the nation.
- Half of Lane County's kindergarteners do not meet early literacy standards. In Eugene's Bethel School District, the shortfall is 82%.

What makes Eugene's Imagination Library the right place to invest my contribution?

- Academic research has found that kids enrolled in Imagination Library as preschoolers achieve significantly higher scores in vocabulary and reading comprehension when they are tested in the second grade.
- Our local program is exceptionally cost-effective. Volunteers administer Eugene's program on a *pro bono* basis. Books are entirely paid for by your local contributions. Production, and mailing costs are covered by Dolly's Foundation. All we need to do is raise just over \$2 per book for each Eugene recipient (\$25/year/child).

What do Eugene participants say?

"Anna always wants to check the mailbox with me – she's hoping to find that her next book has arrived."

"I can't begin to thank you enough. To see my son's excitement as he opens up a new book warms my heart."

"Our family is grateful beyond words for the time, resources, and commitment that are donated to the Imagination Library Project."



How can I get involved?

To donate or to enroll your child, go to www.imagination.eplfoundation.org