



Year In Review 2001

The Dollywood Foundation

What a year! At the beginning of 2001, there were 6 communities committed to Dolly Parton's Imagination Library. There was hope that the simple beauty of the Library would be of interest to many other communities and during 2001 that hope turned into an exciting reality. As the year came to a close, the number of committed communities stood at 27 in 11 states representing over 50,000 children each month.

The local sponsors who came forward to support the program were as varied as their communities. Foundations, businesses, United Ways, civic clubs, and other non-profits pledged their financial support to implement Dolly's Imagination Library. Large communities such as Spartanburg, Sioux Falls and Sioux City planted the program in their United Way. These three communities have almost 30,000 children under 5. Just as important were all of the smaller communities who launched the program. These communities were led by Revere, Missouri which offered the Library to all of the 8 children in their community.

Replication occurred in many ways. Networks such as United Way and Parents as Teachers were very active in promoting sites. Existing sites were invaluable to the replication effort. The site in Morgan County, Georgia led to a similar effort in neighboring Putnam County. In all, six sites were generated by established sites

To support all of this growth, new promotional materials were produced. A creative and fun information packet was developed. This included a new template registration brochure was customized for local use.

Almost

100,000 of these registration brochures were distributed across the country. Most notably, Dolly produced an information video which not only described the program but shared a bit about her history and her motivation to develop the Imagination Library.

A List Serve was also created to better inform the participants of the Imagination Library network. A graduate student from the Department of Information Sciences at the University of Tennessee created this very

important communication tool for the growing network. Additional support came from the Annie E. Casey Foundation that committed a significant grant to help the Foundation design a research project to assess the impact of the Imagination Library on families and their

During 2001, the first Dolly Parton Scholarship was awarded to a student at Dolly's alma mater, Sevier County High School. In partnership with the high school's Alumni Association, the \$15,000 scholarship joined the 9 other scholarships awarded to high school seniors in the county.

As the year drew to a close, a broader vision emerged. Could we possibly give a book each month to every preschooler in the country? Such a vision is a mighty big dream but it is possible. After all Dolly Parton and all of her friends in the Imagination Library network are mighty big dreamers!