



# Year In Review 2010

## The Dollywood Foundation

The number "25" was a big number in 2010. Dollywood celebrated 25 years of providing food, fun and entertainment to millions of customers from all over the world. Dollywood and Dixie Stampede have long been loyal and generous supporters of the Imagination Library so their success is our success. The same goes for the thousands of businesses in all of our 1,300 communities. Times have been difficult the past couple of years, but the resilient generosity of all those businesses and individuals in three countries has played a major role in keeping our Little Engine chugging right along.

The introduction of soft cover books for the older children not only was well received by sponsors and parents, but their introduction reduced the cost of the program by 20% in the USA and Canada. Actions taken in the United Kingdom reduced the cost of the program by 10%.

So here's where that number "25" pops up again. In 2010, we raised a toast to acknowledge the mailing of the 25,000,000th book. This is quite a milestone, but we enjoyed it only for a short time because by the end of the year, we mailed our 30,000,000th book!

Since we are talking numbers, here are all of the key numbers for 2010:

- We now have 1,300 communities in 3 countries.
- At the end of the year, we were mailing to 560,000 children each month.
- In 2010, we distributed 7.1 million books.
- The Little Engine That Could was given to 249,125 children in 2010.
- Just under 126,000 graduated from the program in 2010.

However, these are not even the most impressive numbers. The most impressive numbers would be difficult to count. These are the number of local individuals who register children, who enter information into the database, and who raise an incredible amount of money to provide books to children. What's the sum of all of these numbers? Smiles on faces, books held close, and our four favorite words—"Read it to me!"