



# London, Ontario Affiliate

Through the London Community Foundation





"You can never  
get enough books  
into the hands of  
enough children."

*Dolly*

<https://youtu.be/aCapTVgi6A4>





## What kind of books do the children receive?

Dollywood Foundation has entered into an arrangement with Penguin Random House Canada to publish the vetted books as special Imagination Library printings. As an educator, I love the quality of the literature and the age appropriateness of the books.

Many Canadian books are among the publications. Indigenous communities across all the provinces and territories have embraced the program for its inclusion of Indigenous and Metis content.







## 2024 BLUE RIBBON SELECTIONS CANADA

The first book a child receives is **The Little Engine That Could™** (customized version)  
The month a child turns 5 they will receive **Look Out Kindergarten, Here I Come!** (customized version)  
Titles on this list are subject to change.



### GROUP 6 Children born in 2019

- When the Moon Comes
- Fairy Science
- The Not-So-Great Outdoors
- In the Clouds
- Mr. Mole Moves In
- Dim Sum Palace
- Freddie the Flyer
- This is Ruby
- Red Sky at Night
- On This Airplane
- Count On Me



### GROUP 5 Children born in 2020

- Great Too
- Bear Wants to Sing
- Scaredy Squirrel Visits the Doctor
- My Best Friend
- Darkest Dark
- The Aquanaut
- On the Trapline
- The Care and Keeping of Grandmas
- I Am a Meadow Mermaid
- Mama's Sleeping Scarf
- The Three Little Mittens
- Coat of Many Colors



### GROUP 4 Children born in 2021

- Counting on Snow
- You're in Good Paws
- King Mouse
- Carson Crosses Canada
- No No Baby
- The Secret Fawn
- My Lala
- Benny the Bananasaurus Rex
- Big Bear Hug
- We Adopted a Baby Chick
- Métis Like Me
- Raindrops to Rainbows



### GROUP 2 Children born in 2023

- Ready for Winter
- Where's Baby?
- Anne's Colours
- A Day With Nellie
- Counting with Barefoot Critters
- "Slowly, Slowly, Slowly," Said the Sloth
- Richard Scarry's First 100 Words
- Blankie
- Skinnamarink
- Canadian Animals in Colours
- A Northern Alphabet
- Llama Llama Red Pajama



### GROUP 3 Children born in 2022

- Snow Falls
- Wild Babies
- One Elephant Went Out to Play
- Too Much Not Enough
- What Does Little Crocodile Say?
- A Bedtime Yarn
- Sam Sorts
- Crocodile Hungry
- ABC of Canada
- In the Sky at Nighttime
- Peanut Butter and Jelly
- It's Time for Bed



### GROUP 1 Children born in 2024

- Baby! Talk!
- Same Same
- Sometimes We Think You are a Monkey
- Pudge Pat A Cake
- Sleep Tight, Polar Bear (Little Loves)
- Checkers & Dot at the Zoo
- Look at the Animals
- Who Says Quack?
- Anne's Numbers
- Look Look!
- Upsy-Daisy-Baby



Penguin  
Random House  
PENGUIN YOUNG READERS

- Signifies a new book to the program
- Signifies a title published by Penguin Random House Canada, Canadian Content or Canadian Author/Illustrator's book
- Title written or illustrated by an Indigenous Creator



# How is Imagination Library Funded and Administered?

**Dolly's Dollywood Foundation Canada** funds our fulfillment centre and administrative salary for Dollywood Canada, established and funds the online registration site and promotional resources for affiliates. Dollywood has negotiated the procurement of age appropriate books at a nominal cost for affiliates through Random House/Penguin and manages delivery.

**Imagination Library London** raised funds to secure an endowment through London Community Foundation who provides all the donation system/website, fiscal tasks and oversight of our fundraising. Our all-volunteer group raises funds for the \$3.85 a month per book per child, promotes the program to families, registers children and provides support to families as needed.

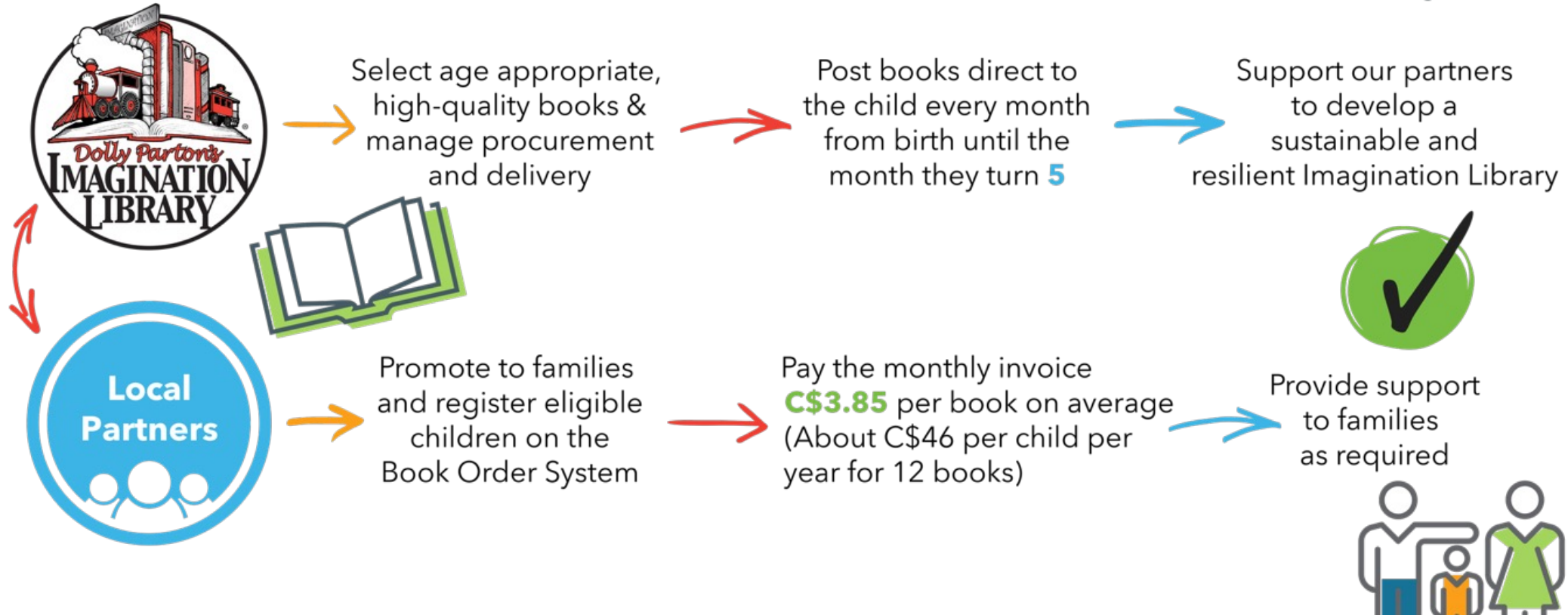


# Inspire

A Love Of Reading



# How It Works







# Registering Families



## Who receives Imagination Library Books?

Some families "just find us" through social media parent groups, TikTok, or word of mouth. Registered children, ages 0 to 5 years old, are mailed a high-quality, age-appropriate book monthly - free of charge to the family.

It is our goal to recruit in underserved, high needs communities in London -- through neighbourhood resource centres, Early ON playgroups, and through targeted school communities with TVDSB. Registration efforts are as active as fundraising. Sometimes agencies, institutions and groups who serve families may see it as "too good to be true" and need our active engagement for them to become partners with us.

Since we began registrations in the Fall of 2023, we are serving 300 children and have a waiting list of 100 children.





# Word of Mouth and Active Recruiting

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- Parents in online groups, at EarlyON playgroups and through social media like TikTok.
- Partners with organizations serving those in higher needs communities who recruit
  - Crouch Community Resource Centre
  - El Systema at Aeolian Hall
  - Northwest Community Resource Centre
  - CPRI – Child and Parent Resource Institute





Why now?  
Why is Early  
Reading So  
Important?



*“The single most important activity for building the knowledge required for eventual success in reading is reading aloud to children.”*





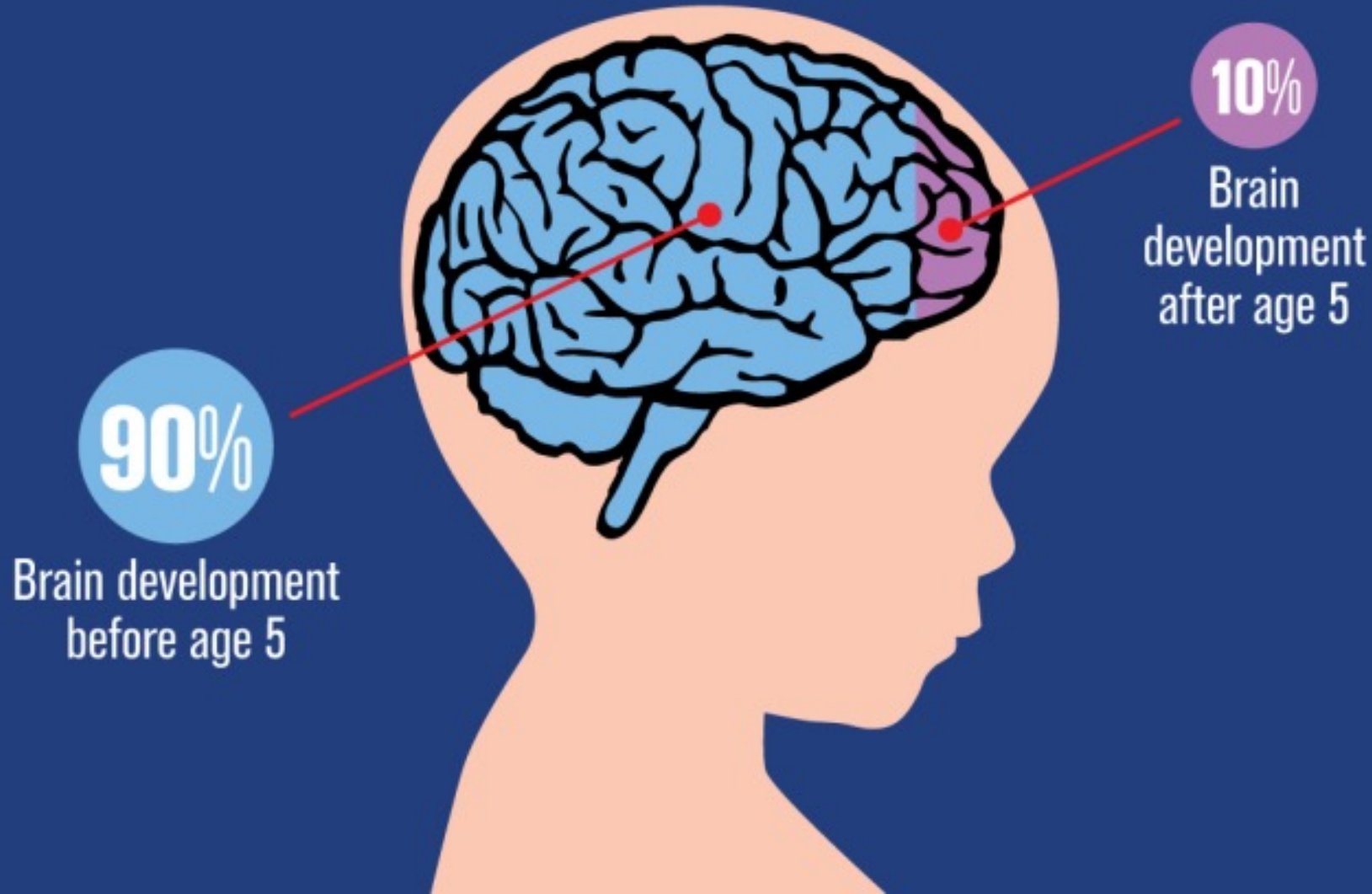
## Why now . . . more than ever?

- The isolation of the pandemic affected social-emotional interaction and normal play.
- Post pandemic, screen time for those under 5 doubled.
- Inflation has affected food and housing insecurity
- Parental cell phone use when they are with their children has affected language development.



# Before age 5

90% of a child's brain development happens







# It Expands Vocabulary and Concept Development.

How many words does a child hear by age 5?

Based on these calculations, here's how many words kids would have heard by the time they were 5 years old:

- Never read to, 4,662 words;
- 1-2 times per week, 63,570 words;
- 3-5 times per week, 169,520 words;
- Daily, 296,660 words;
- Five books a day, 1,483,300 words



# It Builds Reading Comprehension.

It builds background knowledge essential for future reading comprehension in all subjects including mathematics.





It Develops  
English Second  
Language Skills  
in Immigrant  
children.

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It Establishes a  
Strong Value  
of Books and  
Models  
Reading Skills.



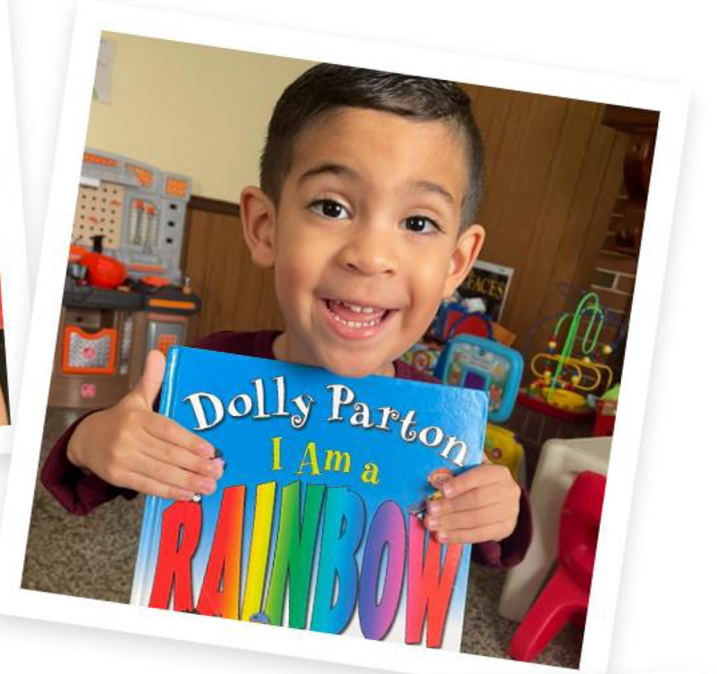




Multiple Readings Embeds Oral Language and Leads to Important “Memory Reading”.



# Reading Aloud Supports Children in Extending Their Attention Span.





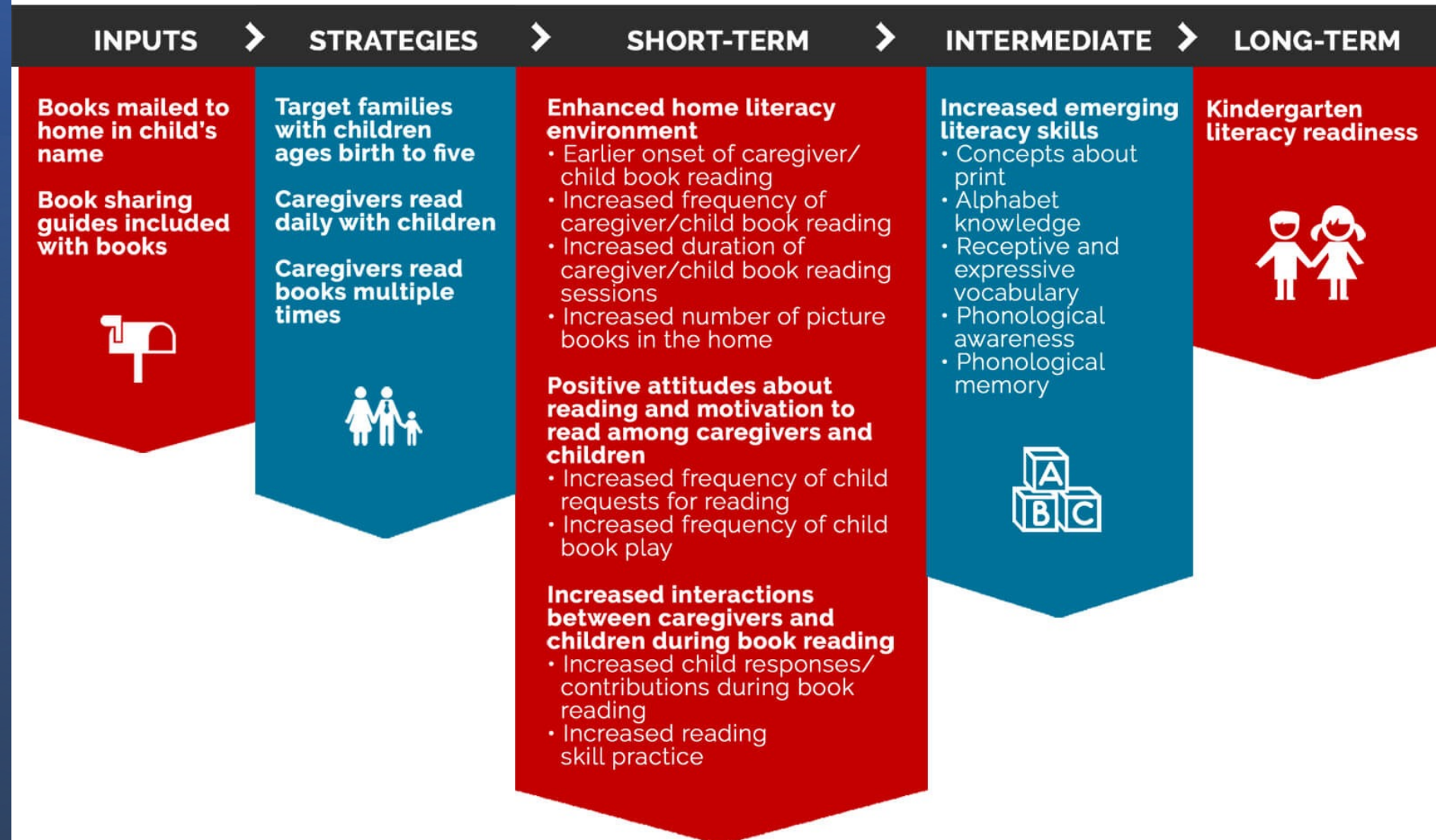
It Is a Great Parenting Strategy As Well,  
Creating a Calm, Nurturing Bond





# Logic Model

*Based on Imagination Library Research Findings and Literature Review*







# Fundraising





# Since September 2023

- Birthday fundraiser
- Corporate and Foundation donations: Carlyle Peterson Lawyers LLP, Smith Family Foundation, Norton Family Foundation, Libro, Rotary Club of London, Rotary Club of London Foundation
- Shania Twain ticket package raffle in partnership with her foundation, Shania Kids Can.
- Thanksgiving campaign(2023) while launching first registrations
- Currently working with LIUNA 1059, RTOERO, and and other foundations to provide funding and grants.



# Imagination Library Summer Reading Challenge



Families, friends and book clubs form teams to meet the challenge to read 30 minutes a day from Canada Day to Labour Day. Teams seek sponsorship from friends and family, with all those donations going to Imagination Library.

Swag for teams includes T-shirts, book bag, and book marks.



# Individual Donor Appeals

- A **\$50** Donation ensures a child receives a book every month for a year
- A **\$100** Donation ensures the child receives a book every month for two years
- A **\$250** Donation gives the child access to the full five-year program







# Book Label Sponsorships

Silver Sponsorship: \$500

- 1 month on label
- social media shoutout

Gold Sponsorship: \$1,000

- 2 month on label
- social media shoutout

Platinum Sponsorship: \$2,500

- 4 months on label
- social media shoutout

# Rotary International

Dolly Parton's Imagination Library is a Collaborating Organization with Rotary International, and our goal is to increase the number of local Rotary Clubs who collaborate with us to help bring the Imagination Library to their communities. Visit Rotary International online here: [www.rotary.org](http://www.rotary.org).

And we hope to engage your support in our local efforts.







# THANK YOU!

Imagination Library of London Ontario  
London Community Foundation

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