The Imagination Library of Washington (ILWA) is thrilled to partner with local organizations to bring the gift of literacy to Washington’s early learners and inspire a love of reading and books. Below are the answers to frequently-asked questions about being an affiliate organization and the initiative to expand the Imagination Library of Washington statewide.

What is an Imagination Library affiliate?
Imagination Library affiliates are organizations that have strong connections to families of young children in their communities and choose to partner with The Dollywood Foundation to provide their monthly book gifting program. Successful Imagination Library affiliates have been run by United Way organizations, service clubs, school districts, libraries, education foundations, and many other children-and-family based organizations. If the organization is not a 501(c)(3), they must find a secondary 501(c)(3) partner who is willing to help bring the program to the community (this is a requirement of mailing our books under a bulk mail permit).

How do I know if my organization is a good fit for the Imagination Library program?
If your organization can fundraise to cover the average rate of $2.10 per child each month from birth to age five enrolled in your geographic area, can provide outreach to the community so families know where they can enroll their child, and are able to manage the database of registered children (a toll that will be provided to you), you may be a great fit to be an affiliate partner. Average peak enrollment for an Imagination Library affiliate is 65% of the eligible children under five years old.

Is there a selection process to become an affiliate? What do I need to apply?
There is no specific selection process to become an affiliate. Historically, affiliates are those who can manage the Book Order System (BOS) and has the financial capacity to take on the program. The process of becoming an affiliate is self-paced and can take anywhere from 6 weeks to a few months. The organization will need to complete an agreement form with Dolly Parton’s Imagination Library and an affiliate information sheet, provide a copy of their 501(c)(3) certification letter, and complete a special postal form which requires a postal official's approval.

Are books mailed directly to the affiliate organization?
No, one of the hallmarks of the program is that books are mailed to the homes of participating families directly from Imagination Library in Tennessee.
As an affiliate, how large will my coverage area be?
Affiliates can select a coverage area as small as a zip code or as large as a county or multiple counties. Service areas will be designated in advance of opening registration to the public and can be expanded by the affiliate as desired.

What kinds of support will ILWA offer affiliates?
Imagination Library of Washington’s statewide expansion partner, Office of the Superintendent of Public Instruction (OSPI) awarded United Ways of the Pacific Northwest (UWPNW) a $2.3 million contract to match local affiliate funding 50:50, paying for half of the $2.10 needed per child each month. While this funding source will expire in June 2023, ILWA and UWPNW are working to secure additional funding to continue match funding into 2025 and beyond. Match funding will automatically be applied to affiliate monthly book order invoices. The Dollywood Foundation began applying match funding for Washington affiliates beginning with the March 2022 invoice. ILWA will also provide program support to local affiliates through fundraising, public awareness campaigns, and providing networking and resource opportunities for Washington affiliates.

Who should I contact if I have questions?
- For all questions related to becoming an affiliate, please contact Imagination Library Regional Director, Pam Hunsaker at phunsaker@imaginationlibrary.com or visit the Imagination Library website at www.imaginationlibrary.com.

- For questions about community partnerships, match funding, and fundraising, please contact ILWA Executive Director Brooke Fisher-Clark at brooke@uwpnw.org or 360-560-3960. For additional program information, visit www.imaginationlibrarywashington.org.