

Imagination Library of Washington



Fall 2023 Quarterly Report

Produced by:

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The Dollywood Foundation

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Expansion & Access



Highlight Milestones:

- The Imagination Library of Washington completed statewide coverage of Dolly Parton's Imagination Library in July 2023.
- Washington became the 5th state in the nation to ever achieve full statewide coverage.



Washington Program Coverage by County:

- Full Coverage: 39
- Partial Coverage: 0
- No Coverage: 0

100%

of Washington early learners
can now enroll in the
program!



DOLLY COMES TO WASHINGTON!

Governor Inslee officially proclaimed August 15, 2023, as "Dolly Parton's Imagination Library Day," a day that 800 plus Washingtonian's filled the Pantages Theater in Tacoma for Imagination Library of Washington's Statewide Celebration commemorating the completion of program coverage, making it possible for all Washington early learners to receive free monthly books at home if desired. The big draw to this event was of course, legendary icon, Dolly Parton.

It was a magical, heartwarming event filled with entertainment featuring the University of Washington drumline honoring Dolly's past as a drum line member in her Tennessee high school marching band, and the Tacoma Youth Symphony who performed two of Dolly's iconic hit songs. The event also featured guest speakers, Washington State Lt. Governor Denny Heck, who greeted Dolly on stage, House Bill 2068 co-champions, Representatives Monica Stonier and Peter Abbarno who acknowledged the bi-partisan support from our lawmakers, and State Superintendent of Public Instruction, Chris Reykdal, who conducted an on-stage interview with Dolly, drawing out her inspiration for creating the Imagination Library, and other words of wisdom, while also shining upon her past successes, and upcoming projects. The icing on the cake, was hearing Dolly perform two of her songs, "Coat of Many Colors," inspired by her upbringing and her mother, and "Try," the theme song for Dolly Parton's Imagination Library.



ENROLLMENT & BOOKS

With statewide program coverage complete since late July and Dolly Parton's visit to Washington for a statewide celebration, enrollments have skyrocketed to new heights nearly topping the 100k mark for total children enrolled.

97,117
children!



Enrollment:

Washington Children Enrolled: 97,117
(As of September 1 book processing)

Change this Quarter: 33,446 (increase)

Percent of Washington Children Enrolled: 21.6%

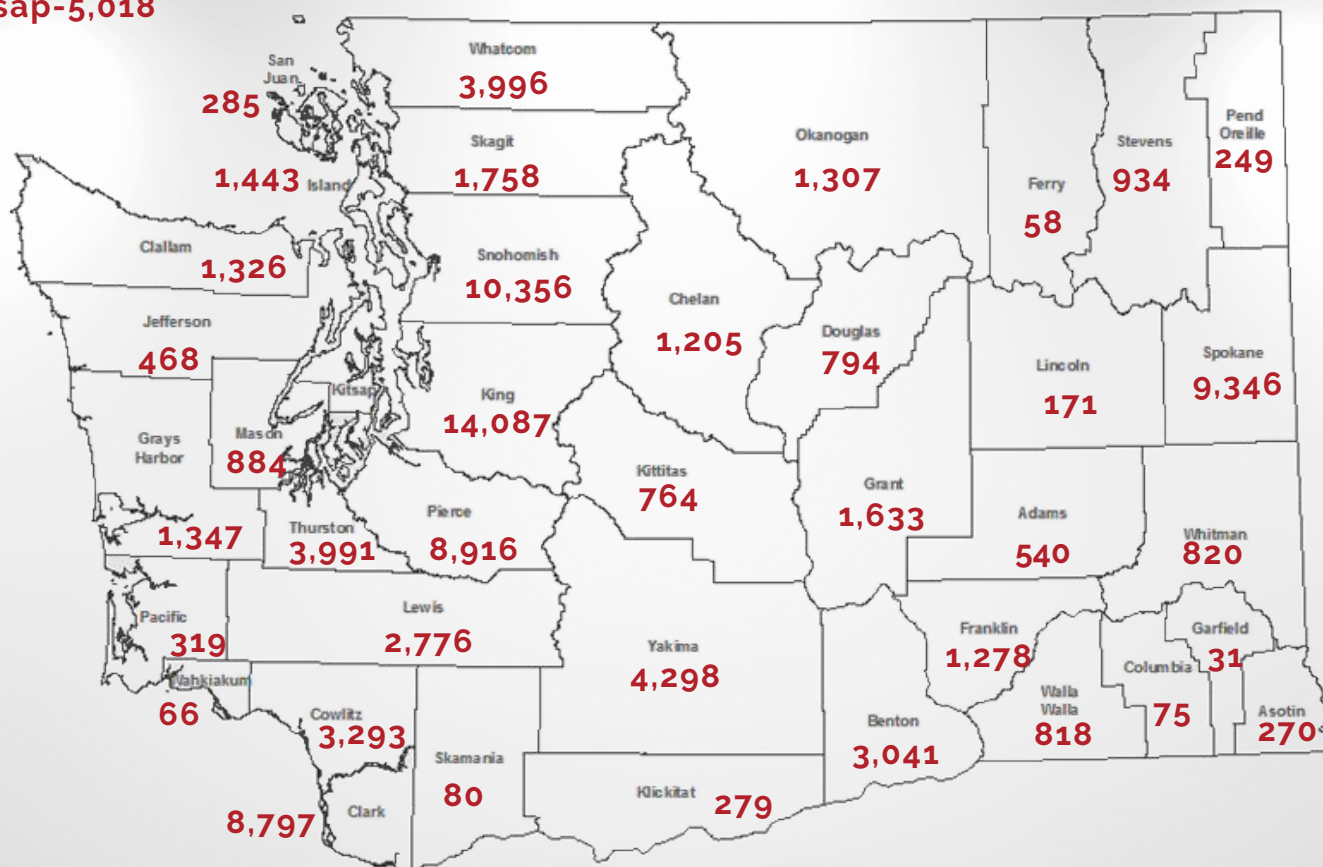
Books:

Number of Books Distributed this Quarter: 230,229

Map of Enrollment by County

Below is a map of current Washington child enrollment by county.

Kitsap-5,018



Leaders in County Enrollment Saturation

Below is the top five leader counties with the highest percent enrollment per their counties total eligible population of early learners (ages zero to five).

Lewis County-59%

San Juan County-56%

Jefferson County-52%

Okanogan-52%

Cowlitz County-50.5%

List of Enrollment by County

Adams - 540
Asotin - 270
Benton - 3,041
Chelan - 1,205
Clallam - 1,326
Clark - 8,797
Columbia - 75
Cowlitz - 3,293
Douglas - 794
Ferry - 58
Franklin - 1,278
Garfield - 31
Grant - 1,633

Grays Harbor - 1,347
Island - 1,443
Jefferson - 468
King - 14,087
Kitsap - 5,018
Kittitas - 764
Klickitat - 279
Lewis - 2,776
Lincoln - 171
Mason - 884
Okanogan - 1,307
Pacific - 319
Pend Oreille - 249

Pierce - 8,916
San Juan - 285
Skagit - 1,758
Skamania - 80
Snohomish - 10,356
Spokane - 9,346
Stevens - 934
Thurston - 3,991
Wahkiakum - 66
Walla Walla - 818
Whatcom - 3,996
Whitman - 820
Yakima - 4,298

Affiliate Acknowledgement



Completion Crew:

It took less than two years since expansion started in Washington to uplift Dolly Parton's Imagination Library statewide. It took several organizations to step up and become affiliates to provide this service to our early learners.

We could not have achieved full coverage without the forty-six affiliates representing our statewide program as follows. From school districts, to 501c3 nonprofits, these organizations became heroes to the 450,000 children under five in our state.

- Africatown Community Land Trust
- Arlington Education Foundation
- Carbonado School District
- Chelan Douglas Child Services Association
- Chief Leschi School
- Child Care Action Council
- Columbia Basin Foundation
- Fidalgo Island Rotary Club
- Friends of the Grand Coulee Area Library
- Friends of the Lopez Island Library
- Friends of the Orcas Island Public Library
- Friends of the Pend Oreille County Library District
- Friends of the San Juan Island Library
- Gig Harbor Rotary Charitable Fund
- Lake Stevens Education Foundation
- Lakewood Rotary
- Lind School District
- Lummi Island Grange
- Okanogan County Child Development Association
- Othello School District
- Port Townsend Rotary Club
- Rotary Club of Colville
- Rotary Club of Ephrata

- Rotary Club of La Conner
- Royal City Friends of the Library
- Support for Early Learning & Families
- Spokane County United Way
- Stanwood-Camano Rotary
- Tacoma South Rotary Charitable Fund
- Twin County United Way
- United Way of Benton & Franklin Counties
- United Way of the Blue Mountains
- United Way of Central Washington
- United Way of Clallam County
- United Way of Cowlitz & Wahkiakum Counties
- United Way of Grays Harbor
- United Way of Kitsap County
- United Way of Lewis County
- United Way of Pierce County
- United Way of Skagit County
- United Way of Snohomish County
- United Way of Whatcom County
- United Way of Whitman County
- Vashon College
- Wahluke Ilumina Nuestrs Suenos
- Whidbey Community Foundation



Washington Affiliates



New Affiliates this Quarter

New Affiliates this Quarter:

United Way of Pierce County
Tacoma South Rotary

Promotion & Publicity

Due to some major milestones and once-in-a-lifetime events, such as completing program state coverage and hosting Dolly Parton at the Imagination Library of Washington's Statewide Celebration, program publicity rose to its highest engagement point to-date and yielded increased publicity with numerous articles, radio interviews, program shout outs, TV news programs, and editorials. Dolly's presence for the August 15th Statewide Celebration was extremely powerful, causing a 28% uptick in enrollment growth, typically unseen in the program's month-to-month intake. Below are links to some publicity highlights from this momentous period in ILWA's program history.

[KOMO News \(August 2nd article based on ILWA press release\)](#)

[The Seattle Times \(Editorial\)](#)

[King 5 News \(Article and Exclusive Drew Mikkelsen interview with Dolly Parton\)](#)

[The Olympian \(Article and video footage from August 15th Statewide Celebration\)](#)

[Publisher's Weekly \(Article\)](#)



Pictured below: Dolly Parton performing at the Imagination Library of Washington Celebration.



Outreach:

This has been the busiest quarter of the ILWA team's work to-date with engaging state leaders, lawmakers, local program partners, supporters, and statewide media for engaging in the statewide celebration in August.

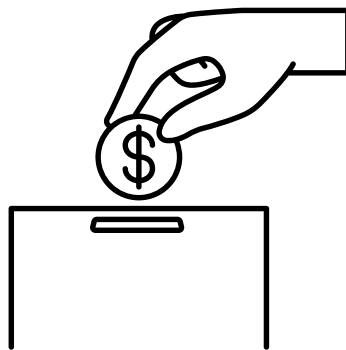
Efforts were also made to help local program partners secure funding to aid in their completion of full zip code coverage for their region and to complete statewide program access.

Additionally, the ILWA team has continued working on collaborations with partners like the Washington

Department of Corrections to uplift literacy opportunities within state correctional facility visitation centers, providing children reading and connection opportunities with incarcerated loved ones. A national pilot collaboration has also taken flight via ILWA's partnership with Little Free Library (LFL) with installation of QR code flyers and Imagination Library books within individual LFL houses across the state, further amplifying book access.



Pictured: An eager child engages with the Little Free Library in Point Roberts (Whatcom County) with ILWA flyer and book kit.



What's Next?

Now that Dolly and the Statewide Celebration have come and gone, the ILWA team is focused on fundraising to ensure program sustainability for Imagination Library of Washington and local program partners. The giant surge in August-September enrollments advanced local program partners and the state program past enrollment and cost projections for this time by a long shot, causing the ILWA team and affiliates to develop additional fundraising efforts to accommodate.

In addition, not receiving full funding needed from the Washington legislature (\$5.2 million in Governor Inslee's proposed budget) for our 2-year affiliate book match and operational cost needs for the 2023-2025 biennium will result in exhausted funds prior to the end of the funding term. The state operating budget included \$2 million for the program, leaving a \$3 million void left to fill. ILWA can only access \$1 million per biennium year for supporting the affiliate 50% monthly book/enrollment costs and at this time, projections show the \$1 million will be spent by February 2023, leaving a gap of 4 months with no funding until the year-2 biennium funds (the additional \$1 million) are accessible.

Local program partners and the ILWA team are on a path to inform and inspire, educating our legislators and state leaders of our predicament, that if not supported, would be detrimental to the state program and local program partner's existence. Most partners are only able to operate due to the state's 50% match. Without it, many would face having to close down their program, causing registered children to no longer receive their free monthly books and no future opportunities for children to be enrolled in the program.

The ILWA team is also doing heavy outreach in terms of grant-writing and corporate and individual asks to help fill the funding gap. Other planned activities include participating in Giving Tuesday, Give Big, and producing another holiday social media campaign, "Give the Gift of Literacy", featuring Imagination Library book readings by state leaders and celebrities to enliven family engagement, inspire an interest in reading, as well as emphasize support to the program.