



Overwhelming evidence shows that the first 1000 days of a child's life are critical for brain development. Reading to infants, toddlers and preschoolers is key to laying the foundation for learning. Gifting books to children is a simple but effective way to support the literacy development of our children and future leaders.

Dolly Parton's Imagination Library is a free book giving program devoted to inspiring a love of reading in the hearts of children around the world. Each month, children ages 0-4 who are enrolled in the program receive a high quality, age appropriate book in the mail. We are an affiliate of Dolly Parton's Imagination Library and administer this program province-wide in PEI.

Benefits

Builds Home Libraries

Research conducted by the University of Nevada shows that as few as 20 books in the home has a positive impact on children's literacy and language development. Through this program, children can receive up to 60 books to build their home library.

Increases Family Literacy

Research conducted by the Dollywood Foundation shows that parents read aloud more often to their children and that children are more interested in reading as a result of participating in this program.

Is Cost Effective

Many families cannot afford books. This program provides high-quality books to families for free. The cost to the PEI Literacy Alliance for a child to participate for one year is \$55 or \$4.50 a month.



Impact

4469 children have participated in the Imagination Library program in PEI.

77,198 books have been gifted to children and families in PEI.

Evaluation Findings

We conducted an evaluation with parents and guardians whose children are enrolled in the Imagination Library program. Here are the key findings:

- 88.6%** of families read more often
- 76.3%** of children asked to be read to more often
- 79.2%** of parents are more aware of the importance of early literacy
- 100%** of families enjoy receiving a new book each month



We asked parents and guardians to tell us about their experience in their own words. Many commented on the following themes:

- Appreciation for access to early literacy resources for low-income families
- Heightened excitement and engagement for children around books and reading
- Increased motivation for families to engage in literacy activities at home
- Appreciation for high-quality books and exposure to new authors and illustrators

“This program is simply amazing. It motivates us to read more often and spend that extra time together as a family.” - *Imagination Library Parent*

Thank you Imagination Library sponsors!