



Imagination Library Program Report

April 2023 - March 2024

Dolly Parton's Imagination Library is a free book gifting program devoted to inspiring a love of reading in young children. Each month, thousands of children in PEI receive a high quality, age-appropriate book in the mail until their fifth birthday. We have offered this program to families across PEI since October 2020.

Program Benefits

The Imagination Library is a cost-effective way to increase family literacy and build 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 high-quality books to build their home library free of charge.



"This program is an important part of our family time."
- Imagination Library Parent

This year, we served 3,734 families and gifted 32,687 books through the Imagination Library.

Evaluation

We conduct evaluations regularly to ensure we are meeting program goals. Recent evaluation results show that the Imagination Library program is having a positive impact on literacy in PEI:

- **100%** of families enjoy receiving a book each month
- **92%** of families read more because of the Imagination Library program
- **83%** of children ask to be read to more often because of the Imagination Library program
- **83%** of adults are more aware of the importance of early literacy because of this program

New This Year

Babies will receive a free Imagination Library book at their first immunization appointment and parents will be encouraged to register for our Imagination Library program. This exciting new development is made possible through the existing Born to Read program in partnership with Health PEI's Public Health Nursing Program and the PEI Public Library Service.



Program Impact

Since we began this program in October 2020, we have served 5,773 families and gifted 120,541 books. When we conduct evaluations, we ask parents and guardians to tell us about their Imagination Library experience in their own words. The feedback we receive is overwhelmingly positive!

"We are absolutely blown away with this program. The variety of books that it has sent us is great. Our child asked for a bookshelf for her bedroom and it is now almost full! So happy with this especially because we cannot afford to buy books as often as we would like."



"We are extremely grateful for this program and feel so lucky to be apart of it. This program is changing the lives of so many families."



"We have been a part of the program for years and we absolutely love getting a new book each month. It's really engaged the kids in the world of reading, and getting it personally in the mail makes it even more special for them."

"We love it! Kids are VERY excited to get their own mail, and absolutely love reading new books each month. The Imagination Library has sent the majority of our go-to favourite books!"

"This is an absolutely fantastic program that should be offered to all families."

To learn more about the Imagination Library program in PEI visit: www.peiliteracy.ca/dolly