



# Imagination Library Program Report

## April 2024 - March 2025

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

Through our program, children can receive up to 60 high-quality books to build their home library free of charge. 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.



**This year, we gifted 38,649 books and served 4225 children in communities across Prince Edward Island.**

### Program Benefits

With a focus on early literacy and children's development, our program offers numerous benefits:

- Fosters a love of reading
- Supports literacy skills development
- Strengthens family bonds through shared reading
- Enhances home learning environments
- Supports children's academic and social emotional growth

*"We adore the program! We are always so excited to get our new books. It's brought a love of reading into our home."*

*- Imagination Library Parent*

### Evaluation

Our annual evaluations provide us valuable program feedback from parents, guardians, and caregivers. Many of the comments we receive show great appreciation and enthusiasm for our program. Here are some results:

- **99.5%** of families enjoy receiving a book each month
- **92%** of families read more
- **79%** of children ask to be read to more often
- **85%** of adults are more aware of the importance of early literacy





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### Partners and Funders

Since we began this program in October 2020, we have served 7,002 children and gifted 161,497 books.

We could not have achieved this positive impact without our program partners. Thanks to their generous support, Dolly Parton's Imagination Library is available to families across PEI.

#### Thank you to our partners who provide funding:

- Province of PEI
- Rotary Literacy Foundation
- Rotary Club of Charlottetown
- Rotary Club of Montague and Eastern PEI
- Rotary Club of Charlottetown Royalty
- Many charitable donors



*"This program is so important especially to families who might not otherwise have access to books at home."*

- Imagination Library Parent



*"We appreciate the diverse content with stories representing many cultures and abilities."*

- Imagination Library Parent

#### Thank you to our partners who provide support and promotion:

- Dollywood Foundation
- Health PEI and Public Health Nursing
- PEI Public Library Services
- Early Childhood Development Association
- Immigration and Refugee Services Association

Learn more and register your child  
for the Imagination Library at:  
[www.peiliteracy.ca](http://www.peiliteracy.ca)

