



The Dollywood Foundation of Canada  
P.O. Box 24022 King George  
Brantford, ON N3R 7X3  
(548) 900-5310  
imaginationlibrary.com

## General Information

- The Dollywood Foundation of Canada (DWF CA ) was founded in 2006 by Dolly Parton to bring their flagship program Dolly Parton's Imagination Library®, to Canada—the first international expansion.
- CRA charity 846742328RR0001
- April 2023: 45,835 Books Mailed; doubled since 10/2020
- 401 Operating Affiliates in Canada
- Operating in every province and territory in Canada
- Canadian Authors/Books: 47 out of the 60 each year.
- 3 Million Book Mailed is projected ~July 2023
- 200 Millionth Book Mailed Globally: April 2023
- Provincial-wide programs in Prince Edward Island and Yukon.

Dolly Parton's Imagination Library is an exceptionally effective initiative to promote literacy and foster a love for reading among young children. The program encourages children to develop their imagination, creativity, and critical thinking skills by providing monthly free, age-appropriate books.

The program started in a few provinces initially but has since expanded to cover all ten Canadian provinces and all three territories. Every month, enrolled children receive a free, age-appropriate book in the mail, which can be enjoyed by the entire family.

Since its introduction in Canada, the Imagination Library program has become a well-loved and successful initiative, with thousands of children benefiting from the opportunity to develop their literacy skills and love of reading.

The program's expansion into Canada has been a significant achievement, and the fact that more books featuring Canadian authors and illustrators are being added to the program each year is a testament to the commitment of the organizers to make the program relevant and engaging for Canadian children.

Research has shown that reading aloud to children has numerous benefits, including improving vocabulary, increasing comprehension, and promoting emotional and social development. By providing families with free books and encouraging parents to read to their children, the Imagination Library is helping to improve literacy rates and set children up for future academic success.

Overall, the Imagination Library is a wonderful program that is making a positive impact on the lives of children and families across Canada.

# CANADA OVERVIEW



403

OPERATING  
IMAGINATION LIBRARY  
AFFILIATES IN CANADA

47,279

NUMBER OF  
CANADIAN CHILDREN  
ENROLLED

12

NEW AFFILIATES SINCE  
JANUARY 2023

290 72%

INDIGENOUS  
AFFILIATES IN  
CANADA

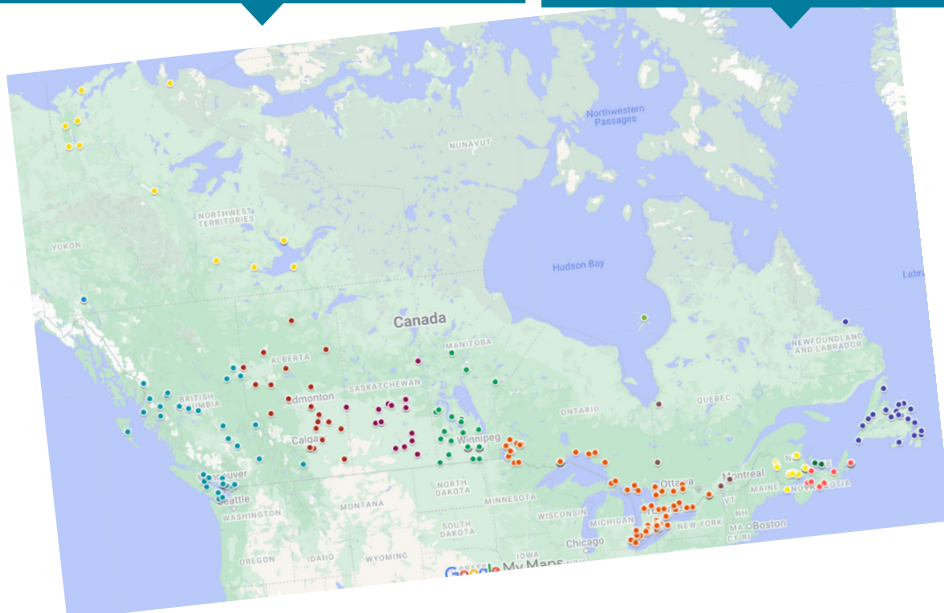
2.9 Million

TOTAL NUMBER OF  
BOOKS MAILED TO  
CANADIAN CHILDREN  
SINCE 2006

\$3.85

COST OF THE  
PROGRAM PER  
CHILD PER MONTH

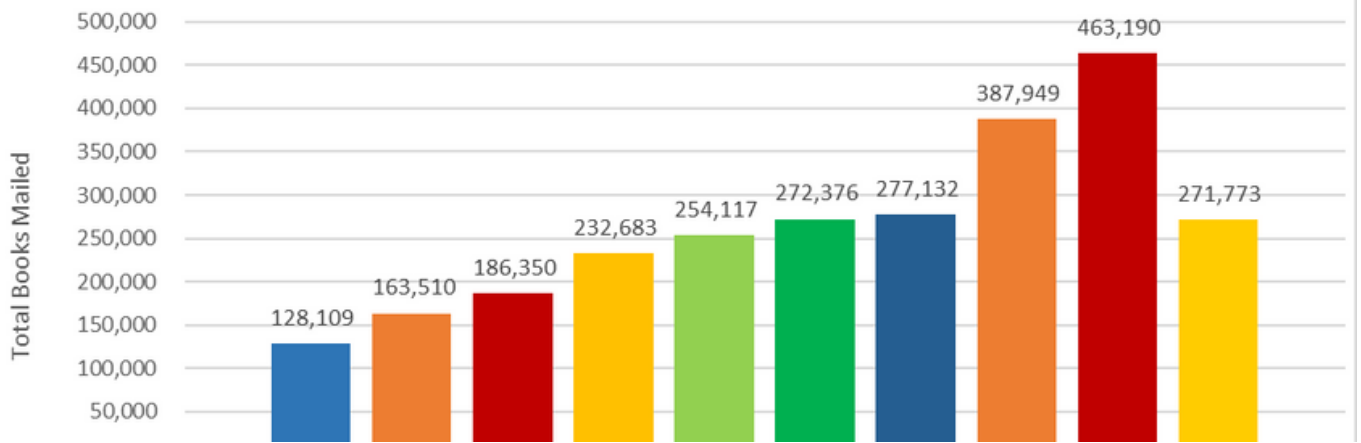
June 2023



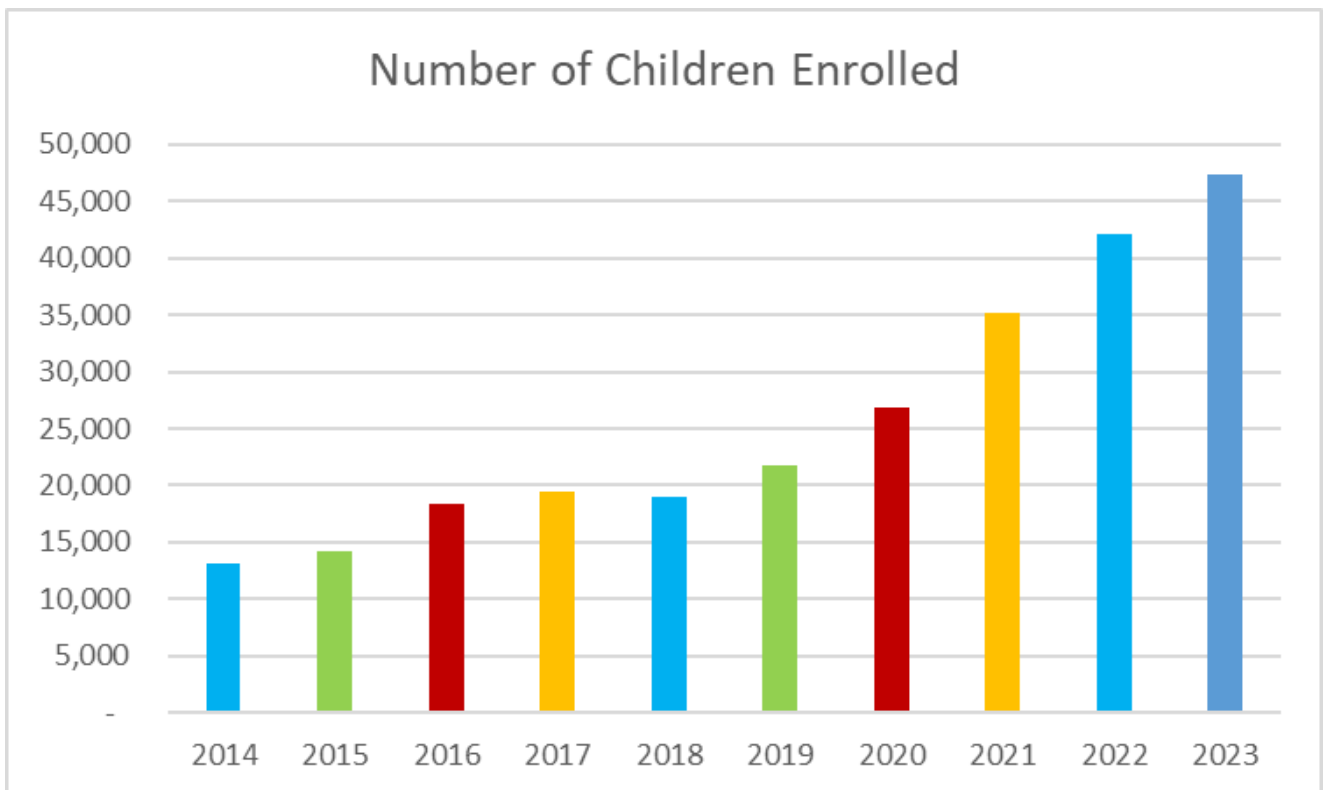
In delivering the **most trusted** and **cost-effective** book gifting program, we can provide Canada with the opportunity to serve all children under five with age-appropriate, high-quality books to promote a love of reading.

**June 2023 Report**

# Total Books Mailed in Canada 2.96 Million Since 2006



Year to Date: Junel 2023

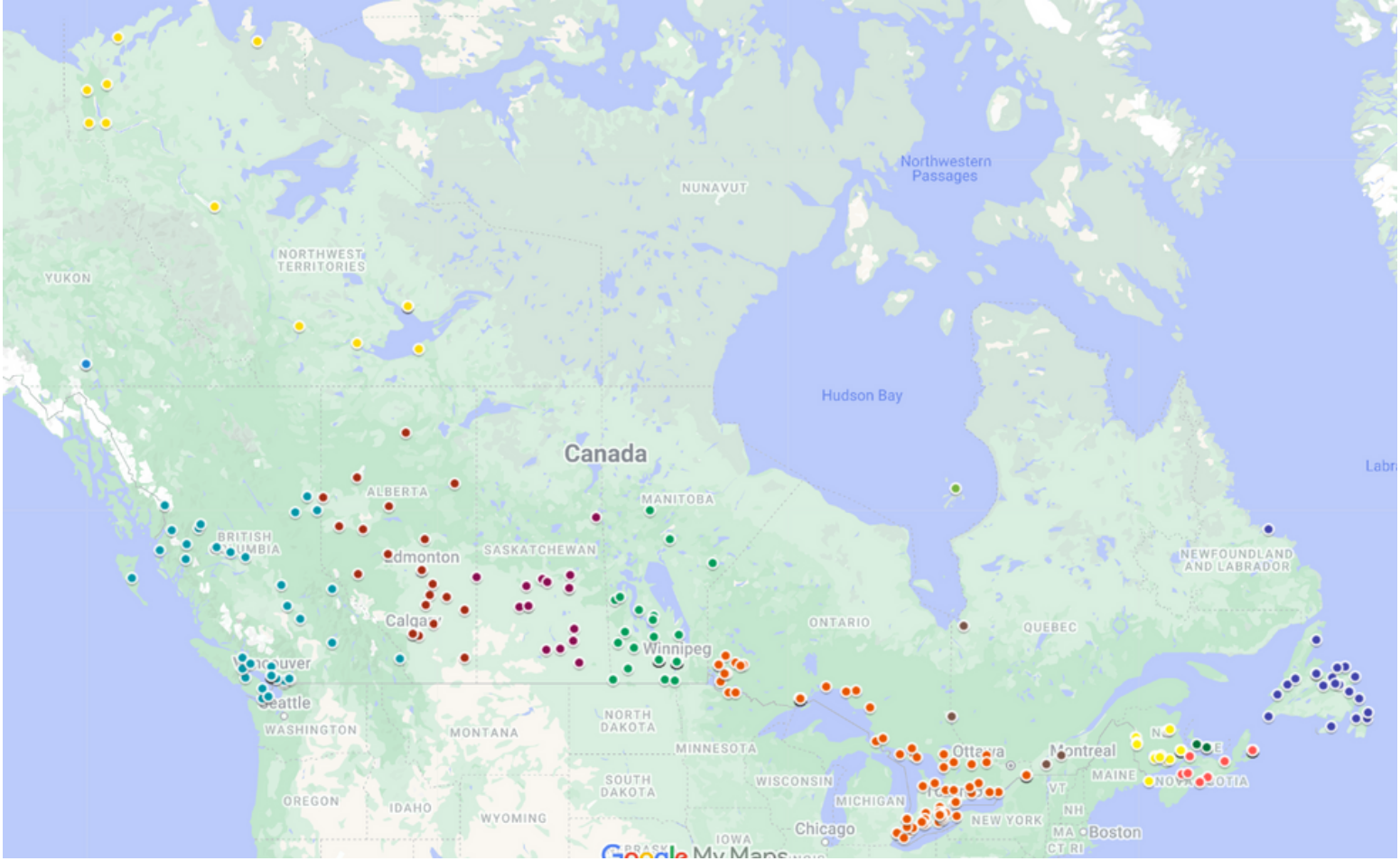


## June 2023 Books Mailed

- Doubled Enrollment since October 2020
- 3 Millionth Book Projected for July 2023

# Canada

## 402 Local Program Partners



# Canada Marketing

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## GLOBAL HEROES

ADVERTISING SUPPLEMENT



### THE DOLLY PARTON EFFECT

SPREADING THE LOVE OF LITERACY

EXPERIENCE WEST COAST WILDERNESS AT NIMMO BAY

A CHESS REFEREE'S FIGHT FOR WOMEN'S RIGHTS

Wheelchair User Becomes First to Enter the Pyramids of Giza  
 Relaxation and Adventure in Belize  
 Hassan Al Kontar's Story of Seeking Refuge in Canada  
 Türkiye and Syria WFP Giving Life-Saving Support



IVY HOUSE MEDIA

Published by IVY HOUSE MEDIA LIMITED.  
 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007, 2006, 2005, 2004, 2003, 2002, 2001, 2000, 1999, 1998, 1997, 1996, 1995, 1994, 1993, 1992, 1991, 1990, 1989, 1988, 1987, 1986, 1985, 1984, 1983, 1982, 1981, 1980, 1979, 1978, 1977, 1976, 1975, 1974, 1973, 1972, 1971, 1970, 1969, 1968, 1967, 1966, 1965, 1964, 1963, 1962, 1961, 1960, 1959, 1958, 1957, 1956, 1955, 1954, 1953, 1952, 1951, 1950, 1949, 1948, 1947, 1946, 1945, 1944, 1943, 1942, 1941, 1940, 1939, 1938, 1937, 1936, 1935, 1934, 1933, 1932, 1931, 1930, 1929, 1928, 1927, 1926, 1925, 1924, 1923, 1922, 1921, 1920, 1919, 1918, 1917, 1916, 1915, 1914, 1913, 1912, 1911, 1910, 1909, 1908, 1907, 1906, 1905, 1904, 1903, 1902, 1901, 1900, 1899, 1898, 1897, 1896, 1895, 1894, 1893, 1892, 1891, 1890, 1889, 1888, 1887, 1886, 1885, 1884, 1883, 1882, 1881, 1880, 1879, 1878, 1877, 1876, 1875, 1874, 1873, 1872, 1871, 1870, 1869, 1868, 1867, 1866, 1865, 1864, 1863, 1862, 1861, 1860, 1859, 1858, 1857, 1856, 1855, 1854, 1853, 1852, 1851, 1850, 1849, 1848, 1847, 1846, 1845, 1844, 1843, 1842, 1841, 1840, 1839, 1838, 1837, 1836, 1835, 1834, 1833, 1832, 1831, 1830, 1829, 1828, 1827, 1826, 1825, 1824, 1823, 1822, 1821, 1820, 1819, 1818, 1817, 1816, 1815, 1814, 1813, 1812, 1811, 1810, 1809, 1808, 1807, 1806, 1805, 1804, 1803, 1802, 1801, 1800, 1799, 1798, 1797, 1796, 1795, 1794, 1793, 1792, 1791, 1790, 1789, 1788, 1787, 1786, 1785, 1784, 1783, 1782, 1781, 1780, 1779, 1778, 1777, 1776, 1775, 1774, 1773, 1772, 1771, 1770, 1769, 1768, 1767, 1766, 1765, 1764, 1763, 1762, 1761, 1760, 1759, 1758, 1757, 1756, 1755, 1754, 1753, 1752, 1751, 1750, 1749, 1748, 1747, 1746, 1745, 1744, 1743, 1742, 1741, 1740, 1739, 1738, 1737, 1736, 1735, 1734, 1733, 1732, 1731, 1730, 1729, 1728, 1727, 1726, 1725, 1724, 1723, 1722, 1721, 1720, 1719, 1718, 1717, 1716, 1715, 1714, 1713, 1712, 1711, 1710, 1709, 1708, 1707, 1706, 1705, 1704, 1703, 1702, 1701, 1700, 1699, 1698, 1697, 1696, 1695, 1694, 1693, 1692, 1691, 1690, 1689, 1688, 1687, 1686, 1685, 1684, 1683, 1682, 1681, 1680, 1679, 1678, 1677, 1676, 1675, 1674, 1673, 1672, 1671, 1670, 1669, 1668, 1667, 1666, 1665, 1664, 1663, 1662, 1661, 1660, 1659, 1658, 1657, 1656, 1655, 1654, 1653, 1652, 1651, 1650, 1649, 1648, 1647, 1646, 1645, 1644, 1643, 1642, 1641, 1640, 1639, 1638, 1637, 1636, 1635, 1634, 1633, 1632, 1631, 1630, 1629, 1628, 1627, 1626, 1625, 1624, 1623, 1622, 1621, 1620, 1619, 1618, 1617, 1616, 1615, 1614, 1613, 1612, 1611, 1610, 1609, 1608, 1607, 1606, 1605, 1604, 1603, 1602, 1601, 1600, 1599, 1598, 1597, 1596, 1595, 1594, 1593, 1592, 1591, 1590, 1589, 1588, 1587, 1586, 1585, 1584, 1583, 1582, 1581, 1580, 1579, 1578, 1577, 1576, 1575, 1574, 1573, 1572, 1571, 1570, 1569, 1568, 1567, 1566, 1565, 1564, 1563, 1562, 1561, 1560, 1559, 1558, 1557, 1556, 1555, 1554, 1553, 1552, 1551, 1550, 1549, 1548, 1547, 1546, 1545, 1544, 1543, 1542, 1541, 1540, 1539, 1538, 1537, 1536, 1535, 1534, 1533, 1532, 1531, 1530, 1529, 1528, 1527, 1526, 1525, 1524, 1523, 1522, 1521, 1520, 1519, 1518, 1517, 1516, 1515, 1514, 1513, 1512, 1511, 1510, 1509, 1508, 1507, 1506, 1505, 1504, 1503, 1502, 1501, 1500, 1499, 1498, 1497, 1496, 1495, 1494, 1493, 1492, 1491, 1490, 1489, 1488, 1487, 1486, 1485, 1484, 1483, 1482, 1481, 1480, 1479, 1478, 1477, 1476, 1475, 1474, 1473, 1472, 1471, 1470, 1469, 1468, 1467, 1466, 1465, 1464, 1463, 1462, 1461, 1460, 1459, 1458, 1457, 1456, 1455, 1454, 1453, 1452, 1451, 1450, 1449, 1448, 1447, 1446, 1445, 1444, 1443, 1442, 1441, 1440, 1439, 1438, 1437, 1436, 1435, 1434, 1433, 1432, 1431, 1430, 1429, 1428, 1427, 1426, 1425, 1424, 1423, 1422, 1421, 1420, 1419, 1418, 1417, 1416, 1415, 1414, 1413, 1412, 1411, 1410, 1409, 1408, 1407, 1406, 1405, 1404, 1403, 1402, 1401, 1400, 1399, 1398, 1397, 1396, 1395, 1394, 1393, 1392, 1391, 1390, 1389, 1388, 1387, 1386, 1385, 1384, 1383, 1382, 1381, 1380, 1379, 1378, 1377, 1376, 1375, 1374, 1373, 1372, 1371, 1370, 1369, 1368, 1367, 1366, 1365, 1364, 1363, 1362, 1361, 1360, 1359, 1358, 1357, 1356, 1355, 1354, 1353, 1352, 1351, 1350, 1349, 1348, 1347, 1346, 1345, 1344, 1343, 1342, 1341, 1340, 1339, 1338, 1337, 1336, 1335, 1334, 1333, 1332, 1331, 1330, 1329, 1328, 1327, 1326, 1325, 1324, 1323, 1322, 1321, 1320, 1319, 1318, 1317, 1316, 1315, 1314, 1313, 1312, 1311, 1310, 1309, 1308, 1307, 1306, 1305, 1304, 1303, 1302, 1301, 1300, 1299, 1298, 1297, 1296, 1295, 1294, 1293, 1292, 1291, 1290, 1289, 1288, 1287, 1286, 1285, 1284, 1283, 1282, 1281, 1280, 1279, 1278, 1277, 1276, 1275, 1274, 1273, 1272, 1271, 1270, 1269, 1268, 1267, 1266, 1265, 1264, 1263, 1262, 1261, 1260, 1259, 1258, 1257, 1256, 1255, 1254, 1253, 1252, 1251, 1250, 1249, 1248, 1247, 1246, 1245, 1244, 1243, 1242, 1241, 1240, 1239, 1238, 1237, 1236, 1235, 1234, 1233, 1232, 1231, 1230, 1229, 1228, 1227, 1226, 1225, 1224, 1223, 1222, 1221, 1220, 1219, 1218, 1217, 1216, 1215, 1214, 1213, 1212, 1211, 1210, 1209, 1208, 1207, 1206, 1205, 1204, 1203, 1202, 1201, 1200, 1199, 1198, 1197, 1196, 1195, 1194, 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17, 16, 15, 14, 13, 12, 11, 10, 9, 8, 7, 6, 5, 4, 3, 2, 1, 0.

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March • 2023



### The Dolly Parton Effect: Spreading the Love of Literacy

**RAY MCQUIE**

"When we were little, Mama always read us stories from the Bible," Parton recalled. "We were very poor, and it was the only book we had, but I loved hearing all those stories."

With the Imagination Library, Parton aims to inspire a love of books and reading in children of all backgrounds, regardless of their family's income—something the widows she had had access to as a child.

"We would receive food and cloth scraps, which Mama made clothes from. I remember knowing we were poor, continued because we were poor," continued Parton. "I'm sure I would have loved receiving books as a little girl, but I don't want any child to think they receive books from the Imagination Library because they are poor. Reading and books are a gift that all children should receive, and it's something that they can share even though they may have had very different experiences in life."

Parton's own life experiences changed when her music career took off. She began performing as a child, singing on local radio and television programs in East Tennessee. By the time she was 13, she had recorded her first single and even appeared at the Grand Ole Opry's milestone achievement early in her career. Her talent and natural charisma found a home in songwriting after graduating high school, and Parton's pen brought several chart-topping hits to life.

Her first country album, *Healin' Time*, cracked the Billboard Top Country Albums chart and launched her career as a hit-making singer-songwriter.

In the years that followed, Parton climbed the charts and worked to become a household name, writing songs that are beloved to this day, like "I Will Always Love You," "9 to 5," and "Jolene." Now the most honored and revered female country singer-songwriter of all time, Parton continues to use her success

# Canada New Local Program Partners

## PORT STANLEY, ONTARIO

**ANNOUNCING**

Dolly Parton's Imagination Library is now available to children ages 0 - 5 years old in **Port Stanley, Ontario**

Local Program Partner: Kiwanis Club of Port Stanley

"YOU CAN NEVER GET ENOUGH **BOOKS** INTO THE HANDS OF ENOUGH **CHILDREN**"





YOU'RE INVITED TO

Dolly Parton's Imagination Library

# Storytime

SEPTEMBER 9, 2022 | 2:00 PM | PUBLIC LIBRARY

WITH SPECIAL GUEST READERS



### Community spotlight: Dolly Parton's Imagination Library now...

Dolly Parton's Imagination Library, launched in 1995, is dedicated to inspirin...

[ThomasToday.ca / Mar 7](#)

## ANTIGONISH, NOVA SCOTIA



### Antigonish

#### Antigonish Imagination Library

53 Sandersons Way  
ANTIGONISH, NS  
B2G 2L2

Contact: Kathleen Robertsson  
Phone: 19029635491  
Fax:  
Email: [guidingyoureverymoves@gmail.com](mailto:guidingyoureverymoves@gmail.com)



DONATE

Local Champion: Antigonish Imagination Library  
Total children covered by this affiliate: 411  
Total enrolled children in NS: 3911