let’s celebrate 15 years

3 million books

2020 ANNUAL REPORT
A lot can happen in 15 years. Our world has changed with the ever-present use of smart phones and handheld devices, the rise of social media, a great recession and the new gig economy. But one thing that hasn’t changed is the pure joy and immense value of snuggling with a small child and reading a book.

In January 2005, we launched Dolly Parton’s Imagination Library in Knox County to great fanfare. Perhaps, it was the anti-innovation innovation. Picture books and laps. Learning to love and learning to read. Since that time, despite a million screens and distractions, the love of reading is being instilled in our most precious children and setting them on a path of learning and compassion. Thank you for being part of the journey.
DOLLY PARTON'S IMAGINATION LIBRARY OF KNOX COUNTY

15 years ♥ 3 million books
59,930
grads

2005 to 2020
59,930 children graduated from Imagination Library in Knox County, from 2005 to September 2020. We are now graduating 2.56 times the number of children (per year) we were in 2005.

Total graduates
Knox County, 2005-2020

<table>
<thead>
<tr>
<th>Year</th>
<th>Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>1,957</td>
</tr>
<tr>
<td>2019</td>
<td>5,015</td>
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In January 2020, Knox County Imagination Library mailed its three millionth book.
5,177 new faces
enrollment sources
5,177 NEW REGISTRANTS IN 2019 CAME FROM VARIOUS SOURCES

- ONLINE: 3,189
- HOSPITALS: 791
- OTHER: 462
- SPECIAL EVENTS: 166
- WELCOME BABY: 149
- GOVERNMENT: 109
- HEAD START: 96
- LIBRARIES: 68
sowing seeds

PHOTOS COURTESY TEMPLE PHOTOGRAPHY

2005 to 2020

DOLLY PARTON'S IMAGINATION LIBRARY OF KNOX COUNTY
special events
SEEDS OF IMAGINATION
A LEGACY OF READERS

September 17, 2019
CHEROKEE COUNTRY CLUB
Nurturing children is much like nurturing seeds as they grow and thrive. We introduced the 'Seeds of Imagination' luncheon in 2019 to honor those who've helped nurture young minds and hearts. In our inaugural event, we honored Jinx Stapleton Watson for her lifetime of advocating for and educating both young and older minds in early childhood literacy.

EVENT RAISED
$64,593
TOTAL INCOME: $73,060; EXPENSES: $8,467
reaching out
2005–2020
Over the years, the board has developed creative events to promote and help raise funds for Imagination Library. From Radiothons and Strollerthons to cake competitions and even a humongous piggy bank challenge, our goal is to live up to our name.
**Under the Big Top Gala**

In 2017, we hosted our first gala, ‘Under the Big Top,’ at the Mill and Mine. The evening was based on the Imagination Library book, *Extraordinary Jane* by Hannah E. Harrison. The circus-themed event honored First Lady Crissy Haslam. Aerial artists delighted the crowd and set a high bar as the event raised over $63,000.

PHOTOS COURTESY TEMPLE PHOTOGRAPHY
Once Upon a Time Gala: The Story of Ferdinand

In 2018, we honored Dr. Joe Johnson at the ‘Once Upon a Time Gala: The Story of Ferdinand.’ The Spanish-themed fiesta featured flamenco dancers, music by Kukuly and the Gypsy Fuego, toreador marionettes, and a menu that included chorizo and churros. ¡Delicioso! The gala raised more than $76,000.
measuring up

2005 to 2020
**a deeper understanding**

Over the 15 years of our program, we’ve worked closely with Knox County Schools and other organizations to study the effects of Dolly Parton’s Imagination Library on the lives of children who receive the books. Every study has found a statistically significant correlation between receiving the books in the mail and reading proficiency.

Recently, we teamed up with Jillian McCarthy, PhD, CCC-SLP at UT to learn more about parents’ reading habits and the barriers that they perceive as impacting reading time with their children. The information gleaned from this study helps us tailor outreach and messaging to improve reading habits.

**RESULTS**

When thinking about reading with your child(ren), what is a barrier, or what is hard, about it? (Top 3 answers)

- **39%** Limited or no time for reading
- **23%** Child(ren) will not sit still
- **13%** My child(ren) rips the pages

**THE MAIN THEMES THAT EMERGED FROM THE SURVEY AND THE FOCUS GROUPS ARE:**

- Time is seen as a barrier
- Technology is seen as a negative
- Access to materials and supports for reading at home with young children need to be provided electronically as well as in a physical paper format
- There is a misconception that reading is done once a day for 30 minutes only
- There is a misconception that one’s spoken language skills do not influence reading
Governor’s Early Literacy Foundation

Governor’s Early Literacy Foundation (GELF), formerly Governor’s Books from Birth Foundation, lightens our load in Knox County and in every county across the state of Tennessee. In 2004, Dolly Parton worked with then-Governor Bredesen to form a foundation that would pay half the cost of all the books and mailing in this state. In 2019, the Foundation provided $246,298 for Knox County children.

Knox County Public Library

We are fortunate to have the administrative offices as part of the Public Library, which pays the overhead and salaries of a full-time Program Manager and a part-time Database Administrator.
revenues & expenses
YOUR DONATIONS BUY BOOKS.
PERIOD.

Total expenses for 2019 were $501,945 and book expenses were $492,596.

Total revenue for 2019 was $288,865, plus a $246,298 match from the Governors’ Early Literacy Foundation (formerly Governors’ Books from Birth Foundation).

98.14% OF EXPENSES WERE BOOKS.

GELF $246,298
UNITED WAY $90,000
BUSINESS/CORPORATE DONORS $74,000
SPECIAL EVENTS $65,000
GRANTS $42,000
INDIVIDUALS / FAMILY FOUNDATIONS $40,000
SMALL DONORS $34,477

98%
Dolly Parton’s Imagination Library of Knox County is proud to be a United Way of Greater Knoxville Partner Agency. Since 2015, their Education grant has been instrumental in the growth and financial stability of our program. It has allowed us to be able to continue our mission of ensuring early access to high-quality books to all children and promoting the value of reading to all families in Knox County. We are so thankful for their continued support!
<table>
<thead>
<tr>
<th>Amount</th>
<th>Donor Name/Entity</th>
<th>Amount</th>
<th>Donor Name/Entity</th>
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<tr>
<td>$90,000</td>
<td>United Way of Greater Knoxville</td>
<td>$1,000+</td>
<td>Dominion Development Group</td>
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<td>Haslam Family Foundation</td>
<td>$5,000+</td>
<td>City of Knoxville - Community Agency Grant</td>
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<td>Regal Foundation</td>
<td>Food City Charitable Foundation</td>
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<td>$10,000+</td>
<td>Dr. &amp; Mrs. Joe Johnson</td>
<td>Friends of Knox County Public Library</td>
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<td></td>
<td>The Boyd Foundation</td>
<td>Bill &amp; Crissy Haslam</td>
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<td>South College</td>
<td>Phillips &amp; Jordan</td>
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<td>$2,500+</td>
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<td>UT Medical Center</td>
<td>Stowers Machinery Corporation</td>
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<td>Knox County Grandparents</td>
<td>Wes and Liz Stowers</td>
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<td></td>
<td>Foundation</td>
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GIFTS, JANUARY 2019—OCTOBER 2020

INCLUDES DONATIONS RECEIVED FROM JANUARY 1, 2019 THROUGH OCTOBER 1, 2020. AMOUNTS REFLECT TOTAL GIFTS RECEIVED DURING THIS TIME PERIOD AND MAY INCLUDE MULTIPLE GIFTS.
GIFTS, JAN. 2019—OCT. 2020

$250+
Linda Adams
Gary & Julia Bentley
Between the Covers Book Club
Kati Blalock
William Burkhardt
John & Sandra Butler
Tim & Maggie Carini
Willard & Fay Carr
Sherry Chobanian
Mary Pom Claiborne
Miranda & Jon Clark
Patty Cochran
Betty Coley
Susan & Pye Conway
Emily Davenport
LaVance Davis
Martha Edington
Lyle & Robyn Edixon
Martha Emrey
Kim Herrman
Sara Holladay
Dean Hoskins
Andy & Kelly Huddleston
Katharine & Roger Killen
Matt & Ellie Kittrell
John & Holly Kizer
Michelle Kwon
Rosa Mar
David Martin
Lillian Mashburn
Charlie & Alice Mercer
Michael & Nancy Miller
Julie Morris
Matt & Tish Neilson
Dennis & Janis O’Callaghan
Robert & Barbara O’Laughlin
Yvette Parker
Nicole Pendleton
Mr. & Mrs. Don B. Preston
The Reading Club
Avice Reid
Angela Riedl
Jennie Ritchie
Howard Rosser
Clint Sattler & Jessica Birdsong
Douglas Seaton
Dr. & Mrs. Paul Serrell
Deanna Slagle
Steve & Natalie Smith
Sharon Smith
Satoko Takaki
Earl & Sheryl Taylor
Diana Tonn
United Way of Metropolitan Nashville
Russ & Holly Watkins
Julia Webb

$100+
David & Susan Benner
Tim & Jean Blackburn
Suzanne Bond
Lindsay Brazier
Jennings Brock
Catherine Bunch
Barbara Campbell
Juanita Cannon
Andrew & Ulla Carr
Sara Christensen
Zach & Julie Cochran
Norma Cook
Joan Dawson
Jane Dominick
Brian Donaldson
David Dotson
Andrea Dubois
JoAnn England
Anna Ford
Martha & James Gill
Kathryn Good
Keith Goodwin
Kristina Gordon
Duane & Marsha Grieve
Jenny Hall
Melissa Harrison
Lauren Herbstritt
Nelda Hill
Janice Hodges
Mary Bond & Andy Holt
Julia Hoppe
Rocio Huet
Meredith Hulette
Jane Hunter
Evan Janney
Shanna Jestic
Jeffrey Johnson
Jennifer Johnson
Rob Johnson & Elizabeth Justus
Abdul Kadir
Amy Kochanski
Nancy Maland
Kathy McGinnis-Craft
Amanda & Rameen Nasrollahi
Josh & Johanna Naugher
Terri Parsons
Margaret Petrone
Sara Phillips
Matthew Roach
Sam Roberts
Brooke Seigle-Rochelle
Jane Row
Barak Saltzman
Bert & Rusha Sams
Kendra Scott
Emily & Greg Stroud
Aubrey Thomas
Janice Threlkeld
Hailey Threlkeld
David & Brooke Thurman
Theresa Venable
Jinx Watson
Cindy Welch
Linda Williams
Deanna Yen
Under $100

Maria Adorati
Alpha Tau Chapter
Delta Kappa Gamma
Andrea Anderson
Robyn Askew
Mesa Associates
Mary Bedinger
Betsy Biedlingmaier
Ralph & Carol Bonnar
Celia Bright
Candy Brownlow
Helen & Joe Bruner
Suzanne Cada
Elisa Chesney
The Clark Family
Jeff Conyers
Charles & Mary Cottrell
Tim & Anne Crais
Christel Crawford
Ruthellen Crews
Diette Crocket
Jon Dittrich
Patricia Doonan
Robert & Anita Edlund
Vicki & Bill Evans
Lela Foley
Casey Fox
David Frey
Anna Fritz
Chris Geidner
Brian & Melody Gill
Millie Gimmel & Paul Laudenman
Tricia Goliminski
Steven & Jennifer Goodpaster
Tonya Green
Heather Griffin
Allan & Gail Grossman
Penn Grove
Meg Grunke
Margaret Hall
Abby Ham
Cree Ham
Tammy Hamby
Jennifer Harrell
Joanne Hayden
Robert Heller
Angie Howell
Mariea Hoy
Cindy Hutcheson
Jean Idell
James Johnson
Hortense Jones
Karen Karnes
Caty Kaye
Nancy Kelly
Lauren King
Amy Kochanski
Lisa Krajewski
Carol Krauss
Bill & Jan Larson
Susan Law
Donna Leach
Sherri Parker Lee
Anabel Lino
Catherine Luther
Jennifer Luttrell
Mercedes Mahsoob
Suzanne Marino
Haylee Marshall
Ginna Mashburn
Lorie Matthews
Fiona McAnally
Jillian McCarthy
Martha & Matthew McClellan
Brenda & Dennis McMahans
Jill McMaster
Jim & Becky Michalik
Amanda Middleton
Lisa Milligan
Carolyn Moore
Susan Moore
Ellen Morgan
Mary Morrow
Roger Nooe
Annie O’Brien
Becky Parks
Denise Pennington
Lorie Repka
Jennifer & Jason Riley
Amber Roberts
Meredith Roedel
Patricia Rutenberg
Carol Schappel
Maria & HC Schettler
Kelley Segars
Jesse Sellers
Hana Sherman
Jamie Singer
Kelci Slagle
Lynn Smith
Kevin & Alyssa Sprouse
Darlene St. Clair
Marshall Stair

many thanks

Jack & Joyce Tapscott
Mayne Thiele
Ryan Thompson
Beth Thurman
Paige Travis
Bill & Susan Tribble
Paul & Judy Trotter
Amy Turnblazer
Sam & Mary Ann Venable
Howard & Lynn Vogel
Mary Wargo
Carrie Wegryn
Kevin & Shannon Welch
Tracey Wiggins
Erven & Elnora Williams
Michael Wirth
Reagan Womack
Tess Woodhull
Rebecca Young
Lynn Zorn

15 years ♥ 3 million books
devoted board

2005 to 2020
Since its inception in 2005, the Advisory Board has been dedicated to raising the funds to register and mail age-appropriate books to the youngest children in Knox County. The enthusiasm, creativity and willingness of the board members has insured that donors and sponsors as well as successful fundraisers help us meet our financial needs to provide the books and mailings. Hats off to our Advisory Board for continuing to expand the vision of Dolly Parton’s Imagination Library of Knox County.

The board is led by our dedicated president Bonny Naugher.
2019 ADVISORY BOARD
Bonny Naugher, Chair
Mary Pom Claiborne
Zach Cochran
Lyle Edixon
Abby Ham
Crissy Haslam, Honorary
Angie Howell
Dr. Joe Johnson
Rachel Kinney
Adam Moore
Matt Neilson
Yvette Parker
Beth Parks
Clint Sattler
Dr. Susan Scott
Tom Shaw
Kelly Taylor
Paige Travis
Tess Woodhull
Chelsey Vaughn

PROGRAM MANAGER
Danielle Velez

Matt Neilson
PYA

ANGIE HOWELL
EAST TN CHILDREN'S HOSPITAL

Bonny Naugher
WITH PROGRAM MANAGER
Danielle Velez

Crissy Haslam
AT THE 2017 ‘UNDER THE BIG TOP’ GALA WITH
Rachel Kinney

Clint Sattler
WITH WIFE, JESSICA, AT THE 2018 ‘ONCE UPON A TIME’ GALA

Abby Ham
EMCEES THE 2018 ‘ONCE UPON A TIME’ GALA
Dolly Parton’s Imagination Library of Knox County is made possible by the support of Mayor Glenn Jacobs, Knox County Public Library, Governor’s Early Literacy Foundation, Friends of the Knox County Public Library and United Way of Greater Knoxville.