



UNITED WAY OF THE LAKESHORE PARTNER AFFILIATE

DOLLY PARTON'S IMAGINATION LIBRARY REPORT

Serving Muskegon, Newaygo, & Oceana Counties

United Way
of the Lakeshore



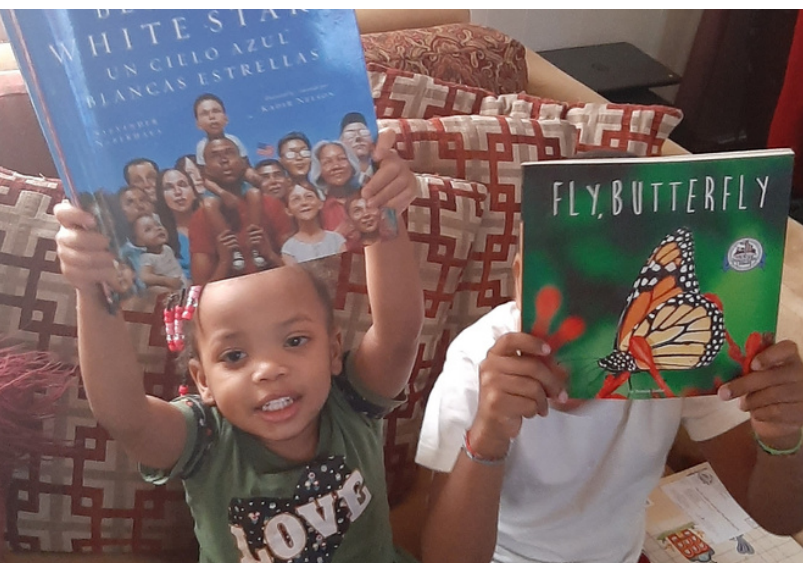
Year of 2020

WHAT IS DOLLY PARTON'S IMAGINATION LIBRARY (DPIL)?

In 1995, Dolly Parton launched an exciting initiative to benefit the children of her home county in East Tennessee. Her dream was to foster a love of reading among her county's preschool children and their families by providing them with the gift of a specially selected book each month. She wanted children to be excited about books and feel the magic that books can create, and to ensure that every child would have access to quality books, regardless of their family's income. This initiative is now a national and global program managed by the Dollywood Foundation and brought to our local community by United Way of the Lakeshore.

HOW IT WORKS:

All children under the age of five residing in Muskegon, Newaygo, or Oceana Counties are eligible to participate. Each month, every registered child receives a free, high-quality, age-appropriate book through the mail, continuing until the child turns five years old. Imagine every child having their own library of 60 books by the time they go to kindergarten!



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History

Thanks to generous donors like Kathy Evans, the Morgenstern Family, the Muskegon County Great Start Collaborative, and all those who donated through the Nichols "Matching in March" campaign, we are able to bring this wonderful program to families in Muskegon and Oceana counties.

Kathy was awarded the Patricia B. Johnson Award for Community Leadership and Innovative Grantmaking in 2014, which included an Impact Grant from the foundation to the nonprofit of her choice. She chose United Way of the Lakeshore, using the funds to help launch the Dolly Parton's Imagination Library program in our community. The Morgenstern children and grandchildren made a donation to United Way of the Lakeshore in honor of Richard and Nancy Morgenstern as a Christmas gift that same year. This generous donation was also used to help establish the Dolly Parton's Imagination Library program. A grant from the Muskegon County Great Start Collaborative rounded out the initial funding to get the Library up and running. With their help, we were able to start a pilot program for children age birth to five in Holton and Muskegon Heights.

In 2017, Nichols generously offered to match up to \$25,000 in donations during March is Reading month, raising nearly \$50,000 to expand the program! In 2018, Nichols generously offered another match - up to \$35,000! Thank you, Nichols, for your continued commitment to our littlest learners.

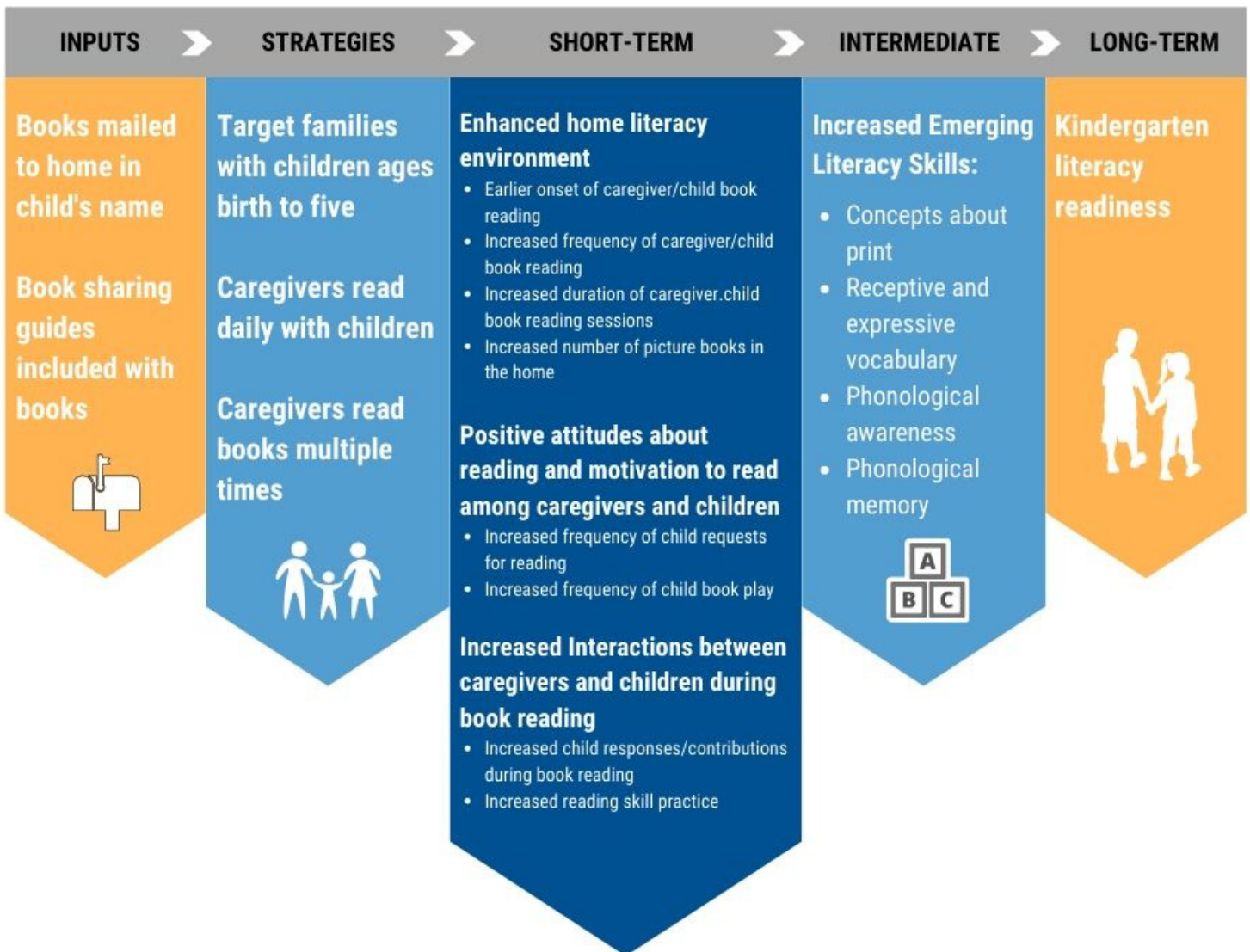
We are so grateful for the support of those who understand the importance of having this program in our community!



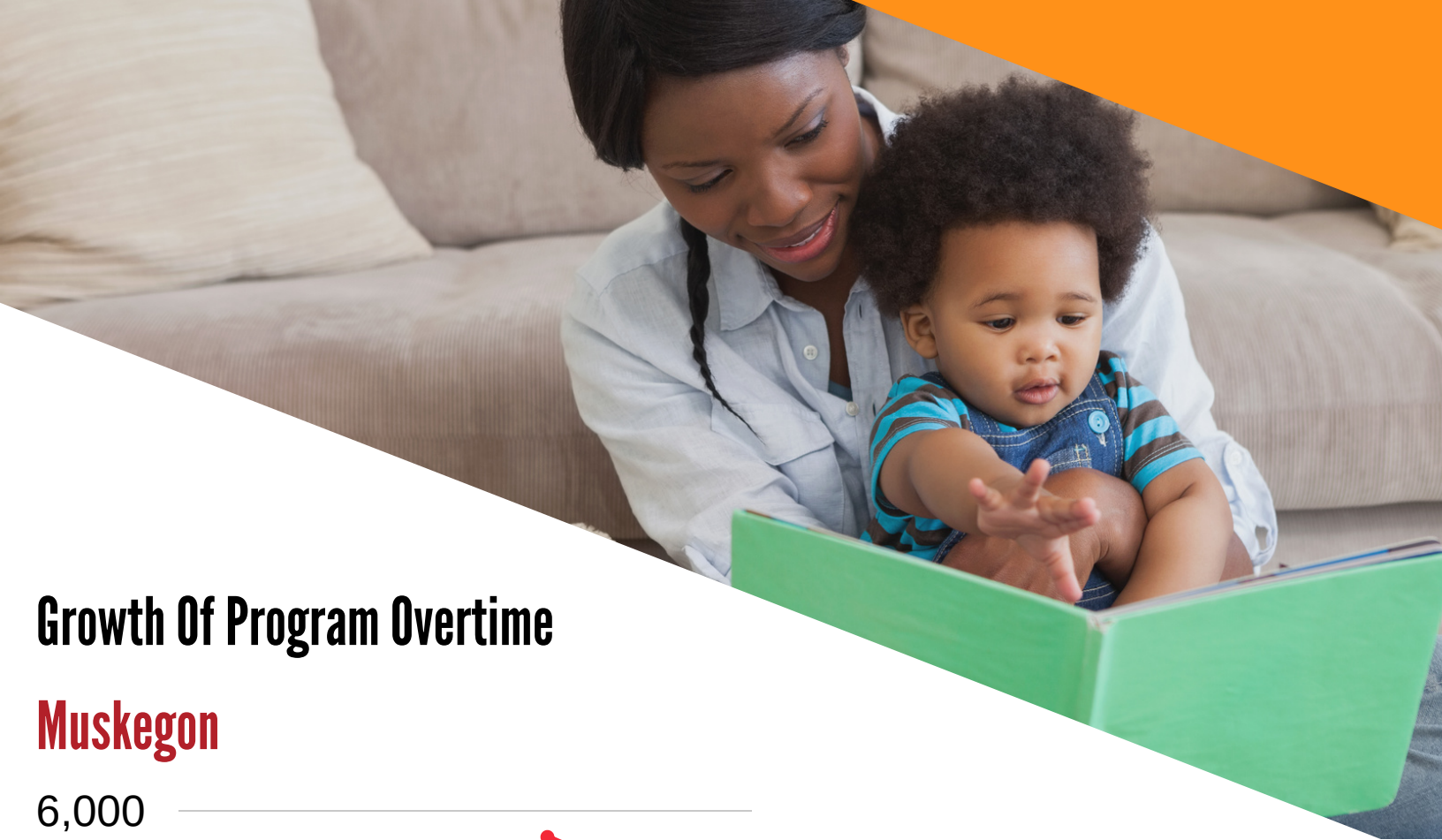
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Logic Model

The Dollywood Foundation is committed to supporting local Imagination Library programs and communities. One focus of our recent work has been identifying common outcomes for all Imagination Library programs. This will ensure we are all on the same page and provide the best program possible for children and families. These research-based outcomes were identified through reviews of the literature and are considered to be building blocks for lifelong literacy, supported by the research, and aligned with the Imagination Library’s philosophy and goals.

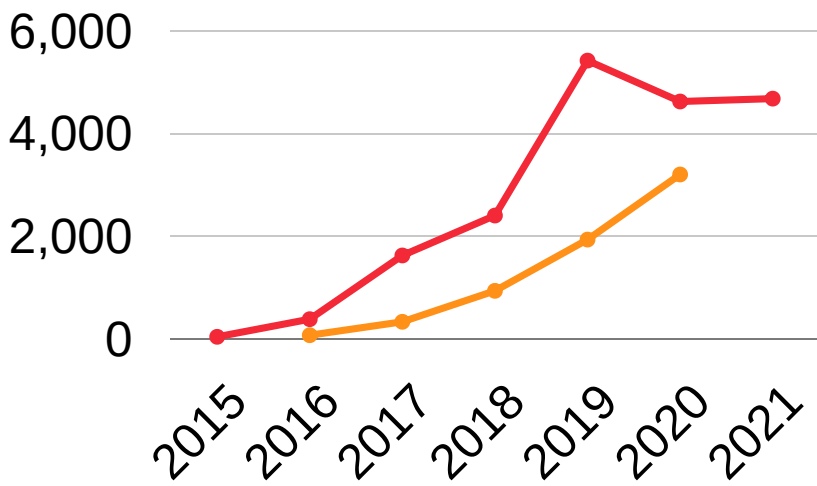


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Growth Of Program Overtime

Muskegon

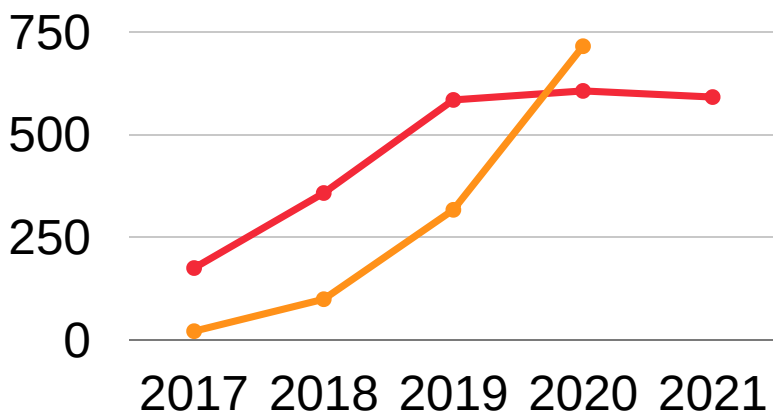


4,685 Children are currently enrolled in Muskegon County. That's 44% of the eligible children in Muskegon County.

Key

- Total # of children currently enrolled in December of that year.
- Total # of children who graduated from the program overtime.

Oceana



592 Children are currently enrolled in Oceana County. That's 42% of the eligible children in Oceana County.



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Zip Code Data! Muskegon

ZIP CODE	CHILDREN ENROLLED	SCHOOL DISTRICT
49303 - Bailey	2	Grant
49318 - Casnovia	3	Ravenna
49415 - Fruitport	146	Ravenna, Fruitport
49425 - Holton	99	Holton
49437 - Montague	132	Montague, Whitehall, Holton
49440 - Muskegon	25	Muskegon, Mona Shores
49441 - Muskegon, Norton Shores	995	Muskegon, Mona Shores
49442 - Muskegon	1247	Fruitport, Muskegon, Oakridge, OV, RP
49443 - Muskegon - PO Box	8	
49444 - Muskegon, Heights, Norton Shores	724	Fruitport, Muskegon, Muskegon Heights, Mona Shores, Orchard View
49445 - North Muskegon	544	Muskegon, North Muskegon, Orchard View, Reeths Puffer, Whitehall
49448 - Nunica	3	Fruitport
49451 - Ravenna	153	Ravenna, Oakridge
49456 - Norton Shores, Spring Lake	16	Mona Shores
49457 - Twin Lake	312	Holton, Oakridge, Orchard View, Whitehall
49461 - Whitehall	220	Whitehall, Montague, Reeths Puffer

Zip Code Data! Oceana

ZIP CODE	CHILDREN ENROLLED	SCHOOL DISTRICT
49420 - Hart	203	Hart
49421 - Hesperia (showing as Oceana County)	6	Hesperia, Fremont, Hart, Shelby, Baldwin, Walkerville, White Cloud, Holton
49436 - Mears	30	Pentwater, Hart, Shelby
49437 - Montague (showing as Oceana County)	5	Whitehall, Montague, Shelby, Holton
49446 - New Era	63	Montague, Shelby
49449 - Pentwater	45	Ludington, Pentwater, Hart, Mason County (Central & Eastern)
49452 - Rothbury	61	Whitehall, Montague, Shelby, Hesperia, Holton
49455 - Shelby	185	Shelby, Hart, Hesperia, Montague
49459 - Walkerville	9	Walkerville, Hesperia, Mason County (Central & Eastern), Hart

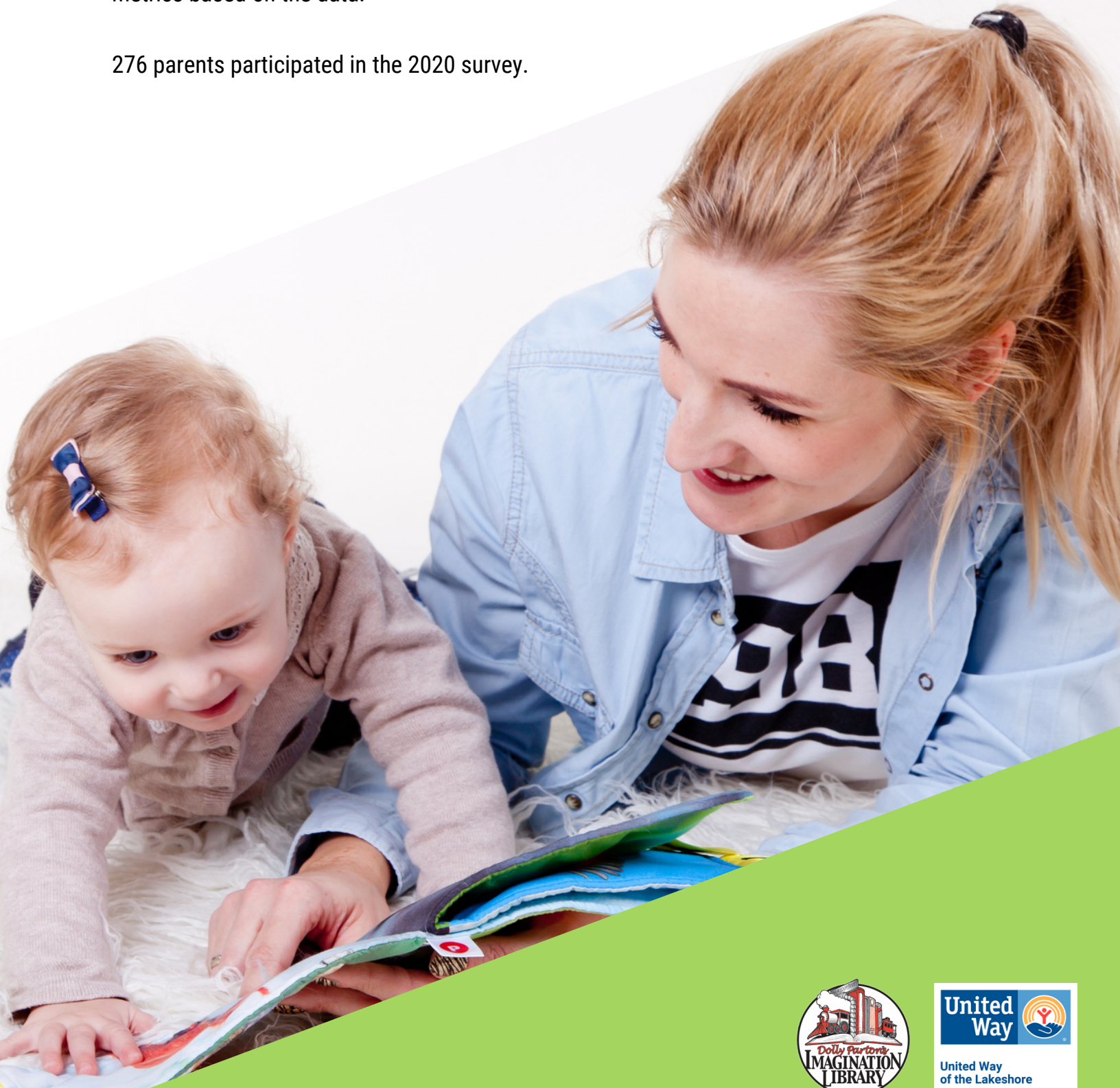


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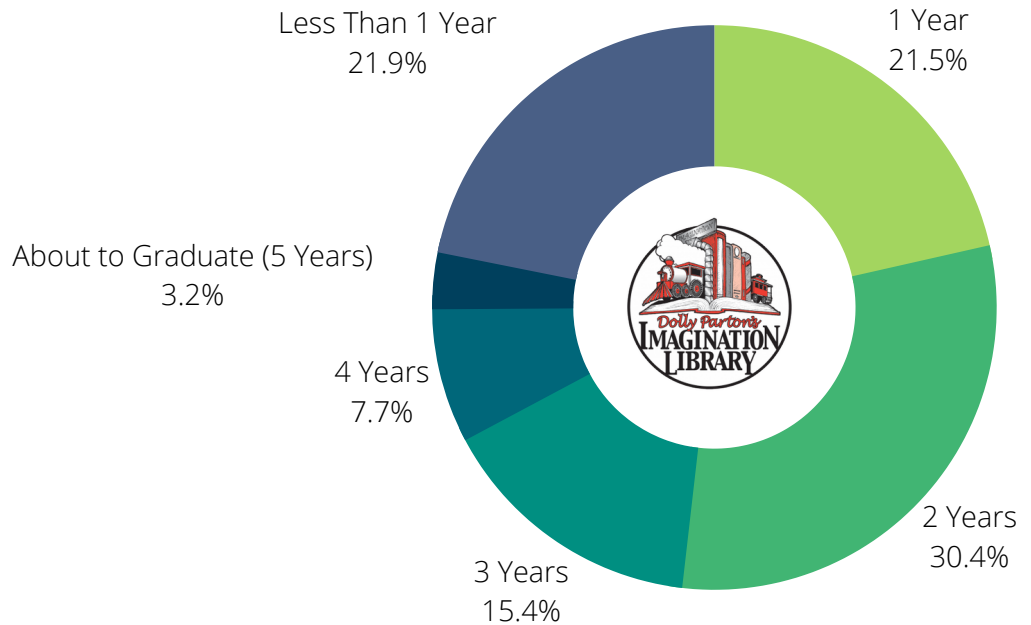
Survey

United Way of the Lakeshore conducts a survey every year in March with the parents enrolled in the program. The following pages are examples of testimonials and calculated metrics based on the data.

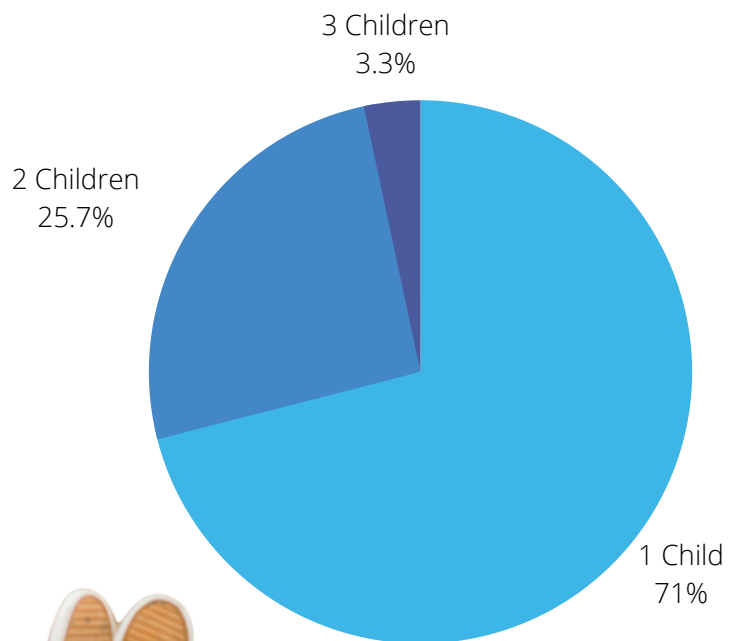
276 parents participated in the 2020 survey.



How Many Years Has Your Child Been In The Dolly Parton's Imagination Library?

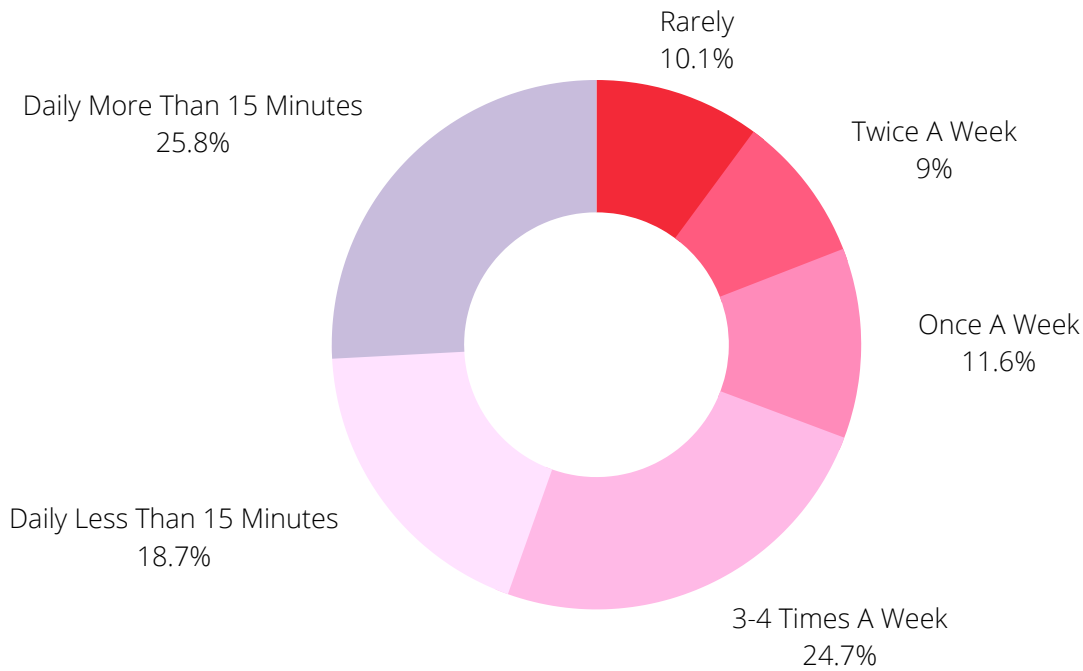


How Many Children Do You Have Enrolled?

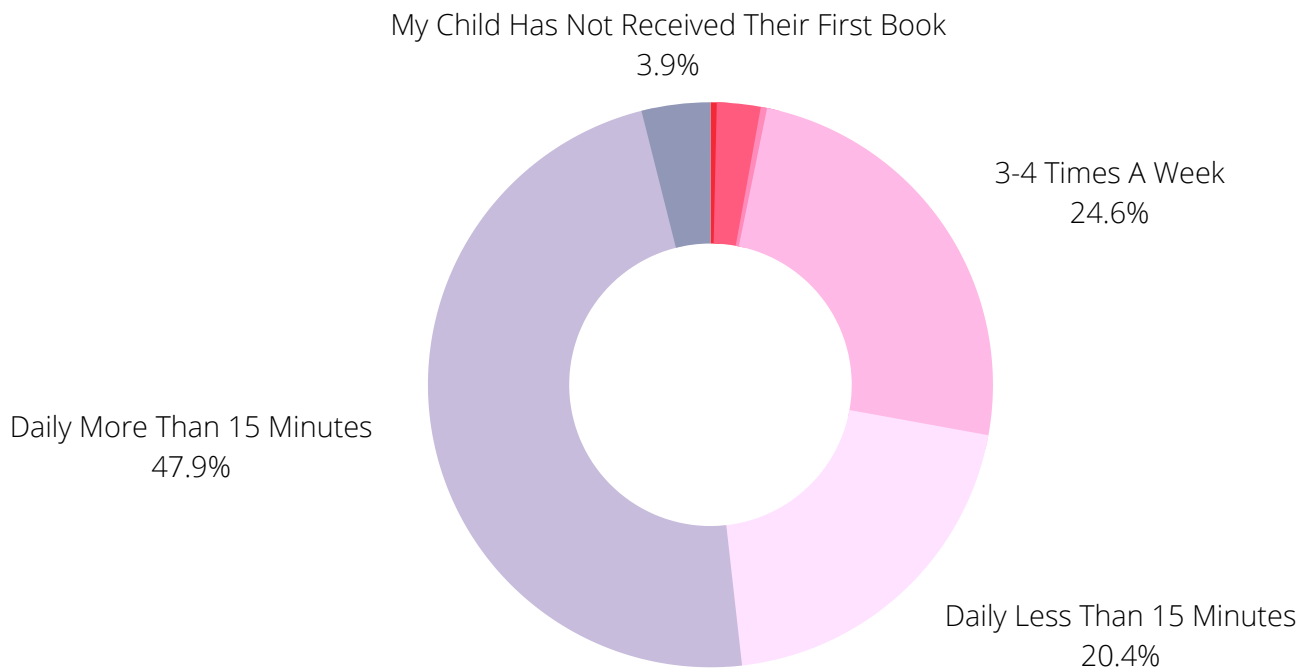


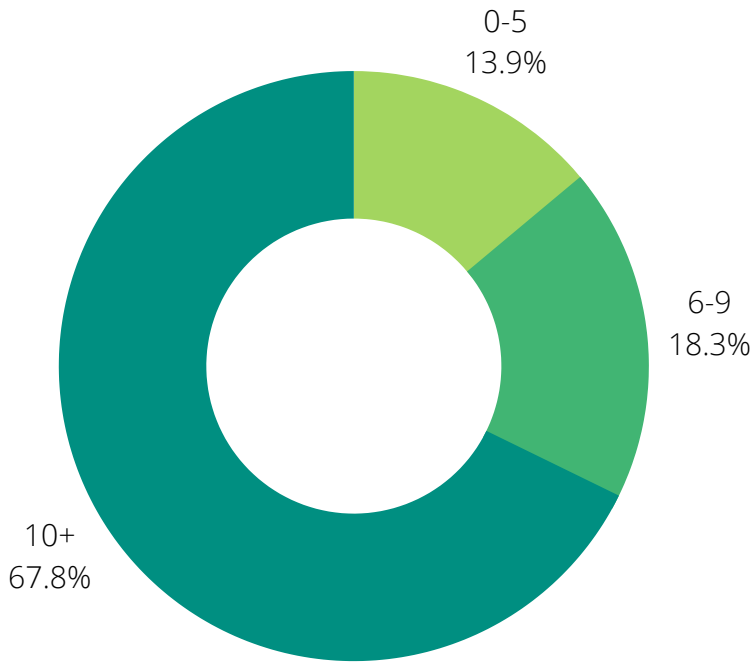
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BEFORE joining the Dolly Parton's Imagination Library, how many times per week did you read with your child?



AFTER joining the Dolly Parton's Imagination Library, how many times per week did you read with your child?





BEFORE joining the Dolly Parton's Imagination Library, how many books were in your home?

91% of children in the program look through books to pretend to read! This is great creative growth for children as they make up stories to go along with the pictures and words!



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92% of surveyed parents reported that the Imagination Library through United Way of the Lakeshore helped prepare their child for kindergarten!

"Providing a wide array of books to support his learning of colors, numbers, etc, and expand his imagination beyond the four walls of our house. It has also definitely helped with his pre-reading skills - increasing his vocabulary, and opening his mind to the concept of phonics." - Michael, Muskegon Public

"We work on attention during reading sessions and not interrupting." - Cheryle, Reeths Puffer

"Even if he is not in kindergarten yet it provides books and encourages nightly reading which helps with his vocabulary. He is only one year old and already can say a few words." - Kerri, Mona Shores

"I am a firm believer that the more you read with your child and talk to them the better they will be at communicating and literacy." - Rachel, Mona Shores

"Reading, studying pictures, learning words as he grows! Also learning Spanish, we love the books with both English and Spanish!" - Nicole, Fruitport

"She recognizes letters and pronunciation very well, I'm confident going into Kindergarten!" - Christine, Muskegon Public

"She's a wiz at letters and colors! She is starting to get animals and other things too!" - Doug, Muskegon Heights

"She has an extensive vocabulary and knows her ABCs!" - Jennifer, Orchard View

"They are great at holding a book and turning pages, tracking words, repeating phrases, and retelling. I love the questions in the back of some of the books." - Kaley, Montague



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93% of surveyed parents reported that the Imagination Library through United Way of the Lakeshore helped them as a parent!

"it's motivated me to want to read to them, and made me more aware that I should be!" - Jessica, Catholic Central

I can relax about providing a diverse set of books for my child. It helps prevent "mom guilt" in the book area." - Linda, Fremont

"It made us feel closer and we will always have bedtime stories." - Gabrielle, Newaygo

"It has reinforced the importance of reading to us as parents and our child." - Sara, Fruitport

"As soon as we get a book we sit down and read. And then we read again at bedtime. Before getting books in the mail we only read at bedtime." - April, Fruitport

"As I mom, I greatly value having books to offer and read to the kids. Getting a book each month takes a weight off my shoulders trying to think about which books to get... trusting they will be getting good ones in the mail." - Marissa, Hart

"I feel more accomplished knowing my child is getting an education and also having fun at the same time." - Kellie, Holton

"Keeps us accountable and keeps our attention when he wants to read new books." - Liz, Montague

"It has definitely expanded our ideas of what sorts of books Sam would enjoy. It's given us lots of opportunities to snuggle up together and read new books, and since he loves to memorize them, we get the joy of seeing him fall in love with the books and tell US the stories!" - Michelle, Muskegon Public

"Makes me appreciate the little moments in life and quality time with my babies." - Samantha, Oakridge

"We can't afford much, my son loves books and he shares them with his brother and it cost us nothing" - Jennifer, Whitehall



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What Parents Say About The Program:



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