

let's *celebrate* **15**
years



20
05
20
20




3 million
books





15 years

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.





59,930
grads



2005 to 2020

DOLLY PARTON'S IMAGINATION LIBRARY OF KNOX COUNTY



total graduates KNOX COUNTY, 2005-2020

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.

2006

1,957



2019

5,015



3 million *books*



*In January 2020, Knox County
Imagination Library mailed its
three millionth book.*

total books mailed

KNOX COUNTY, 2005-2020



5,177
*new
faces*



2005 to 2020

DOLLY PARTON'S IMAGINATION LIBRARY OF KNOX COUNTY

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





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



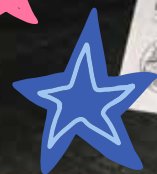


special events

OUTREACH & FUNDRAISING

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

2017
HONOREE
CRISSY
HASLAM





2018 HONOREE
DR. JOE JOHNSON

***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

DOLLY PARTON'S IMAGINATION LIBRARY OF KNOX COUNTY

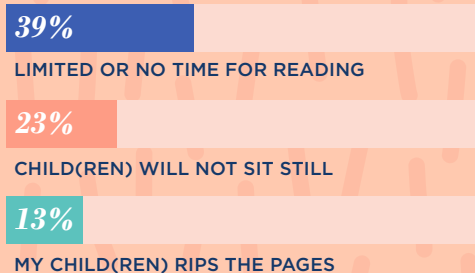
a deeper understanding

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)



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

committed *partners*

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.



FORMER GOVERNOR
BREDESEN

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.

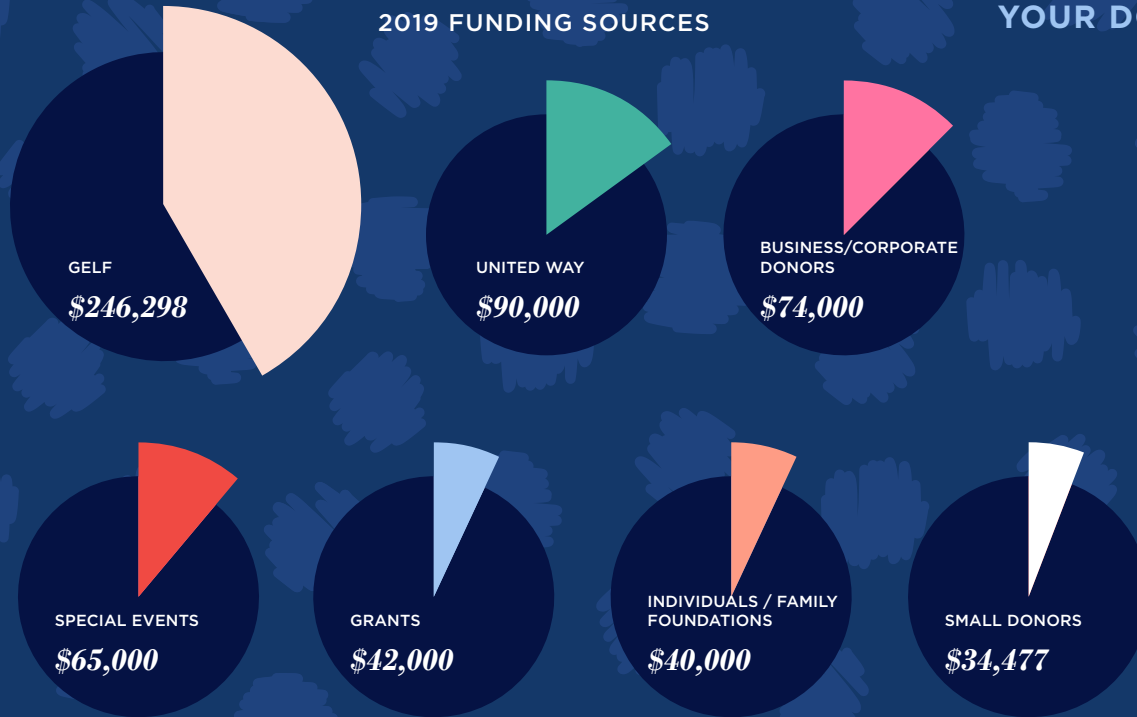


KNOX COUNTY MAYOR
GLENN JACOBS

revenues & expenses

YOUR DONATIONS BUY BOOKS.
PERIOD.

2019 FUNDING SOURCES



98.14% OF EXPENSES
WERE BOOKS.

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).



UNITED WAY OF GREATER KNOXVILLE PARTNER AGENCY

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!

generous
donors

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.

\$90,000

United Way of Greater
Knoxville

\$40,000+

Haslam Family Foundation
Pilot Flying J
Home Federal Bank

\$30,000+

Regal Foundation
Variety the Children's
Charity

\$10,000+

Dr. & Mrs. Joe Johnson
The Boyd Foundation
South College
UT Medical Center

\$5,000+

City of Knoxville-
Community Agency Grant
Food City Charitable
Foundation
Friends of Knox County
Public Library
Bill & Crissy Haslam
Phillips & Jordan
RJ Young
Stowers Machinery
Corporation
Wes and Liz Stowers

\$2,500+

Cochran Family McDonald's
Cornerstone Fund
Joanne & Kirk Huddleston
James & Beverly Milam
Shafer Insurance
Agency, Inc.

\$1,000+

Dominion Development
Group
Litton and Nancy Cochran
Peggy & Jerry Faerber
Knox County Public Library
Foundation
Knoxville Pediatrics
Associates
Bonny & Doug Naugher
Paddison Charitable
Foundation
Pinnacle Bank
Ben & Sara Pinnell
Rich & Jane Ray
Knoxville News Sentinel
Sarah Stowers
UT Hodges Library
Jill Van Beke

\$500+

Bearden Pediatric Dentistry
Buddy's Bar-b-q
Maze Bolin
Priscilla Bright
James & Courtney Choo
Betsey Creekmore
Roger Doane
Tom & Nancy Gilmore
Cazzy's Grill
Scott & Sarah Griswold
Ian Hennessey
Raymond James
Marc & Rachel Kinney
Adam & Amber Moore
Katherine Naugher
Brandon & Beth Parks
Susan & Peter Scott
Matt & Kelly Taylor
Adelia Thompson
Jackson & Chelsey Vaughn
Jacqueline Whittemore

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 Jestice
 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
Laudeman
Tricia Gomulinski
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
Sherrri 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
McMahan
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

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

*many
thanks*





devoted *board*





PICTURED, CLOCKWISE FROM TOP: THE BOARD CELEBRATES 10 YEARS OF IMAGINATION LIBRARY (2015); BOARD PRESIDENT BONNY NAUGHER (CENTER) RECEIVES AN AWARD FOR VOLUNTEER SERVICE IN EAST TENNESSEE (2019), AVICE REID "GETS CAUGHT READING" (2016); BOARD MEMBERS AT EMPTY STOCKING FUND (2010); THE BOARD AT 'ONCE UPON A TIME GALA: THE STORY OF FERDINAND' (2018); BONNY & CHRISTIE KNAPPER AT THE GREAT CAKE BAKE (2012); HONORARY BOARD MEMBER CRISSY HASLAM PRESENTS THE ONE MILLIONTH BOOK (2011)

advisory board IMAGINATION LIBRARY OF KNOX COUNTY

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.

PICTURED AT RIGHT:
2019 SPECIAL EVENTS COMMITTEE

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



Bonny Naugher
WITH PROGRAM
MANAGER
Danielle Velez



Angie Howell
EAST TN CHILDREN'S
HOSPITAL



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



Yvette Parker
PARENTS
AS TEACHERS



Abby Ham
EMCEES THE 2018
'ONCE UPON A
TIME' GALA



Lyle Edixon
WITH WIFE ROBYN AT
THE 2017 'UNDER THE
BIG TOP' GALA



Tess Woodhull
KNOXVILLE
NEWS SENTINEL



Tom Shaw
THERMAL LABEL
WAREHOUSE



Paige Travis
CITY OF
KNOXVILLE



Beth Parks
WITH HUSBAND,
BRANDON AT THE
2018 'ONCE UPON
A TIME' GALA

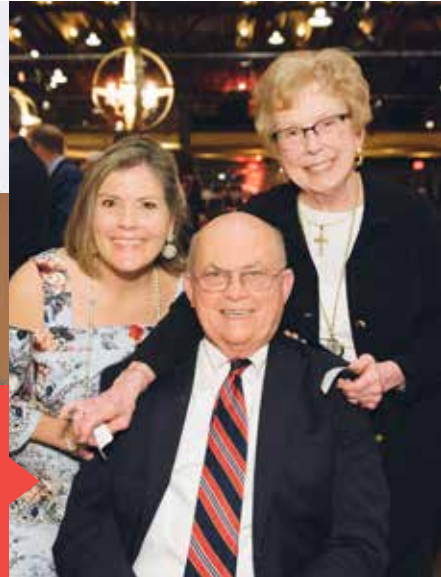
Chelsey Vaughn
PHILLIPS & JORDAN



Dr. Susan Scott
AND DAUGHTER
AT THE 2018 'ONCE
UPON A TIME' GALA



Dr. Joe Johnson
PRESIDENT EMERITUS,
UT, WITH WIFE PAT &
**Mary Pom
Claiborne**



Adam Moore
PINNACLE
FINANCIAL
PARTNERS

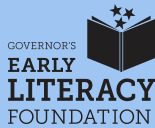
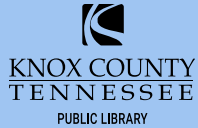
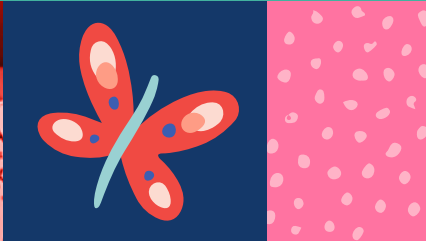
Zach Cochran & Kelly Taylor
AT THE 2019 'SEEDS OF IMAGINATION' LUNCHEON
WITH DOLLYWOOD FOUNDATION PRESIDENT
David Dotson





*Dolly Parton's
Imagination Library
of Knox County*

500 W. Church Ave.
Knoxville, TN 37902



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.

