

Dolly Parton's Imagination Library

in Sacramento County

September 4, 2024



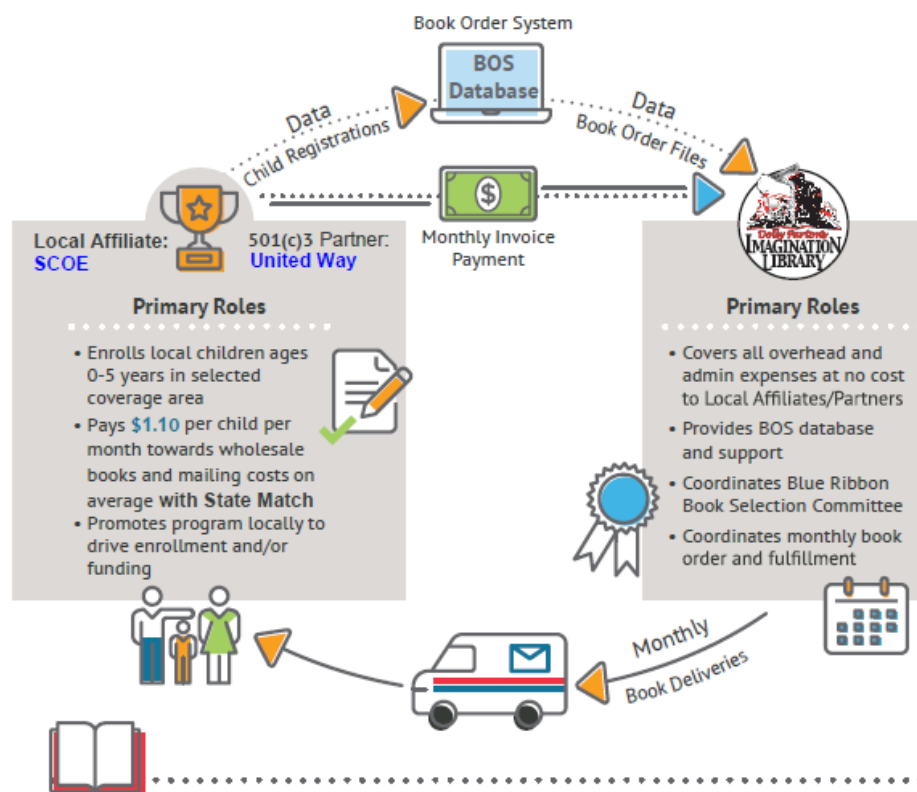
- Approximately 98,692 children under 5 live in Sacramento County.
- There is an estimated take-up rate of 65% or 64,149 children at full implementation.
- Book cost is \$2.20 per child/per month with state covering half of the costs (\$1.10 per child/per month).
- \$170,000 has been secured to launch the project.

How It Works



How It Works

in California



Local Affiliate:
SCOPE



501(c)3 Partner:
United Way

Primary Roles

- Enrolls local children ages 0-5 years in selected coverage area
- Pays \$1.10 per child per month towards wholesale books and mailing costs on average **with State Match**
- Promotes program locally to drive enrollment and/or funding



Primary Roles

- Covers all overhead and admin expenses at no cost to Local Affiliates/Partners
- Provides BOS database and support
- Coordinates Blue Ribbon Book Selection Committee
- Coordinates monthly book order and fulfillment



Monthly Book Deliveries



- ▶ Local Affiliate may be a business, school district, solo, etc. Need 501(c)3 non-profit partner to get non-profit mailing rates
- ▶ Books arrive at child's home with name on the mailing label
- ▶ At no cost to the family, books are delivered monthly to children from birth to age 5 in a designated coverage area



Scaling up over 5 Years

| Year | Percent of children participating by end of Year | Children Participating by end of Year |
|----------|--|---------------------------------------|
| 1 | 20% | 12,830 |
| 2 | 40% | 25,660 |
| 3 | 60% | 38,490 |
| 4 | 80% | 51,312 |
| 5 | 100% | 64,149 |
| Annually | 100% | 64,149 |

Timeline

- **Fall**
 - Soft launch to targeted zip codes
 - Developing communications and marketing
 - Continue fundraising efforts
- **Spring**
 - Official Launch
 - Continue fundraising efforts and marketing

DOLLY PARTON'S
IMAGINATION LIBRARY
IS EXPANDING STATEWIDE IN
CALIFORNIA!
BILINGUAL ENGLISH/SPANISH
BOOK LANGUAGE OPTION AVAILABLE!



Dolly Parton's Imagination Library se está expandiendo en todo el estado de California!
Opción disponible de libros bilingües Inglés/Español

Join us!

- Sign up to join for a subgroup!
<https://tinyurl.com/DPILinSacCounty>



Questions & Comments

“You can never get
enough books into
the hands of enough
children.”

Dolly

