

Why Books?

For want of a book...



60% of kindergartners in neighborhoods where children did poorly in school did not own a single book.



4th graders with fewer than 10 books in their home had lower average reading scores than their peers with more

Children who have not developed some basic literacy skills *by the time they enter school* are three to four times more likely to drop out in later years.

And right now, too many Alaska children, about 40%, are entering kindergarten without those skills.



BEST BEGINNINGS

Alaska's Early Childhood Investment

Best Beginnings' Three Top Priorities:

1. promoting parents as their children's first and most important teachers;
2. making quality child care and early learning opportunities available to all families who want them; and
3. making early learning a priority in Alaska.

How Imagination Library works...



- Parents can sign up their child at any time before the child turns 5, even as early as birth.
- A book is mailed every month to that child.
- Donations support the program, so there is no charge to the families.
- The age-appropriate books are chosen by experts, starting with *The Little Engine That Could*.

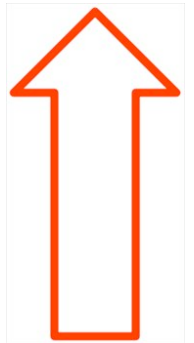
What Imagination Library Books Do...

In Juneau



Before Imagination Library (2005) → only 50% of Juneau parents were reading daily with their preschoolers

After Imagination Library (2007) → 76% of parents are now reading an average of a book a day or more



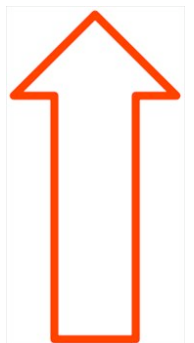
In Hawaii



Before: → 51.7% of parents read to their Children

After: → 81.3%

98% of parents went up from once a week, and 52% of them went to once a day



In Michigan



76% of parents surveyed report that their child is **more enthusiastic about books**

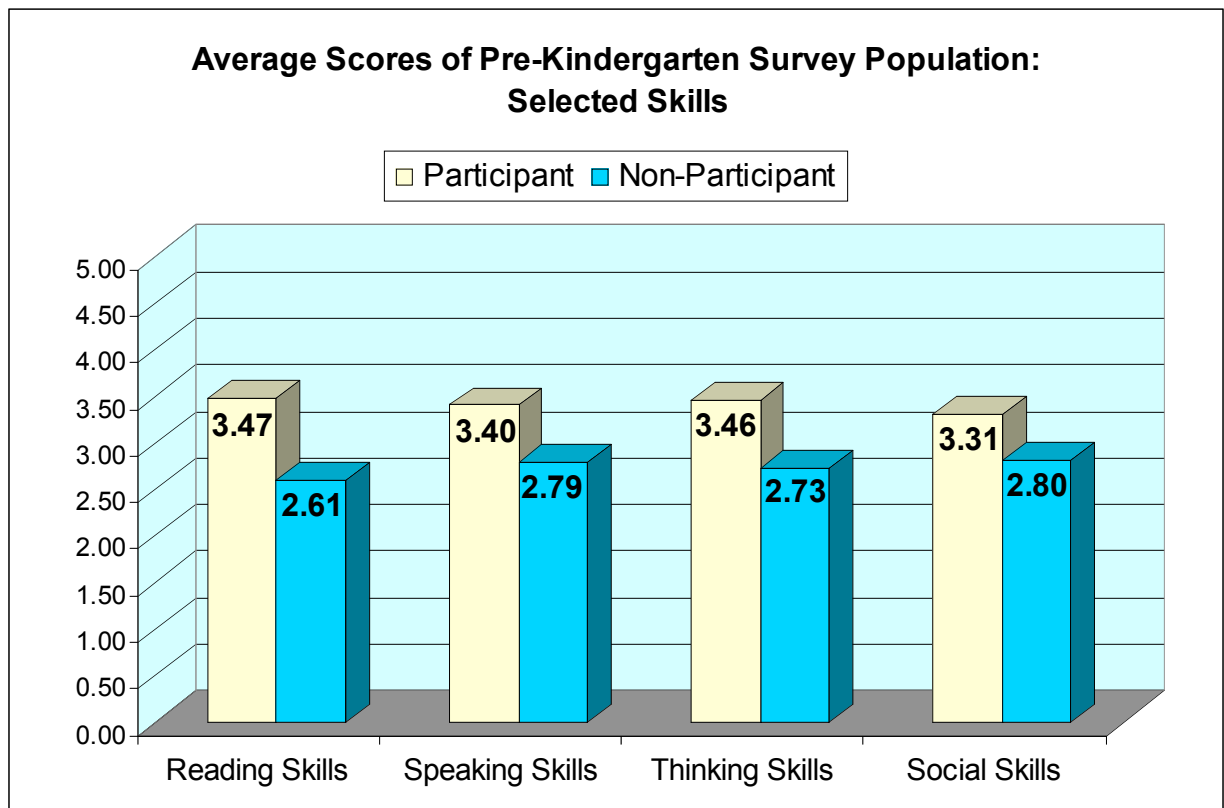


62% of parents report that **their child asks to be read to** more often



70% of parents report that their child **spends more time looking at or playing with books** by themselves

In Tennessee



Tennessee Board of Regents, January 2008

Next Steps...



Define your geographic area (zip code, school district, village, region)



Identify your Local Champions, people or organizations who will take on:

- Enrollment of children
- Fund raising
- Publicity
- Data entry and database management
- Family programs to add value to the books

501(c)3

Identify a non-profit organization to meet postal regulations.



Determine how many children in your community are under five years old.

Census information: <http://factfinder.census.gov>



The cost per child per year is \$30 for 12 books and postage. Decide how many children you can register. The goal is usually 20% of eligible children the first year.



Sign up with the Dollywood Foundation at www.dollysimaginationlibrary.com.



If you have any questions or need any assistance, please call!

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