



Please help us continue to get high quality books in the hands of children in our community.

Contact Jessica to discuss how you can help! 250-785-2110 or [executivedirector@fsjliteracy.ca](mailto:executivedirector@fsjliteracy.ca)

Reading aloud to children, starting at birth, helps build brain connections during the first five years (when 90% of a child's brain development happens).

Pre-reading skills don't just assist with word and letter recognition, they promote confidence and help children communicate their own thoughts and ideas.

Children who develop strong early literacy skills are more likely to succeed academically, exhibit higher levels of self-confidence, and actively engage in learning experiences

Dolly Parton's Imagination Library is dedicated to inspiring a love of reading by gifting books free of charge to children from birth to age five.

Since the program began in our area, 968 children have graduated the program (reached the age of 5). Currently 695 children receive books monthly but we have a waiting list of children that we are unable to enrol due to funding constraints.

We need your help, not only to continue, but to grow this program so that all children in our community can build their love of reading!



## Building a Love of Reading One Book at a Time

It's easy to understand how important it is to ensure all children have access to books and how it will encourage early literacy and set children up for success, but DPIL is so much more! We asked some children and their parents to come see us with some of their favourite Dolly Parton Imagination Library books, and guess what happened? A story broke out! (Well, actually many stories.) Parents read to children, siblings read to younger siblings, and everyone enthusiastically told us about their favourite books (even when they couldn't pick just one!). Even some that graduated years before got to relive some of their favourites.

### Here's what parents are saying...

"I regret not having signed up my first child. When I heard about it, it sounded too good to be true."

"It's not just about the books, it's about the trip to the mail and the quality family time that follows."

"I am amazed by the quality of the books. I have 3 children and there have only ever been a few duplicate books over the years."



## Current State of the Dolly Parton Imagination Library in our Region

**Enrolment: 695 ~ 25% of population, 958 children have graduated (reached age of 5)**

Program is funded by generous donations from our business community and FSJLS fundraising activities. Without funding consistency, we've been unable to grow the program or maintain enrolment numbers. We've had no active marketing of the program in many years as we know the interest would overwhelm our opportunity to ensure the funding for participants until they reach the age of 5. Even without marketing, our wait list continues to grow and many children "age out" without ever being enrolled. **Contact Jessica to discuss how you'd like to help: [executivedirector@fsjliteracy.ca](mailto:executivedirector@fsjliteracy.ca) or call 250-785-2110.**

### Year 1 - 2024/2025

Enrolment Goal: 1,130  
% of Population: 40%  
Monthly Budget: \$5,000  
Annual Budget: \$60,000  
Sponsorship Goal: \$45,000

### Year 2 - 2025/2026

Enrolment Goal: 1,300  
% of Population: 45%  
Monthly Budget: \$5,800  
Annual Budget: \$69,600  
Sponsorship Goal: \$52,200

### Year 3- 2024/2025

Enrolment Goal: 1,465  
% of Population: 50%  
Monthly Budget: \$6,500  
Annual Budget: \$78,000  
Sponsorship Goal: \$58,500

## There's many ways to support the DPIL

Make a 3 year commitment  
(Upfront or Billed Annually)

Tier 1 \$14,000 / \$5,000

Tier 2 \$8,000 / \$3,000

Tier 3 \$5,000 / \$2,000

Make a 1 year commitment

Tier 1 \$6,000

Tier 2 \$4,000

Tier 3 \$3,000

Supporter \$500

Commit to an amount and term that works for you.

Work with us on a Fundraiser or Challenge, eg. sponsor a child (\$50) for every house sold, test drive or other activity that makes sense for your business.

## Showing our Thanks for Your Support

Having spent time with parents and children who participate in DPIL, we could just tell you about the impact your support has in setting the region's children up for learning success but we'd rather show you and provide you ongoing information about the impact your support is having in our community.

### Supporters will receive:

- Charitable Donation receipt
- Quarterly Program newsletters which will include financial reporting for the program, statistics and information about the impact of your support
- Recognition on the mailer card that goes out with each book (Tier 1 - 2 months, Tier 2 - 1 month)
- Recognition in quarterly newsletters to parents.
- Recognition on FSJLS marketing of the DPIL program (give-aways, brochures, social media, events).
- Invitation to Supporter Appreciation Events, a time where we will bring together enrolled children, parents and sponsors for a community event so you can witness first hand the impact of your support. At least one event per year, to be coordinated by FSJLS staff.
- Signage for your location as well as monthly special promotional signage (Tier 1, 2 and 3 supporters)
- Marketing support for Fundraisers and Challenges.
- Invitation to FSJLS Annual General Meeting.

## Demographic Assumptions for Participation Goals

### 2016 Census Data - Children Under 5

Area B 550 Fort St. John 1,660

Area C 345 Taylor 80

**Total 2,635**

2024/2025 - population growth 7% (2,820), 40% participation

2025/2026 - population growth 2% (2,875), 45% participation

2026/2027 - population growth 2% (2,930), 50% participation

(DPIL suggested registration goal 65% of population)