



DOLLY PARTON'S IMAGINATION LIBRARY OF KNOX COUNTY

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www.knoxcountylibrary.org

2024 ADVISORY BOARD

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PROGRAM MANAGER

Kay Hurst

SUSTAINING PARTNERS



2024 IMPACT REPORT

Launched locally in 2005, Imagination Library provides registered children from birth to age five with a free, age-appropriate book each month, delivered to their home. This vital initiative is made possible by generous community sponsors—local businesses, organizations, and individuals. With Knox County Public Library acting as its administrative host, the Imagination Library Advisory Board raises \$250,000 annually, matched by support from the Governor's Early Literacy Foundation.

2024 PHOTO CONTEST WINNER

(Right) Captivated pre-reader Amalie soaks up cognitive AND emotional benefits while reading her Imagination Library welcome book with her dad.

Once a month, when a parent retrieves an Imagination Library book from the mailbox, all things go on hold. The book must be read. Right then. That is the power of Dolly's program. It's about more than preparing a child with a myriad of preliteracy skills—it's also about story and imagination and empathy. But even more critical, perhaps, is the bonding between parents and children when they snuggle in and read together.



18,935* children

Highest enrollment in 2024, encompassing six age groups (birth to age 5) and drawing from 28 ZIP codes of Knox County.

*Enrollment fluctuates monthly.

5,074 new faces

Between July 2023 and June 2024, over 5,000 children were enrolled for the first time in Knox County's Imagination Library program.

74% enrollment

Our program was one of the first urban areas to offer the program and has one of the highest per capita registrations, ranking with major metropolitan areas like Charlotte, Nashville, and Washington, D.C.



A MAJOR MILESTONE

In May 2024, Knox County Imagination Library celebrated the delivery of our **4 millionth book**—a milestone representing countless shared stories and sparked imaginations. As the program grows, it remains dedicated to inspiring young readers and equipping every child for success. This achievement is a proud reminder of the community's commitment to nurturing the next generation of readers.



SEEDS OF IMAGINATION

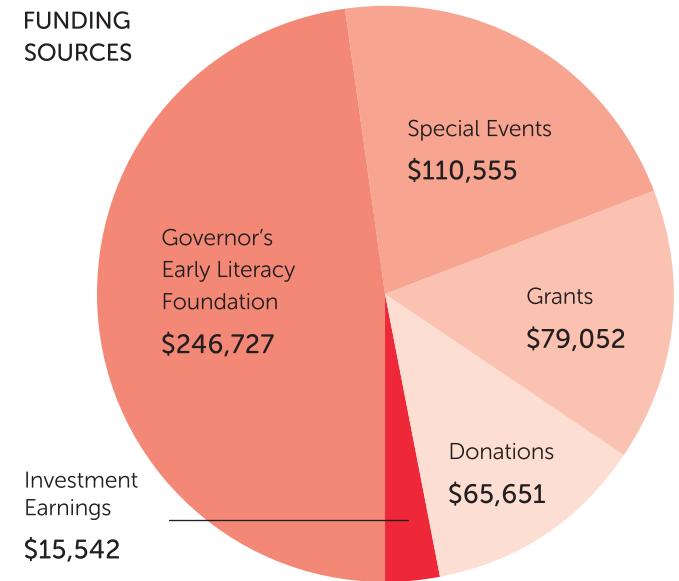
In September 2024, guests at the 6th Annual Seeds of Imagination Luncheon enjoyed a silent auction, live entertainment, and the presentation of the Literacy Impact Award. This year's luncheon featured music and storytelling by Kelle Jolly. **Denise Dean**, executive director of East Tennessee Freedom Schools, was honored for her dedication to inspiring young readers and promoting social justice. This year's event netted over \$90,000.

FINANCIAL REPORT

Imagination Library of Knox County thrives thanks to the generous support of our community and dedication of our Board.

REVENUES	\$517,527
Governor's Early Literacy Foundation	\$246,727
Special Events	\$110,555
Grants	\$79,052
Donations	\$65,651
Investment Earnings	\$15,542
EXPENSES	\$512,794
Books	\$493,454
Special Events	\$19,340

FUNDING SOURCES



MAJOR DONORS, JANUARY–DECEMBER 2024

\$200,000+



\$50,000+



\$20,000+



\$10,000+

Boyd Foundation
Supreme Emblem Club of the United States
Variety the Children's Charity

\$5,000+

Steve & Ann Bailey
City of Knoxville
Clayton Homes
Friends of the Library

Haslam Family Foundation
Home Federal Bank
Lantry Family Foundation
Pilot Company
Southeastern Dermatology
Stowers Machinery Corporation

\$2,500+

Thomas & Lindsey Boyd
Food City Charitable Foundation
KaTom Restaurant Supply
Paddison Foundation
Regal Foundation

\$1,000+

Axle Logistics
Whitfield & Brittany Bailey
Bria Boukoulas
Marty Brown
Buckeye Corrugated, Inc.
Ryan Chesney
Covenant Health

Dollywood Company
Dominion Development
Peggy & Jerry Faerber
Ali Fraley
Will Hammond
Harper Auto
Mayor Glenn Jacobs
Knoxville Pediatric Associates
PYA
PigeonForge.com
Rather & Kittrell Capital Management
Rich & Jane Ray
Ann Staup
Tara Sturdivant
Kyri and Dooley Tombras
The Trust Company
TVA
UT Libraries
Yeehaw Brewing LLC
Wallace Real Estate
Zach Walton

\$500+

Apex Bank
Bearden Pediatric Dentistry
Joshua & Elizabeth Birdwell
Steve & Mary Ellen Brewington
Buddy's BBQ
Norma Cook
Jeff and Kelly Cooper
Culture Aesthetics
Elizabeth Harrop
Carney Ivy
Mari McCall
Bonny and Doug Naugher
Katherine Naugher
Dimpal Patel
Sara Phillips
Douglas Seaton