



Give Kids Books... Change Their Story.

According to the Texas Education Agency, less than 37% of students entering kindergarten in the Amarillo Independent School District are ready to learn to read. In low-income neighborhoods, two out of three households do not possess a single age-appropriate children's book (Reading Literacy in US: Findings from IEA Reading Literacy Study 1996). Too often, this deprivation contributes to poor third grade reading scores and disappointing middle and high school academic performance. **Experts widely agree that the crucial time to remedy this problem is during the period of most fertile brain development -- between birth and five years old.**

Storybridge is committed to transforming kindergarten readiness in our community. Our organization was founded in 2016 and has already given away more than 360,000 books through free book fairs at Title 1 elementary schools. This is equivalent to infusing about 40 school libraries into children's homes.

As a complement to Storybridge's elementary school strategy, **Dolly Parton's Imagination Library (DPIL)** is a 29 year-old book-gifting initiative that mails a brand new, age-appropriate book monthly to enrolled children under five years old. Receiving these books helps to instill a love of books and family reading from an early age. The partnership between Storybridge and DPIL began in late March 2021.

In this partnership, the Dollywood Foundation covers all the overhead and administrative costs, provides a book ordering system and support, coordinates a Blue Ribbon Book Selection Committee and ships all monthly book orders directly to each enrolled child. Storybridge, as the local champion and 501(c)(3) affiliate, is responsible for signing up children under age 5, promoting the program community-wide and paying the cost for mailing a new book to each registered child. That total cost including mailing averages \$2.20 per book. **This means the price of 12 months of books mailed directly to a local child's house is just \$26.**

With approximately 17,000 children under five currently living in Potter and Randall County combined, Storybridge has a goal to register 60% or roughly 10,000 children in the DPIL program by 2026. **As of January 2024, 7,570 area children are receiving an Imagination Library book in the mail each month - at no cost to their families.** And Storybridge has become the largest of 59 DPIL affiliates across Texas as measured by the # of children receiving books each month.

Our 2024 - 2026 fundraising strategy is to grow our **Readers Circle** with caring, visionary individual, family foundation and corporate donors making three-year commitments at the following annual levels:

Dolly Parton’s Imagination Library - READERS CIRCLE		
Sponsor	\$52,000 per year	serving 2,000 children for 3 years
Partner	\$26,000 per year	serving 1,000 children for 3 years
Platinum	\$10,400 per year	serving 400 children for 3 years
Gold	\$5,200 per year	serving 200 children for 3 years
Silver	\$2,600 per year	serving 100 children for 3 years
Bronze	\$1,300 per year	serving 50 children for 3 years

We are honored to invite you to play a leadership role in the continued growth of Dolly Parton’s Imagination Library throughout Potter and Randall County!

Thank you,

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