

2018 ANNUAL REPORT

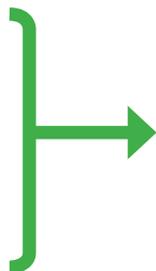
- In 2018, we introduced **66 new titles** in the USA, UK & Canada.
- **113,767,971 Total Books Gifted** since the program's inception in 1995.

UNITED STATES
14,417,079 Books
16% Growth

UNITED KINGDOM
483,997 Books
18% Growth

CANADA
254,117 Books
9% Growth

AUSTRALIA
53,142 Books



OVER 15.2 MILLION
Total Books Gifted in 2018
A 16% increase over 2017
(Equates to 1 book mailed every 2 seconds)



JANUARY: Imagination Library endorsed by the **Assembly of First Nations in Canada** - helping ensure First Nations children have access to early childhood literature through the program when adopted locally.

FEBRUARY: The Library of Congress (LOC) in Washington, DC, honored our **100th Million Book Milestone**. Dolly Parton visited the LOC and dedicated her **"Coat of Many Colors"** book to the collection and pledged one complete set of Imagination Library books each year for all children to enjoy when visiting the LOC.



MARCH - JULY: Monthly story times at the **Library of Congress** highlighting our Blue Ribbon Selections.

MAY: Independent assessment of Dollywood Foundation completed resulting in full **General Data Protection Regulation (GDPR)** compliance.

JUNE: Celebrating 10 Years In The UK - Affiliate Conference held in Doncaster, UK, with featured authors **Will Mabbitt** and **Sophy Henn**. Local MP **Ed Miliband** was also a guest speaker.



AUGUST: We welcomed, **Karen Sebold** to the Dollywood Foundation leadership team as Director, Marketing & Development.



SEPTEMBER: Statewide coverage became official in North Carolina marking the second statewide program in the United States.



OCTOBER: We welcomed **Marion Gillooly** to our leadership team as Executive Director of the United Kingdom.



CANADA

- **1,292,253 Books Gifted** Since Inception
- **29 Canadian content/authors/illustrators added** for the 2018 program year
- **13 New or Reintroduced titles** to the 2018 program such as: **"Carson Crosses Canada"**, **"The Darkest Dark"** and **"When the Moon Comes"**



UNITED KINGDOM

- **2,850,841 Books Gifted** Since Inception
- **37 New or Reintroduced titles** to the 2018 program such as: **"I Can Only Draw Worms"**, **"Edie"** and **"How to Feed Your Cheeky Monkey"**



UNITED STATES

- **109,372,351 Books Gifted** Since Inception
- **10 bilingual** English/Spanish titles
- **16 New or Reintroduced titles** to the 2018 program such as: **"The Very Hungry Caterpillar"**, **"Little Excavator"**, **"Lily's Cat Mask"** and **"Goodnight, Numbers"**



AUSTRALIA

- **227,049 Books Gifted** Since Inception
- Announcement of city-wide program in **Tamworth, New South Wales!**