



# 2020 ANNUAL REPORT

- 150,606,052 Million books gifted since inception.
- The number of books gifted in 2020 was 19,326,219. This was an overall 12.8% increase over 2019 and equals 2,188,920 additional books gifted.



AUSTRALIA  
77,231 Books



CANADA  
277,132 Books



UNITED KINGDOM  
476,155 Books



UNITED STATES  
18,440,790 Books



REPUBLIC OF IRELAND  
33,103 Books

**OVER 19.3 MILLION**  
Books Gifted in 2020  
A 12.8% increase over 2019  
(Equates to 1 book mailed every 1.6 seconds)



**JANUARY** - Dolly Parton's Imagination Library kicks off its **25th year!**

In Oxfordshire, UK **The Community Foundation** launches Growing Minds - a from-birth programme incorporating DPIL.

**FEBRUARY:** Beyond School Hours National Education Conference recognizes Dolly Parton and The Dollywood Foundation as **2020 Champion of Children.**



Touchstone Energy®  
Cooperatives

**MARCH:** Partnership kickoff with **Touchstone Energy Cooperatives**, a national network of electric cooperatives across 46 states.

**APRIL:** 10-week online reading series "**Goodnight with Dolly**" kicks off to help inspire a love of reading during the COVID-19 pandemic. The Series had **over 15 million views.**



**TODAY Show** features DPIL.

**90th Anniversary** of "The Little Engine That Could" releases with a special message from Dolly.



**MAY:** Blue Ribbon Book Selection Committee holds its yearly selection meetings virtually (for the first time) to select **books for the 2021 program.**

Oklahoma Governor Stitt signs Senate Bill 1803 into law on May 21 establishing **a statewide Imagination Library program framework.**

**JULY:** **Special Collection** pilot program kicks off in partnership with the West Virginia Department of Education to provide additional educational resources during the summer months. Nearly **200,000 books** were distributed directly to homes across the state.

Colorado Governor Polis signs Senate Bill 20-185 on July 10 establishing **a statewide Imagination Library framework.**



**AUGUST:** Delaware Governor Carney and First Lady Carney made an official announcement on August 17 making DPIL available to every child in the state of Delaware.

**SEPTEMBER:** Welcomed **Tracy Long** to our leadership team as Director of Marketing & Development.



DPIL launches in **Hull, UK** and Dolly appears on the **BBC.**

**OCTOBER:** Provincial-wide DPIL program launches within **Prince Edward Island, Canada.**



**NOVEMBER: 1,000** children in London, UK participate in the CLPE Closing the Vocabulary Gap programme and receive **'The Coat of Many Colours'** as their first DPIL book.

Online launch of Dolly Parton's Imagination Library in **Cork, Ireland** creates lots of excitement and media coverage.

**DECEMBER:** Worldwide premiere of "The Library That Dolly Built, Celebrating The People Who Made Dolly's Dream Come True." **Over 1 million viewers** tune in to watch.



**DPIL GIFTS ITS 150 MILLIONTH BOOK!**