

# Montcalm County Dolly Parton Imagination Library



## Annual Report 2022

618 West Main Street, Suite C  
Stanton, MI 48888

### **Our Mission:**

The mission of the Montcalm County Dolly Parton Imagination Library is to develop the love of reading in all children of this county, by providing an age-appropriate book each month to every child from birth to four years old.

### **Our Vision:**

Imagine the benefits to children and to society if all Montcalm County preschoolers arrived at school loving books and reading.

# The Montcalm County Dolly Parton Imagination Library premier early childhood book gifting program!

## MC DPIL Looks Great at 9 Years Old!

The Montcalm County Great Start Collaborative (MCGSC) is a partnership of community leaders, business owners, charitable and faith-based organizations, health and human service agencies, educators, and parents that come together for the purpose of:

- Promoting awareness and advocating for early childhood issues.
- Address factors that influence school readiness.
- Planning and coordinating community services.

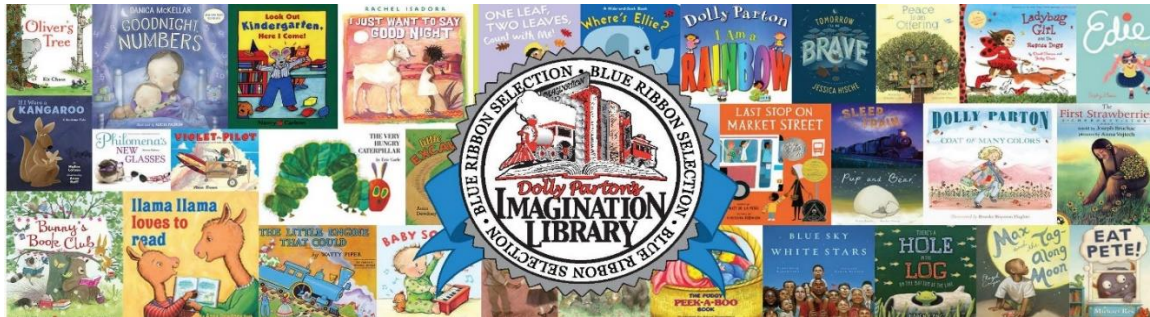
The MCGSC is committed to developing a seamless system that utilizes community resources and supports to help families gain access to tools needed to provide a healthy start for all children.

For more information about the Montcalm County Dolly Parton Imagination Library or Montcalm County Great Start Collaborative, visit our website at <http://www.greatstartmontcalm.org> or Facebook: [www.facebook.com/montcalmimaginationlibrary](http://www.facebook.com/montcalmimaginationlibrary)



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## Montcalm County Dolly Parton Imagination Library Sponsors

- Bowen Insulation
- Builders Glass of Greenville, INC.
- Bush Rental LLC
- Carson City-Crystal Area Schools
- Carson City Correction Facility Boyer Club
- Central Montcalm Community Foundation
- Central Montcalm Public Schools
- Crystal Lions Club
- Danish Sisterhood Society
- Department of Health Human Services Montcalm County
- Edmore Lions Club
- Edmore Women's Club
- EightCAP, INC.
- Entrican Gleaners
- First United Methodist Church of Greenville
- Greenville Area Community Foundation
- Greenville Area Youth Advisory Club
- Greenville Family Dental
- Grenville Lions Club
- Greenville Public Schools
- Greenville Rotary Club
- Heart of West Michigan United Way
- Isabella Bank
- Lakeview Area Community Fund
- Lakeview Community Schools
- Lakeview Family Chiropractors
- L'Image Salon
- Martin Eye Care
- McDonalds of Greenville
- Mersen USA GS Corp- Greenville
- Montabella Community Schools
- Michigan One Community Credit Union
- Montcalm Area Intermediate School District
- Montcalm Care Network
- Montcalm County Great Start Collaborative
- Montcalm County Mom Prom
- Montcalm County Republicans
- Montcalm Wind
- Ninety Degree Nutrition
- Panhandle Area Community Fund
- Our Saviors Lutheran Church of Edmore
- Sidney State Bank
- Stanton Lions Club
- Our Saviors Lutheran Church of Edmore
- Sidney State Bank
- Stanton Lions Club
- Stanton Women's Club
- Target Foundation
- Tri County Area Schools
- Tri County Electric People Fund
- Turk Lake Restaurant and Bar
- United Way of Montcalm and Ionia County
- Vestaburg Community Schools
- We Care for Kids Council
- Wells Photography
- Many Individual Sponsors

**THANK  
YOU!**





## Overview of 2022 Montcalm County Dolly Parton Imagination Library (MC DPIL)

### Highlights:

- 12,192 free Imagination Library books were mailed to Montcalm County preschool children in 2022.
  - Welcome Book- 507
  - Graduation Book- 263
  - Regular- 11,422
  - Number of children served- 1,412
- Since our inception in 2013, the MC DPIL has mailed 110,850 books.
  - Welcome Book- 3,884
  - Graduation Book- 1,966
  - Regular- 105,000
  - Number of children served- 4,986
- According to research, children are now attending preschool better prepared to learn, because they were provided high quality, age-appropriate books during their first years. Parents stated that their child is more prepared to enter preschool, because of their MC DPIL experience.

### Challenges:

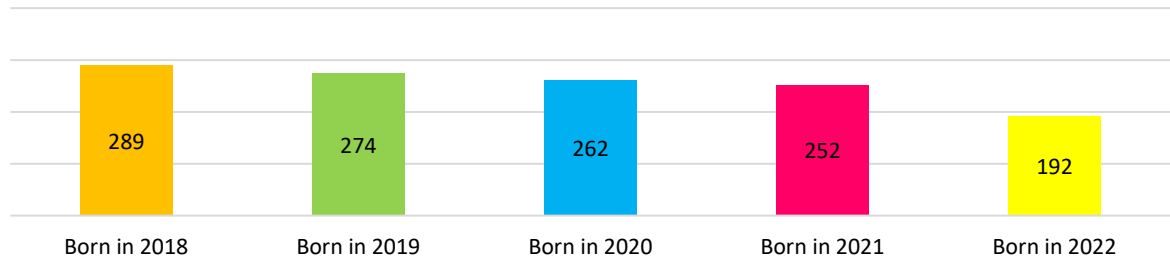
Long term, stable funding is a challenge. The price of the books is \$27.00 per child, per year, or \$2.25 per month. This low cost of \$2.25 per book includes postage and handling. This initiative is a gift from the community and not supported by any one organization or any form of funding, state or federal entities. However, since we mail approximately 1,200 books per month, almost \$33,000 needs to be raised annually through grants, donations and fundraisers, to serve children presently registered. Each year, we face the challenge to obtain funding needed for this program to continue. We established a partnership with Greenville Area Community Foundation to create a long-term sustainability plan to ensure this community gift could continue for future generations.



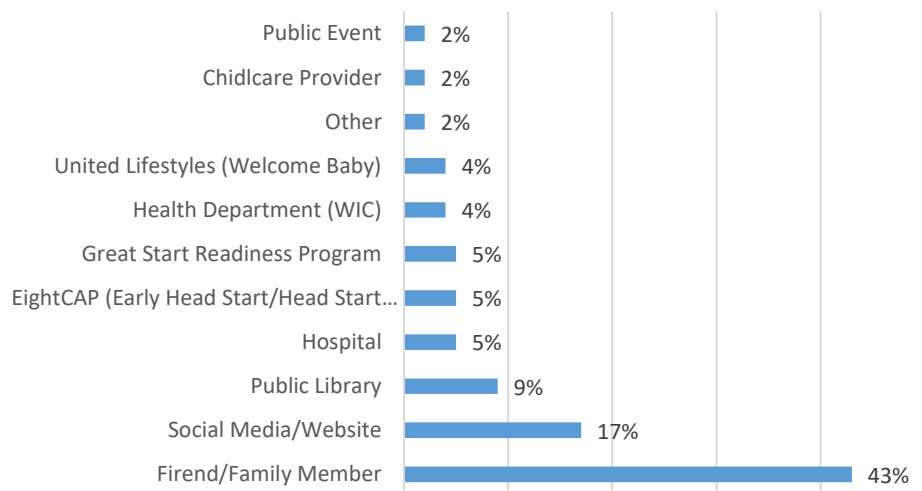
## 2022 Registration Data/Information

Children are being registered and graduating from the MC DPIL on an ongoing manner. The number of registered children receiving books varies from month to month. Finding ways to reach and register children in the birth-to-age-four age group is a constant effort, conducted primarily by volunteer MCGSC board members, birth to five parents, community service providers, and MCGSC Parent Coalition members.

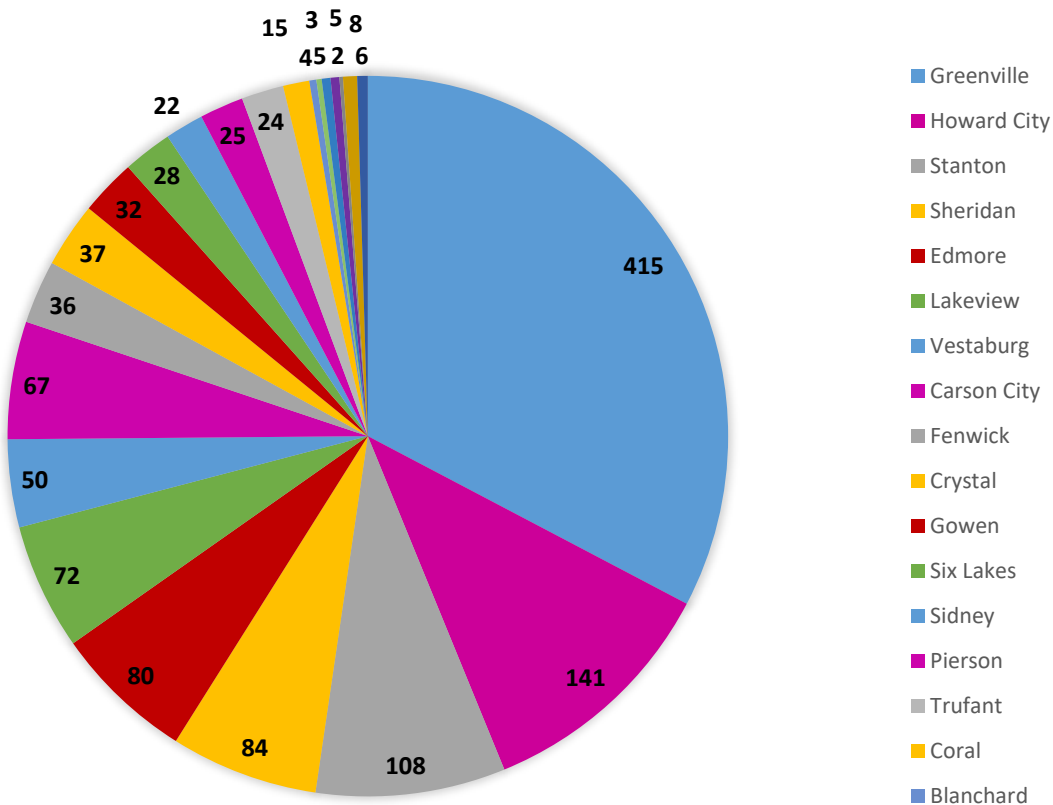
1. *Number of children registered on the closing date December of 2022: 1,269*



2. *Number of eligible children based on 2021 Kids Count, in 2021: 4,397.*
3. **We have 29% of the eligible children, enrolled in MC DPIL.**
  - Number of Children enrolled is determined by the amount of funding we have to support MC DPIL.
4. *Registration Brochure Holder locations:* The MC DPIL maintains registration brochure holders throughout the county.
5. We continue to collaborate with Corewell Health United Hospital, to put together Welcome Baby packets that include registration forms for the MC DPIL. With their partnership, we hope to build readers from birth!
6. During a recent survey with parents, they were asked about how they found out about Dolly Parton Imagination Library, most of them have heard about MC DPIL through a friend or family member!

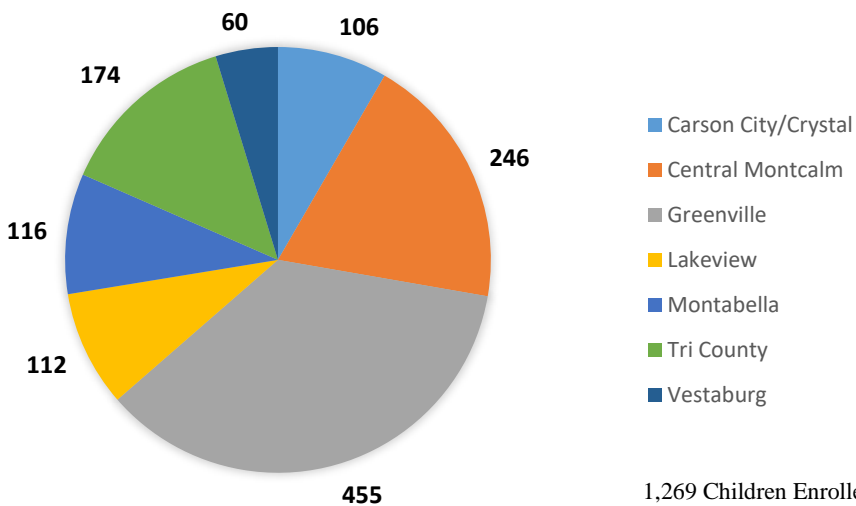


**Number of Children Enrolled by Location  
Data Pulled 12/29/2022**



1,269 Children Enrolled

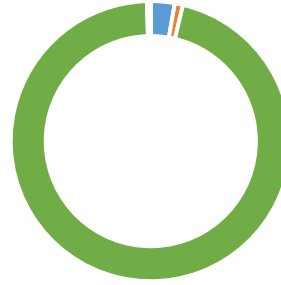
**Number of Children Enrolled by School District  
Data Pulled 12/29/2022**



1,269 Children Enrolled

**2013-2022 MC DPIL Expenses to Date**

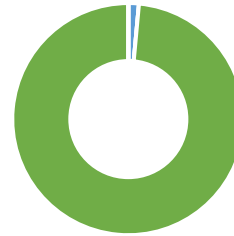
Postage through USPS	\$6,695	3%
Postage through MAISD	\$2,286	1%
DPIL Monthly Invoice	\$233,379	96%
Printing	\$119	0%
Marketing	\$912	0%
<b>Total</b>	<b>\$243,391</b>	<b>100%</b>



- Postage through USPS
- Postage through MAISD
- DPIL Monthly Invoice
- Printing

**2022 MC DPIL Expenses**

Postage through USPS	\$386	1%
Postage through MAISD	\$0	0%
DPIL Monthly Invoice	\$25,910	99%
Printing	\$0	0%
Marketing	\$0	0%
<b>Total</b>	<b>\$26,296</b>	<b>100%</b>



- Postage through USPS
- Postage through MAISD
- DPIL Monthly Invoice
- Printing

**Explanatory Notes for 2022:**

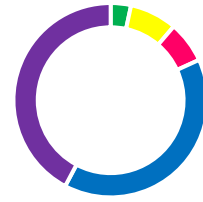
- ❖ 99% of all funds were used to purchase the 12,192 Imagination Library books that were mailed out in 2027. The local cost is \$2.25 per book, which covers the book, postage, and handling. This low cost is possible because of matching funds from the Governor’s Books from Birth Foundation and by special arrangements with publishers made by the Dollywood Foundation.
- ❖ *Undelivered Books/Postage: Books that are unable to be mailed to the address located on the book or forwarded to a current address are sent back to the post office and held until we can pick up the undelivered books. When picked up, the US Post Office requires that we pay for the return postage. These returned books are provided to Montcalm County families throughout the year via, Playgroup, Welcome Baby and various MCGSC parent coalition activities.*
- ❖ **Marketing:** In previous years we have purchased brochures, bookmarks, and stickers to promote at county community events, but due to the pandemic, we were not able to participate in community events, making it so we did not need to purchase any items.





**2013-2021 MC DPIL Income to Date**

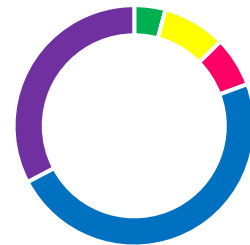
Individual Donors	\$9,386	3%
Business Donors	\$21,868	8%
Non-Profit Donors	\$19,206	7%
Grants	\$109,782	40%
Schools	\$117,210	42%
<b>Total Income</b>	<b>\$277,452</b>	<b>100%</b>



■ Individual Donors ■ Business Donors  
 ■ Non-profit Donors ■ Grants  
 ■ Schools

**2021 MC DPIL Income**

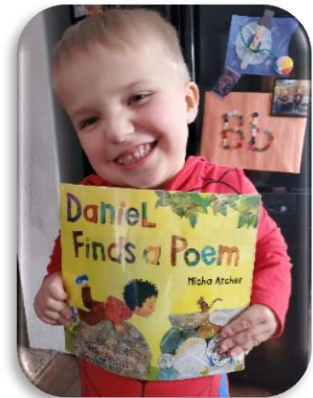
Individual Donors	\$1,061	4%
Business Donors	\$2,154	8%
Non-Profit Donors	\$1,705	7%
Grants	\$12,157	48%
Schools	\$8,303	33%
<b>Total Income</b>	<b>\$25,380</b>	<b>100%</b>



■ Individual Donors ■ Business Donors  
 ■ Non-profit Donors ■ Grants  
 ■ Schools

**Explanatory Notes for 2022:**

- ❖ **Individual Donors** = Revenue that comes from direct donations by individuals
- ❖ **Grants Received in 2022** = Income that came because of written grants.
  - Greenville Area Community Foundation Continuation Grant
  - Greenville Youth Advisory Grant
  - Central Montcalm Community Foundation
  - Lakeview Area Community Foundation
  - Tri County Electric People Foundation
- ❖ **Business Donors** = Direct business donations. Refer to page 10, for list of donors.
- ❖ **Non-Profit Donors**= Community clubs and societies
- ❖ **Schools**= EightCAP, Inc., and all 7 local school districts within the MAISD
- ❖ **\*Annual cost for MC DPIL** is \$32,400 to serve current children registered, if we are serving 1,200 children.



## Montcalm County Dolly Parton Imagination Library Endowment Fund

### Greenville Area Community Foundation

#### Statement Summary

Historic Gifts or Corpus	\$10,218
Available to Spend this Year	\$371.70

<b>Beginning Balance-</b>	\$14,052.59
Contributions	\$1,100
Pledges	\$0
Interest and Dividend Income	\$697.89
Appreciation of Assets	(\$3,207.01)
Interfund Gifts	\$0
<b>Total Revenue</b>	<b>(\$1,405.04)</b>

Grants Authorized	\$0
Administrative Fees	(\$140)
<b>Total Expenses</b>	<b>(\$144.08)</b>
<b>Total Change in Fund Balance</b>	<b>(\$1,549.12)</b>

<b>Current Ending Balance 12/31/22</b>	<b>\$12,503.47</b>
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MC DPIL started a partnership with Greenville Area Community Foundation to establish an endowment fund on April 16, 2019, to support MC DPIL for years to come. We need to transition from ongoing fund raising to a long-term sustainable funding option.

Thank you to Greenville Area Community Foundation for support in establishing MC DPIL for future generations.



Montcalm County Dolly Parton Imagination Library

<p style="font-weight: bold; font-size: 1.5em;">\$27</p> <p>GIVES 1 KID 12 BOOKS FOR 1 YEAR</p>	<p style="font-weight: bold; font-size: 1.5em;">\$108</p> <p>GIVES 4 KIDS 48 BOOKS FOR 1 YEAR</p>	
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We need your help to continue this wonderful gift to young children in Montcalm County!

## Parent Survey 2022 Results:

### 239 Parents completed the annual MC DPIL survey

Table 1 below shows that 67% of parents reported that MC DPIL increased their children’s interest in reading or looking at books by “a lot.” 57% of parents reported an increase in the amount of time parents have spent with their child.

**Table 1: Change in Literacy Activity**

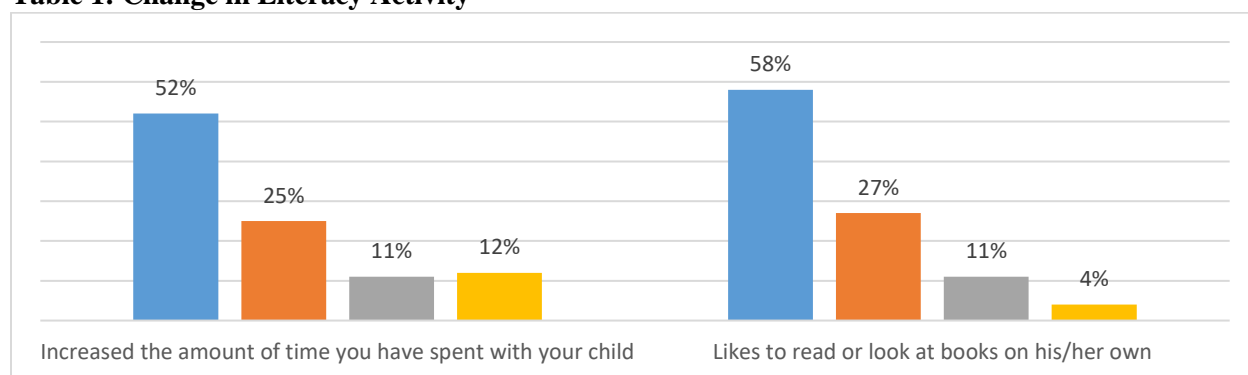
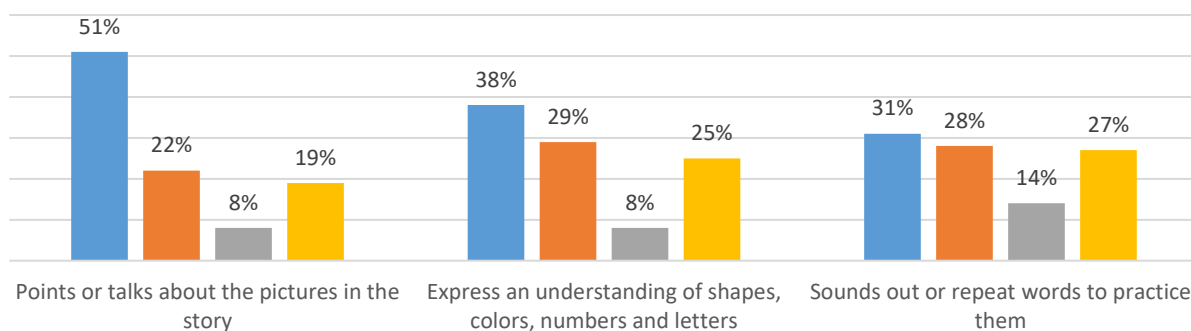


Table 2 shows that children receiving Dolly Parton Imagination Library books are supporting children to learn to read at an early age. According to parents, MC DPIL participating children have greater general knowledge, have expanded their vocabulary, and become readers that are more fluent. Research tells us that early readers can recognize a larger number of words by sight, which enables them to learn more from and about their environment. MC DPIL supports our children in this learning process!

**Table 2: Change in Early Learning Skills**



Parents are their child’s first and best teacher; therefore, providing tools to parents that encourages them to talk, read and sing with their child every day is critical. Even parents with poor literacy skills want to raise readers and MC DPIL helps support them in the effort as to even teaching their child how to hold a book correctly.

## Quotes 2022 Montcalm County Imagination Library participants:



*“Ernie's face lights up when he gets his mail each month and then he can't wait to read what Dolly sent him. Thank you for making him feel special and find joy in books. I know that his early love of reading will benefit him throughout his life.”*

*“Every month, my daughter (almost 4) looks forward to the day she gets a book in the mail. We always must read it right away. We have a special shelf on our bookshelf that is all her books from the Dolly Parton Imagination Library. I always encourage people to sign their children up for this amazing program. Thank you!”*

*“We are so happy there is a program like this available for our new young children of Montcalm county!”*



*“I love this program so much. We are on a tight budget so receiving a book monthly is really a nice treat for both my child and for me. We have a lot of fun reading the books he gets through this program!”*

*“My child is excited to receive mail once a month! The books are high quality and often different than what we would normally buy. DPIL is an amazing program.”*

*“My daughter gets so excited when she gets a new book in the mail. It's definitely a highlight in our household and we always sit right down and read them. They have become some of our favorite books in our house. I also love how it tells you different ways to interact with your child about the books on the inside cover. We would be devastated if anything were to happen to this program!”*



*“Our family loves this program! The books have progressed with my child's age, maintaining her interest and attention while reading. My daughter loves getting her own mail! She opens her new book right away to read it! Thank you for continuing this program!”*

*“This is the best program! I am a foster/adoptive parent, and this program has been invaluable over the years with my kiddoes! They learn so much from the books and get so excited to get their very own mail which makes them feel like they belong and our community cares! Thank you for bringing this program to Montcalm County it is so needed!!!!”*



*“We really appreciate the book that comes in the mail every month. I really appreciate the diversity that is represented in the books. Between a few in Spanish and the different cultural themes, we have really enjoyed learning about other things outside our typical day. For the most part, the plots are captivating, and the illustrations are beautiful. And for what it's worth, every time I see the "free" book in the mail for my daughter, I'm really struck by the generosity of this program. The time and money that goes into making this possible is very much appreciated. Thank you so much!”*





**DONATE NOW!**

**HELP  
SUPPORT**

DOLLY'S EFFORT  
TO IMPROVE EARLY  
CHILDHOOD LITERACY  
ACROSS THE WORLD!



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## Make a tax-deductible donation to encourage the love of reading! Support the Montcalm County Dolly Parton Imagination Library Program!

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Dolly Parton Imagination Library is available in Montcalm County, for children ages 0-3. Children will receive a free book in the mail each month until their 4<sup>th</sup> birthday.

This program helps children start their own personal library, and encourages a love of reading. More than any other skill the ability to read helps a child to succeed in school, function in society and have more employment options in the future.

It costs \$27 annually to sponsor a child. There are approximately 3,667 children ages 0-4 in Montcalm County!

By investing, we believe we are building tomorrow's workforce, by building readers.

If you are interested in sponsoring a child, making a donation or becoming a program champion please contact: Mindy Train

Donations can be made online at <https://gacfmi.org> or mailed to:

Mindy Train  
618 W Main St, Suite C  
Stanton, MI 48888

[mtrain@maisd.com](mailto:mtrain@maisd.com) or 616-225-6150





# Montcalm County Great Start Collaborative

Presents



## What Is It?

Dolly Parton's Imagination Library will help you read with your child. Each month a new, carefully selected, book will be mailed in your child's name directly to your home. Best of all it is a FREE GIFT! There is no cost or obligation to your family.

## Who Is Eligible?

Preschool children ages birth to five who are residents of the Montcalm Area Intermediate School District (MAISD).

## What Are My Responsibilities?

1. Be a resident of the MAISD.
2. Submit a registration form, completely filled out by a parent or guardian.
3. Notify the Montcalm County Great Start Collaborative any time your address changes.
4. Read with your child.

## When Will I Receive Books?

Eight to ten weeks after your registration form has been received, books will begin arriving at your home and will continue until your child turns four or you move out of the MAISD.



### Dolly Parton's Imagination Library Official Registration Form

Privacy Statement: This information will not be used for any purpose other than related to the Imagination Library. PLEASE PRINT

Child Full Name \_\_\_\_\_

Child Date of Birth \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Phone \_\_\_\_\_

Sex: M F

Parent/Guardian Name \_\_\_\_\_

Child Mailing Address \_\_\_\_\_

Address

State \_\_\_\_\_

Zip Code \_\_\_\_\_

School District Child Resides In \_\_\_\_\_

Does this child attend Head Start? Yes No

Email Address \_\_\_\_\_

" This child is a resident of Montcalm Area ISD"

SIGNATURE OF PARENT/GUARDIAN \_\_\_\_\_

**Sign up your child today!**

Enroll online: [www.tinyurl.com/montcalmdpil](http://www.tinyurl.com/montcalmdpil)  
Or Simply fill out the above form and mail to:



DPIL/Great Start  
PO Box 367  
Stanton, MI 48888  
(616)225-6150

