

**Support HB 2247**  
**State Funding for Early Literacy**  
50/50 Matching Funds for Local Imagination Library Programs

**50/50 Matching Fund**

HB 2247 creates a state, 50/50 matching fund for local contributions raised for Imagination Library programs as a way to enhance kindergarten readiness.

The Imagination Library is a book-gifting program started by Dolly Parton in Tennessee in 1995. Local affiliates raise money to provide a free, high-quality, age-appropriate book each month, mailed directly to each child, from birth to age five. That's 60 books for each child. Because the Imagination Library mails more than 1.3 million books each month, it can print and mail each book for an average of \$2.10 or \$25 per child, per year.

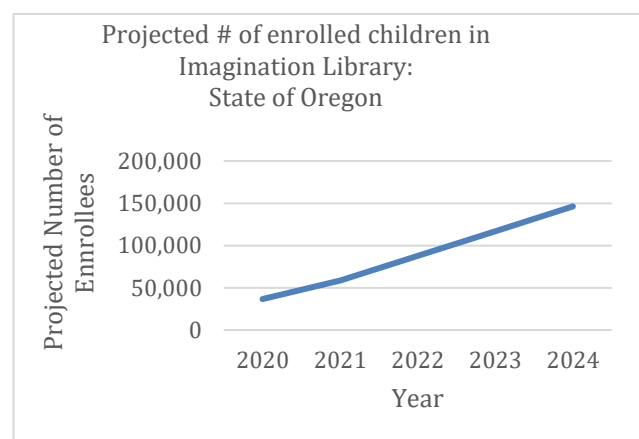
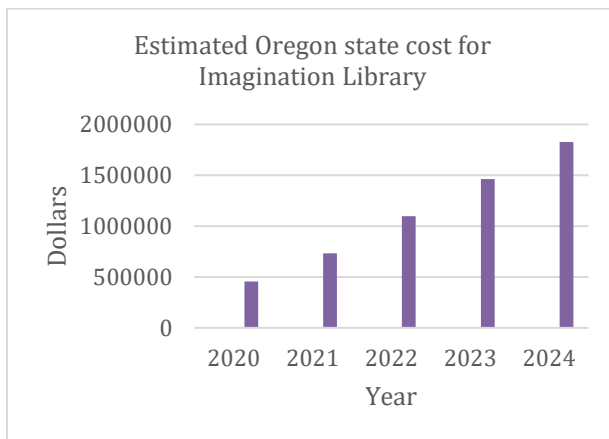
**Volunteers are creating Imagination Library programs across Oregon**

There are currently 42 Imagination Library affiliates in Oregon, serving all or part of 28 of Oregon's 36 counties and the Confederated Tribes of Warm Springs.

A state, 50/50 matching fund — like they have in Tennessee and North Carolina— will help programs afford to reach out and enroll more children, targeting those most in need.

**Imagination Library boosts reading and test scores**

Research shows children enrolled in the Imagination Library have **higher standardized 3<sup>rd</sup> grade test scores**; are **read to more frequently** than those who are not enrolled; are more likely to **choose to look at or play with books** on their own; are **more prepared for kindergarten**; and have **stronger reading skills**.



**The Early Learning Division would partner with Local Community programs**

The ELD would distribute the state's 50% payment to the Imagination Library. ELD staff would also work with communities, school districts or counties to set up Imagination Library programs where they don't already exist.

Each local community's Imagination Library program would enroll children in the program and raise local funds to support their 50%.

**2019 Request**

- Authorize the ELD to administer a state Imagination Library project.
- \$250,000 (depending on enrollment) to cover 18 months of the program (January 1, 2020 – June 30, 2021).

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