



Oregon Department of
**Early Learning
and Care**



HB 2811: Dolly Parton's Imagination Library of Oregon

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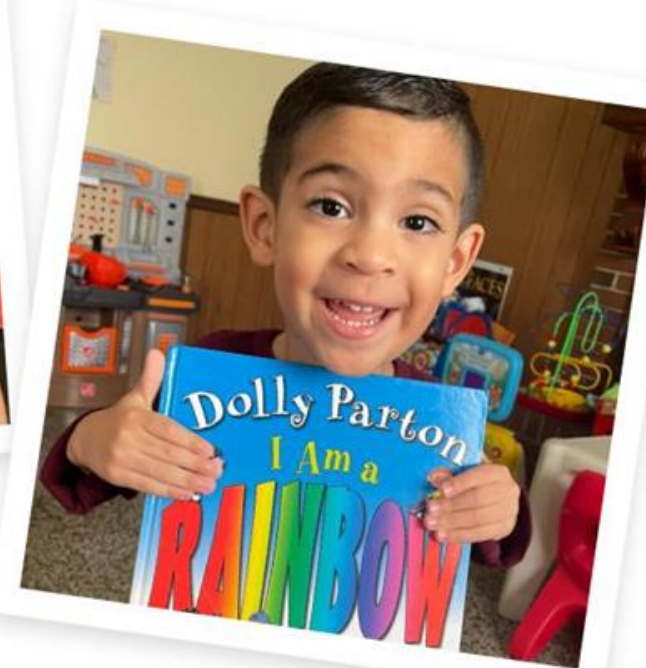


Overview

Dolly Parton's Imagination Library is a book gifting program that mails free, high-quality, age-appropriate books to children from birth to age five directly to children's homes, regardless of family income.

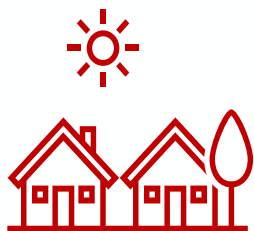
“Infants’ and toddlers’ primary learning environment is their home, and their first and most consistent educators are the family members with whom they live. The home language and literacy environment have a strong and lasting effect on language skills, emergent literacy, and related social and academic skills.”

Source: Essential Instructional Practices in Language and Emergent Literacy





Roles



56 Local Program Partners in 36 Oregon Counties

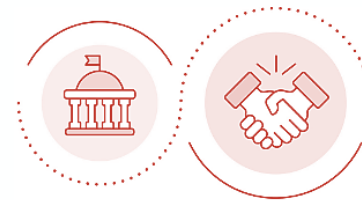
- Promote program locally
- Enroll children ages 0-5 in coverage area
- Pay 50% of funds for monthly books and mailing costs
- Manage registrations in book order system database

50%

Dolly's Parton Imagination Library

- Covers all overhead and admin expenses
- Provides book order system database and support
- Oversees branding, book selection and pricing
- Coordinates book order and fulfillment

\$2.60 per child per month or about \$31 annually



State Program Partner

- Manages the daily operations of Oregon program
- Pays the remaining 50% of the statewide cost from the State funds
- Advances and strengthens local programs through support, marketing campaigns and fundraising

50%



Outcomes (as of Jan 2025)



63,036

Total Children Enrolled

16%

Increase in Enrollment Since Launch (May 2024)

29%

Percentage of Total Eligible Children

35 of 36

Counties with Countywide Access to Free Books

215,756

Total Eligible Children Birth to Age 5 identified by the Dollywood Foundation

56

Local Program Partners Operating in Oregon

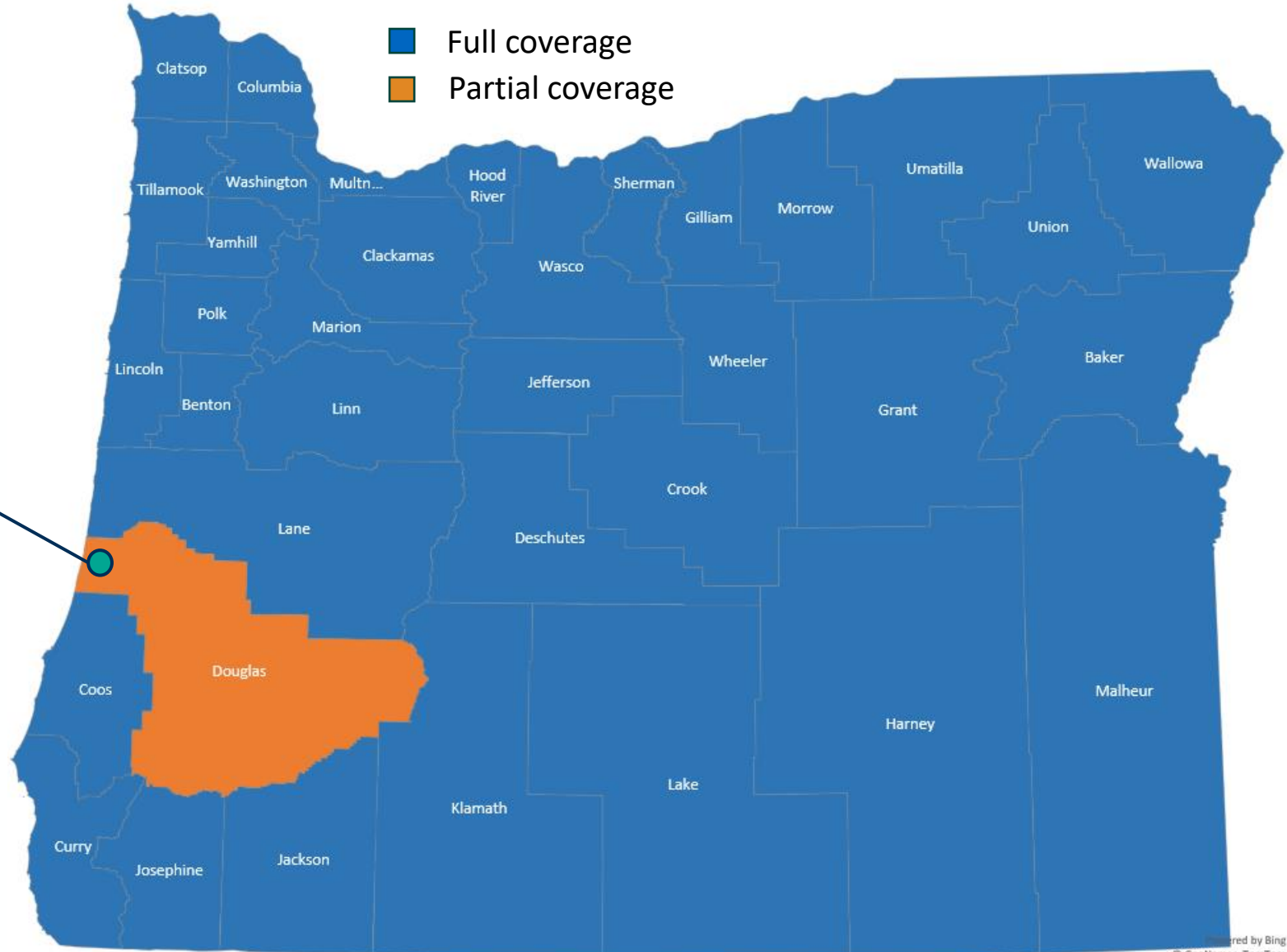


State DPIL Coverage Map

- Full coverage
- Partial coverage

Douglas County remains partially covered with two zip codes to go:

- Gardiner 97441 and
- Reedsport 97467





Goals

Aim to reach 65% of eligible
215,756 children from
birth to age 5

Establish the Imagination Library of
Oregon Program in statute
(HB 2811)



Increase enrollment
of children
in the program

Provide countywide
program coverage
in all 36 Oregon counties



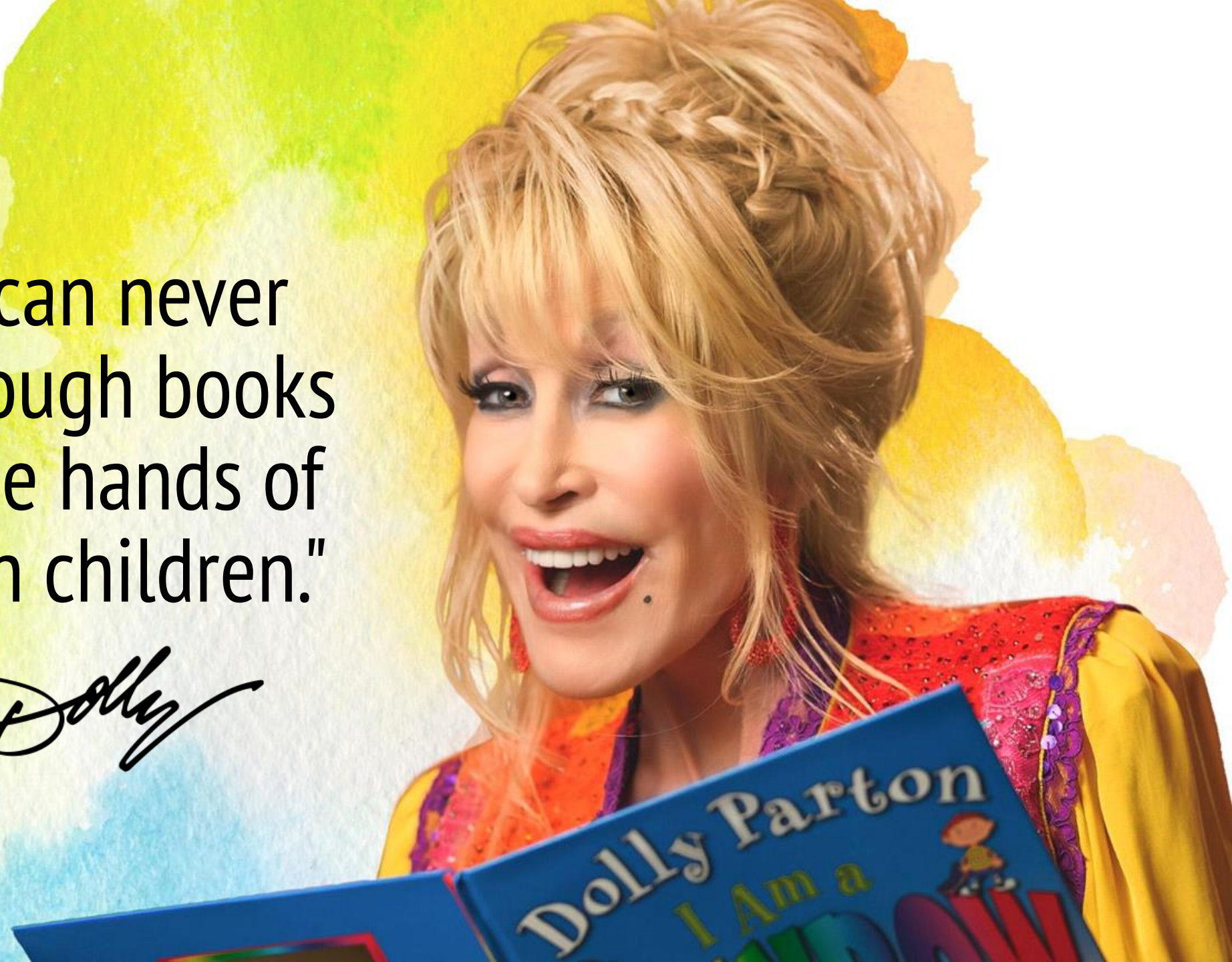
HB 2811

- Establishes the Imagination Library of Oregon program
- Authorizes the Department of Early Learning and Care to contract with a nonprofit entity to administer the Imagination Library of Oregon program, including
 - Providing the 50% match from the State for books and mailing
 - Promoting access to the program
 - Establishing community donations to expand the program
- Creates separate Oregon Imagination Library Account within the Department of Early Learning and Care



"You can never
get enough books
into the hands of
enough children."

Dolly



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