

28 April 2022

To future sponsorship partners,

As the Drumheller Public Library's 100th anniversary celebration approaches in 2023, one project that we are particularly excited about is bringing Dolly Parton's Imagination Library to Drumheller residents – a program that will mail a new book to each registered child every month from their date of registration until their fifth birthday, including approximately 50% Canadian titles as well as accessible formats. This is an incredible opportunity to surround local children with books in their own homes, a circumstance that can have a significant impact on children's long-term literacy, numeracy, technological skills, and educational outcomes regardless of their parents' educational or career achievements according to a significant study led by Dr. Mariah Evans*.

Dolly Parton's Imagination Library website offers a calculator to estimate what a given community can expect to spend on the program year to year based on their experience with hundreds of communities since the program's beginnings in 1995. According to recently released 2021 census data, we are estimating a need for \$20,000 to initiate a 5-year commitment to the Imagination Library in Drumheller.

There are a number of ways for your organisation to participate in raising the necessary funds:

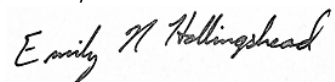
- Sponsor the equivalent of one child's participation in the program for one year (\$42.60/child) or for the full five years of the program (\$213/child) – sponsors will be named in the Library's marketing materials for the Imagination Library
- Sponsor one or more months of the program for the community (\$334/month) – sponsors will be named on labels inside books for each month sponsored
- Participate in one of our fundraising projects this year (e.g., by providing an item for a silent auction or by partnering with the Library for an event) – partners will be named in the Library's marketing materials for the relevant project and in the launch of the Imagination Library in 2023

Thank you so much for your consideration. We look forward to working with you!

Please make cheques payable to: Town of Drumheller Library Board

You can also donate by clicking the Donate button on our website (<https://www.drumhellerlibrary.ca>) and designating your donation for the Dolly Parton Imagination Library (DPIL).

Yours,



Emily N. Hollingshead, Director of Library Services
and the members of the Drumheller Library Special Projects Committee

*<https://www.sciencedaily.com/releases/2010/05/100520213116.htm>