Our Mission:

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

Our Vision:

*Imagine* the benefits to children and to society if all Sullivan County kindergarteners arrived at school loving books and reading.
Sullivan County Imagination Library

Highlights of 2015

A total of 67,995 free books were mailed to Sullivan County preschool children. Since 2004, a total of 613,449 books have been mailed.

In 2015, 1983 new children were registered, and 1197 have graduated from the SCIL upon reaching their fifth birthdays. Since 2004, 22,224 Sullivan County children have participated in SCIL, and 11,392 have graduated.

The cost of books rose minimally to $2.10 per book. We continue to share this cost with the Governor’s Books from Birth Foundation as part of a State of Tennessee initiative to increase childhood literacy. Our cost per book is $1.05, and this year we paid a total of $71,395 toward books and mailing costs. (67,995 x $1.05= $70,398.30)

Fundraising this year was accomplished by the gathering of grants, individual and corporate donations, and sponsorships for our Bunco event.

The Delta Pi Chapter of Epsilon Sigma Alpha International sorority partnered with us to put on a Bunco Party. A $1000 Assistance Fund for Growth grant from Governor’s Books from Birth Foundation helped us to publicize the event and raise public awareness of SCIL. New to the event this year was a pre-play dinner consisting of donated salads and breadsticks from Olive Garden, homemade soups by our own Adair Murdoch, and desserts provided by the sorority and executive board members. More than 60 people attended the event, with 60 being the number of players. Each player donated $20 to participate in the dinner and Bunco play. Door prizes were obtained from local businesses by executive board members, and no player went home empty-handed. A few sponsorships were obtained from local businesses also. It was found that businesses with corporate headquarters must be contacted at least three months in advance of the event to be able to provide sponsorships or door prizes. Several of our members participated in radio and television interviews. Electronic billboard advertising in Kingsport and Bristol was purchased with the GBBF grant.

An annual planning retreat was held in February for board members and volunteers at the Press Room in Kingsport.
Several of our members attended a GBBF G.I.F.T. Summit in Harrogate, TN this spring.

SCIL Board of Directors president Cindy Bowman attended the bi-annual Dollywood Foundation Homecomin’ event in Pigeon Forge this summer.

Jan Miles retired from the SCIL in October with a cake and ice cream party held in her honor. Current and past board members joined her to share in the celebration of Jan’s retirement. She was a charter member of SCIL, and worked diligently to provide children with books and the book characters that became their friends.

A new program by GBBF titled the Birthing Hospital Initiative was begun in area Mountain States Health Alliance hospitals in partnership with the Niswonger Foundation in October/November. This agreement purchases the first Imagination Library book, The Little Engine That Could, for babies born at participating hospitals. GBBF is looking for ways to further expand their initiative by involving Wellmont hospitals. Currently, these hospitals receive brochures from our volunteers to place in Mommy packets and display in brochure holders in their maternity wards.

The SCIL purchased general liability insurance in November following several discussions about insurance issues and the possible purchase of Director and Officer insurance. It was determined that general liability insurance would best suit our needs and financial situation at this time.

The SCIL began several initiatives to improve our capacity to receive larger donations. The first step was to establish a Gift Acceptance Policy, describing the types of donations we can accept. New sources of revenue include marketable securities, bequests, and beneficiary designations under revocable trusts, life insurance policies, commercial annuities and retirement plans, charitable reminder trusts, and charitable lead trusts. These are in addition to the cash donations we have always accepted. In order to begin marketing these new sources, the SCIL applied to be a Lead Bristol project to develop print literature and website information about the new Legacy/Bequest Program. The project was accepted, and two of our members are working with the Lead Bristol team to develop materials for our use by 2016.

A Welcome Baby Initiative was begun across the State of Tennessee. TN Governor and First Lady – Bill and Crissy Haslam – send a “Welcome to the Newest Citizen” letter to each newborn’s family and include resources for Safe Sleep, Kid Central TN, and Imagination Library brochures.
Sullivan County Imagination Library

Board of Directors

Officers:
Cindy Bowman, President
Rhoda Bliese, Vice-President
Barbara Maston, Vice-President
Jenny Dugger, Treasurer
Evelyn Edwards, Secretary

Members:
Susan Adesman
Jane Bellamy
Claudia Byrd
Charles Charlton
Robin Dickerson
Flora Fish
Donna Jones
Chris Manley
Jan Miles
Brenda Moriarty
Adair Murdoch
Carrie Schwartz
Elaine Zoeller
Registration Information

All Sullivan County children from birth to age five are eligible to register for the free monthly books, regardless of family income. The Dollywood Foundation has a blue ribbon panel of childhood literacy experts that choose the books for the Imagination Library, assuring the age appropriateness and educational interest level for children. If begun at birth, this provides any child with a 60 book library by the time he/she reaches the fifth birthday mark.

Parents may register children at various community events, mail in a registration form that can be picked up at all public libraries and other prominent places in the community, register online at www.imaginationlibrary.com, or through the birthing hospital program.

The SCIL maintains registration brochure holders at many locations in the county, such as the Sullivan County Health Department locations, hospitals, medical offices, public libraries, and some places of business.

As a community service, the workers at the Colonial Heights Public Library assist us by taking information over the phone related to change of address and general questions that are forwarded to us. The official phone number of the SCIL is for the Colonial Heights Public Library (423-239-1100). They also receive packages for us. Our new official mailing address is PO Box 3045, Kingsport, TN 37664, which is a rented PO Box at the post office on Eastman Road in Kingsport. The address of the CHL is 149 Pactolus Road, Kingsport, TN 37663. The Colonial Heights Public Library continues to store our brochures, allow us to make copies, and keeps one of our storage facility keys so members can get to these things easily. We sincerely thank them for providing these services. Gateway Storage facility at the corner of Rock Springs Road and Moreland Drive provides us with one storage space for our tents, registration materials, banners, etc. and we thank them for allowing us to use this space free of charge.
Registration Data

At 2015 year end, 5787 children were registered. This was a significant increase of 7.3% over the 2014 total of 5393. Online registration accounted for 3102 children or 54%.

2015 Total Registrations

- Regular: 2,685 (46%)
- Online: 3,102 (54%)
Registration Events

Sullivan County Health Department Welcome Baby – January 23
Sullivan County Health Department T-Tops – April 14  8 registrations
Jefferson Elementary School Math Literacy Night – April 23  3 registrations
Kingsport Fun Fest Mardi Gras – July 10  51 registrations
Kingsport City Schools Back to School Expo – July 28  8 registrations
Appalachian District Fair –August 24-29  165 registrations
Bristol Rhythm and Roots Festival – September 19  25 registrations
Kids Sharky Expo at BMS – October 17  3 registrations
Ketron Elementary School Family Fair – November 24  1 registration

Additional Outreach Actions:

Family Food Fest –provided brochures for distribution
Sullivan County Family Events (several schools) - provided brochures for distribution
ETSU Family Physicians of Bristol –provided brochures for distribution in office
Sullivan County Health Department – Provided brochures for distribution
Visits to daycare facilities in the county to share information and brochures

CAR Program

Two presentations of the CAR program were given by two of our members this year – one at Cloud Apartments in March and one at Hope House in October, both located in Kingsport. This is a program developed by Vanderbilt University that uses videos, discussion, and question and answer time to teach parents how to read with their children. Some parents registered their children for Imagination Library and books were distributed following the presentation.
Explanatory Notes:

1. Individual Donors = Revenue that came from direct donations by individuals. Note: 31% of our total revenue came from one individual donor.
2. Grants = income that came as a result of a written grant. 2015 grants came from: United Way of Greater Kingsport Children and Youth Initiative: $2,500; Massengill-Defriece Foundation: $3,000; Eastman Chemical Foundation: $5,000; Appalachian Regional Commission: $3,666.66 (written by Governor’s Books from Birth for Appalachian counties); and Speedway Children’s Charities: $8,000.
3. Fundraising = Bunco party sponsors, Belk Charity Sale ticket sales, Books a Million; Amazon Smile
4. Business Donors = Direct business donations, not Bunco party sponsors
5. Non-Profits = Clubs, community chests, Governor’s Books from Birth pass-through donations

### 2015 Revenue Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Donors</td>
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<tr>
<td>Business Donors</td>
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<td>Non-Profit Donors</td>
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<td>Fundraising</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$65,050</strong></td>
<td><strong>100%</strong></td>
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</tbody>
</table>
Explanatory Notes:

1. Because the SCIL is an all-volunteer organization, we have no personnel costs. In addition, because the Colonial Heights Public Library is our official telephone number, we have no costs for office space, telephone, or utilities. Most of the Administrative costs are fees to the State of Tennessee, as well as post office box rental, and office supplies. Most of the Marketing costs are website fees and brochure purchases.

2. 96% of all funds were used to purchase the almost 6,000 books mailed each month. The local cost is $1.05 per book, which covers the books, as well as 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.

3. Total deficit over revenue for 2015 was ($9,106.96.) As a consequence, we were required to use $9,106.96 from our emergency account. That emergency account now has a balance of $58,119.15.
Finding long-term stable funding is an ongoing challenge for the Sullivan County Imagination Library. The cost of books rose minimally, but our registrations rose significantly. We are reaching more children than ever before, but the funding to sustain a program such as ours is difficult to obtain. As a board, we chose to suspend the 5K Book it Baby fundraiser this year, and we opted to “grow” our Bunco event. To secure the necessary financing to allow for expansion of registrants, alternative sources of funding are being explored. Compounding this issue is the lack of communication needed to purge registrants who move and fail to complete a change of address step. The problem of undeliverable books, most of which cannot be returned to us by the post office, has not been resolved, despite efforts of GBBF and local affiliates of Imagination Library. We have begun notifying parents of the importance to change the mailing address when necessary by means of verbal discussion at registration events, using the mailing labels on the books as vehicles of important announcements, developing a moving notification form for our website, and placing reminders on our social media venues.

Sharing returned books with other child-based non-profits has been a practice from the beginning of SCIL’s existence. Books requests have had to be carefully scrutinized in recent years as we were not getting returned books from the post offices and were unable to maintain a sufficient quantity to share liberally with agencies providing care for young children. This year we were able to honor two requests and donated books to the Kingsport Housing Authority and the Department of Children’s Services. The Sullivan County Head Start programs in the Bristol area “earned” a collection of books by successfully registering 100% of their program participants. We have decided to give a small (10-15) book collection to any of our reporting child care centers with 100% participation in SCIL. Careful guarding of our returned book inventory will have to be continued to be able to give back to our local community and maintain solid relationships with other organizations.

We are fortunate to be an all-volunteer organization. There is NO PAID STAFF. 96% of our funding goes to the costs of providing books to children with the remainder covering administrative costs. Board members work together to meet the challenge of funding, the challenge of child safety at registration events, and raise public awareness of our program.

Long-range, time-intensive projects are a particular challenge to our all-volunteer organization. A major commitment is required to put on an event for fundraising purposes. The search for grants continues, a legacy program is being started, and newsletters sent on a regular basis have yet to reach their full funding potential. Recruiting board members to develop and maintain these types of projects is crucial to our sustainability.
Sullivan County
Imagination Library
2015 HONOR ROLL

GOLD BOOK
($15,000 - $24,900)
Carrie Schwartz

PURPLE BOOK
($5,000 - $9,999)
Eastman Chemical Co. Foundation

GREEN BOOK
($2,000 - $4,999)
Governor's Books from Birth Foundation
United Way of Greater Kingsport

YELLOW BOOK
($1,000 - $1,999)
Citizen's Bank
Eastman Credit Union
Jan Miles
William and Adair Murdoch
Regional Eye Center

WHITE BOOK
($500 - $999)
Belk
Evelyn Edwards
Chris and Anna Manley
Barbara Maston
in memory of her parents & sister
John and Sonja McKamey
Pinney Flats Community Chest
Charlotte and Harry Spear, in honor of Rhoda Bliese

ORANGE BOOK
($10 - $99)
Adelene S. Akard
Amazon Smile Program
Sam and DeLois Anderson
Stewart and Madelyn Baggett,
in honor of Deb Taylor
Evelyn and Jack Bales
Beta Gamma Chapter of ADK
Doris Bittinger
Bernard and Jeanie Brehl,
in memory of Grace Hoskins
Sandra B. Bridgman
Pat A. Brose,
in honor of Katrinika Quillen
James Brotherton
George Cafisch
Phyllis Cairnes
Central Heights FCE Club
Carolyn Chandler,
in honor of Rhoda Bliese
Charles Charlton
Harold and Emily Childress
Judy Collins,
in memory of John Eddie Anderson

Ruth Combs
Marleitta Cooper,
in honor of Alpha Phi Chapter of ADK
Lois Ann Cox
David and Charlotte DeVault
Ann L. Dickson
Bill and Joan Edwards
Maria Evans
Rebecca Feagins
in honor of Patricia Owens, Nanda Fairweather & Lisa Allen
Margaret and Raymond Feierabend
Stanley and Flora Fish,
in memory of Maureen Flanary
Patty Fletcher
Betty Fritz
Gina Garland,
in honor of Brett & Nakia Woodward
Brenda Gibson,
in memory of John Eddie Anderson
Megan Glasscock
Florence Godat
Charles and Betty Green
James and Mary Ann Hager
Evelyn T. Hill
Shirley B. Jackson
Cameron Jenkins
Denise and Philip Jones
Kevin and Tara Kirk
Paige Kramer
Judith Lester
Tom and Dorothy Lightfoot
Nedra McChrystal
Oscar J. Meene
Carole Ann Miller,
in honor of Jane Bellamy
Jackie and Wendell Millsap,
in honor of John Weaver
James and Laura Morse
Margaret Muller
Dusty and Ada Newman
Sue E. O'Dell
Kathy and Frank Papp
Betty Parise,
in honor of Deborah Parise
Candy Phelps
Debbie Price,
in memory of Hunter Smith
Lois Sill
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in memory of Walter Kite
Margaret F. Smith
Mary H. Stewart,
in honor of Carrie Schwartz
David B. Taylor
Mary B. Tennant
Rich and Sue Thomas
Town & Country Realty
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Sara Torbett
Dr. and Mrs. Harrison D. Turner
Donna Wallace
John Weaver, in honor of the
   Holston Elementary Staff
Joan C. Williams

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Gateway Self Storage
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