

Sullivan County Imagination Library



Annual Report 2013

149 Pactolus Road
Kingsport, TN 37663

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 Overview of 2013

Highlights:

- We mailed a total of 59,607 free Imagination Library books to Sullivan County preschool children in 2013. This is an increase of 3,216 books (+ 5.4%) over the 2012 total.
- Since our inception in 2004, the SCIL has mailed 484,281 books.
- In 2013, 1,203 children “graduated” from the program when they reached their 5th birthday.
- Since 2004, a total of 9,094 children have “graduated” on their fifth birthday. They are now attending school better prepared to learn, because they were provided high-quality, age-appropriate books during their preschool years.
- Working in partnership with the Kingsport City Schools, we conducted a survey, which was completed by parents at a pre-kindergarten screening for the Kingsport City Schools. The results of the survey were extremely positive: 90% of the parents of children receiving the Imagination Library books reported, “Our child was excited about receiving the new book and wanted us to read it immediately.” In fact, it is that excitement at receiving a book and wanting to be read to that is at the core of why the Imagination Library is such a success. We wish to express our sincere thanks to Early Childhood Supervisor Brian Cinnamon and his staff for conducting this survey.
- We started a partnership with Holston Valley Medical Center, where parents are given the opportunity to register their baby for the Imagination Library at the same time as they sign up their child for his/her birth certificate. This process has been in place at Indian Path Medical Center for several years, and it is a major way we reach the parents of new babies.
- We started a major fundraising event in 2013: The first “Book It Baby” 5K Walk/Race was held on August 11, 2013 at Domtar Park, Kingsport, TN. Almost 250 adults and children came for this event. Ribbons were presented to winners of the race in 10 age groups. Others participated in the scenic walk along the river. Young children had special activities before the race. Volunteers helping with the event included Girl Scout Troops, Board Members and EMS workers. Sponsorships were obtained from 37 businesses with five giving cash, 15 giving prizes, and 12 in-kind donations. The race was directed by Hank Brown and his We Run Events staff.
- A Bunco party to benefit the SCIL was held by Delta Pi Chapter of the Epsilon Sigma Alpha International Sorority.
- We were delighted to have press coverage of the Imagination Library this year. There was a full-page front page story in Sunday Stories, Kingsport Times-News on July 28, and the Bristol Herald Courier printed several large complimentary ads related to the race and the Bunco party.

Sullivan County Imagination Library Overview of 2013

Challenges:

- Long-term, stable funding is a particular challenge. In 2014, the price of the books will go up to \$12.50 per child, per year, which is still only about \$1.04 per book. This low cost of \$1.04 per book includes postage and handling. However, since we mail approximately 5,000 books per month, almost \$63,000 must be raised through grants, donations, and fundraisers, to serve the children presently registered. Each year, our all-volunteer board is challenged to obtain the funding needed for the program to continue. (See details at Expenses and Revenue, on pp. 7 – 8 of this report.)
- Given the transiency of much of the population, tracking the present addresses of the book recipients is a challenge. Until October of 2013, we were able to contact parents when books were returned to the post office as undeliverable. Starting in October, the Assistant Postmaster General directed all post offices to stop this complimentary service. We will no longer have the information to purge registrants who move and do not contact us with a forwarding address. The Governor's Books from Birth Foundation is working on this unresolved issue.
- Because we are not able to receive the undeliverable books, we will have to suspend providing books to agencies that serve low-income families, as we have done in the past. Returned, undeliverable books were our only source of free books to distribute to these agencies.
- As an all-volunteer organization, we have no paid staff. Because so much time is required for fundraising, time-intensive, long-range projects are difficult to accomplish, despite having a dedicated board of directors and volunteers.
- Recruiting and developing new board members and volunteers is particularly important, both short term, and long term. Finding new, committed members for our board of directors will be crucial for us to continue the highly effective program that has been in place since 2004.

Sullivan County Imagination Library

2013 Officers

Melissa Rawlston: President

Rhoda Bliese: Vice-President

Cindy Bowman: Secretary

Jenny Dugger: Treasurer

2013 Board of Directors

Jane Bellamy

Rhoda Bliese

Cindy Bowman

Carol Briggs

Claudia Byrd

Charles Charlton

Frances Cottrell

Robin Dickerson

Jenny Dugger

Flora Fish

Chris Manley

Barbara Maston

John McKamey

Jan Miles

Brenda Moriarty

Adair Murdoch

Melissa Rawlston

Carrie Schwartz

Joe Smith

Charlotte Thweatt

Richard Venable

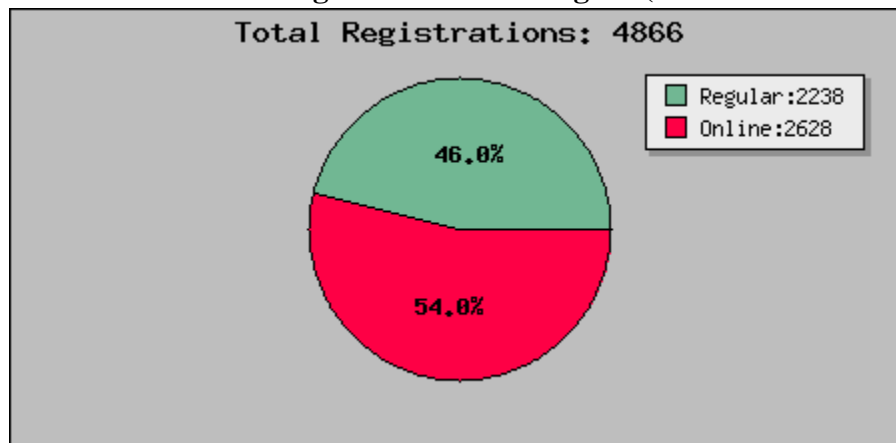
Larry Vitek

2013 Registration Data/Information

Because children are constantly being registered, as well as graduating from the database when they reach their 5th birthday, the number of registered children varies from month to month. Finding ways to reach and register children in the birth-to-age-five age group is a constant challenge.

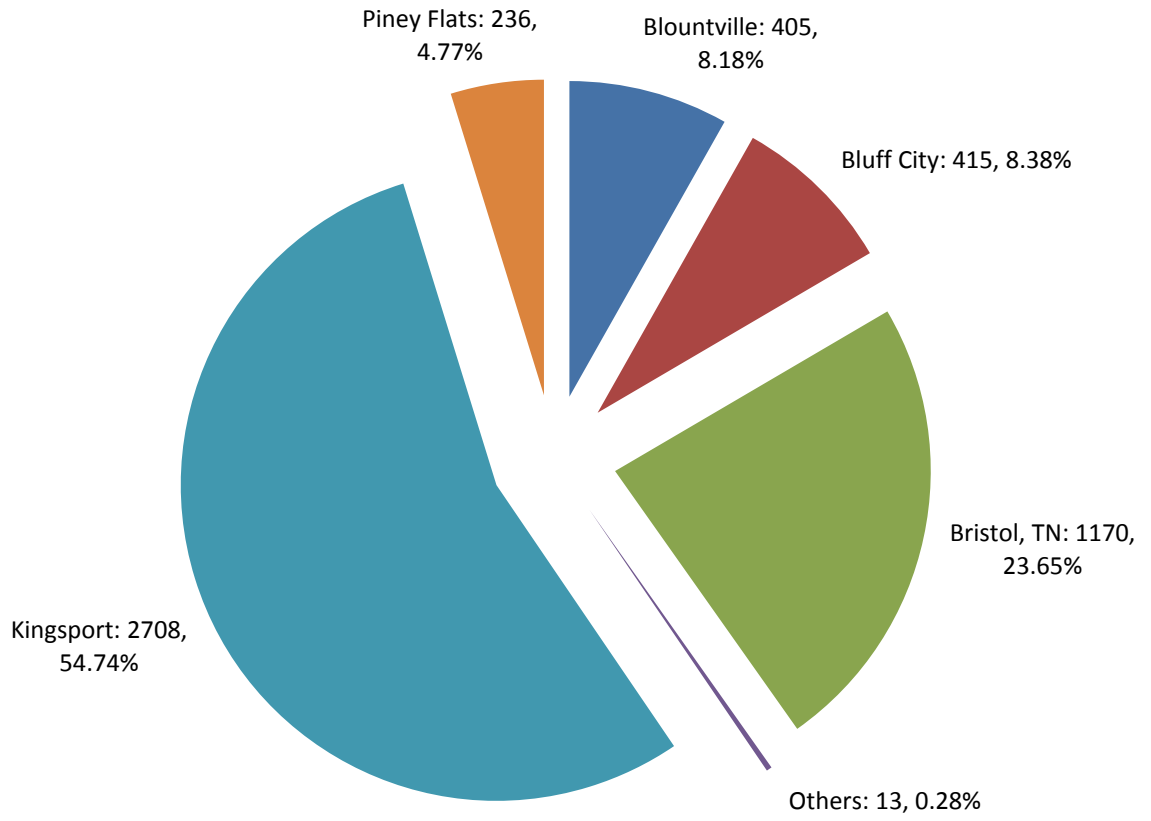
1. *Number of children registered on the closing date in December of 2013:* 4,972. Number of eligible children, based on 2010 Census: 8,232. **This is 60% of the eligible children.**
2. *Number of Graduates:* 1,203 children “graduated” and left the program on their 5th birthday.
3. *Online registrations:*

Online versus Print Registration Percentages: (Data drawn 1/9/14)



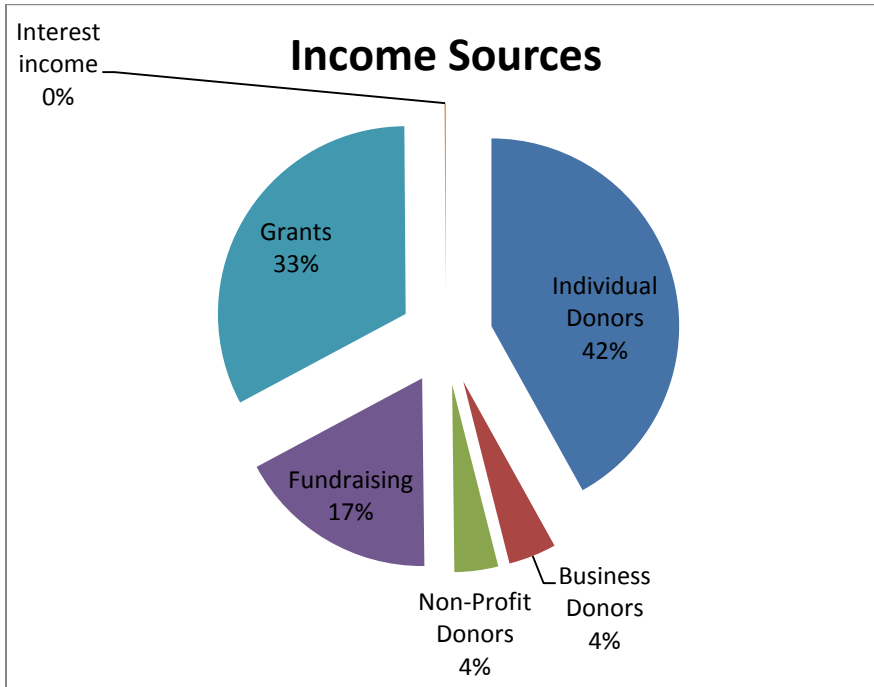
4. *Database:* The Sullivan County Imagination Library is deeply grateful to the personnel and volunteers at the Colonial Heights Public Library. As a community service, the Colonial Heights Library is the official telephone number and address for the SCIL. The library staff fields telephone calls related to changing addresses, and other issues, as well as entering mailed registrations into the database.
5. *Registration/Information Events in 2013:* The SCIL had information/registration tables and displays at 10 events in the county. Much time was spent by volunteers and board members on reaching new children to register for the program. A special thanks to Delta Kappa Gamma volunteers who registered almost 50 children at the Appalachian Fair.
6. *Registration Brochure Holder locations:* The SCIL maintains registration brochure holders at over 30 locations throughout the county. Many of the personnel at these locations actively endeavor to register children for the Imagination Library.
7. *New-born registrations:* At Holston Valley Medical Center and at Indian Path Medical Center, parents are given registration forms for the Imagination Library when they register their child for his/her birth certificate. At Bristol Regional Medical Center, Imagination Library registration brochures are placed in each “Mommy Packet” that the parents receive.

SCIL Registration, by City:



2013 SCIL Income

Individual Donors	\$26,917.00	41.93%
Business Donors	\$2,643.28	4.12%
Non-Profit Donors	\$2,417.0	3.76%
Fundraising	\$11,154.00	17.37%
Grants	\$21,000.00	32.71%
Interest income	\$71.38	0.11%
Total income	\$64,202.62	100%

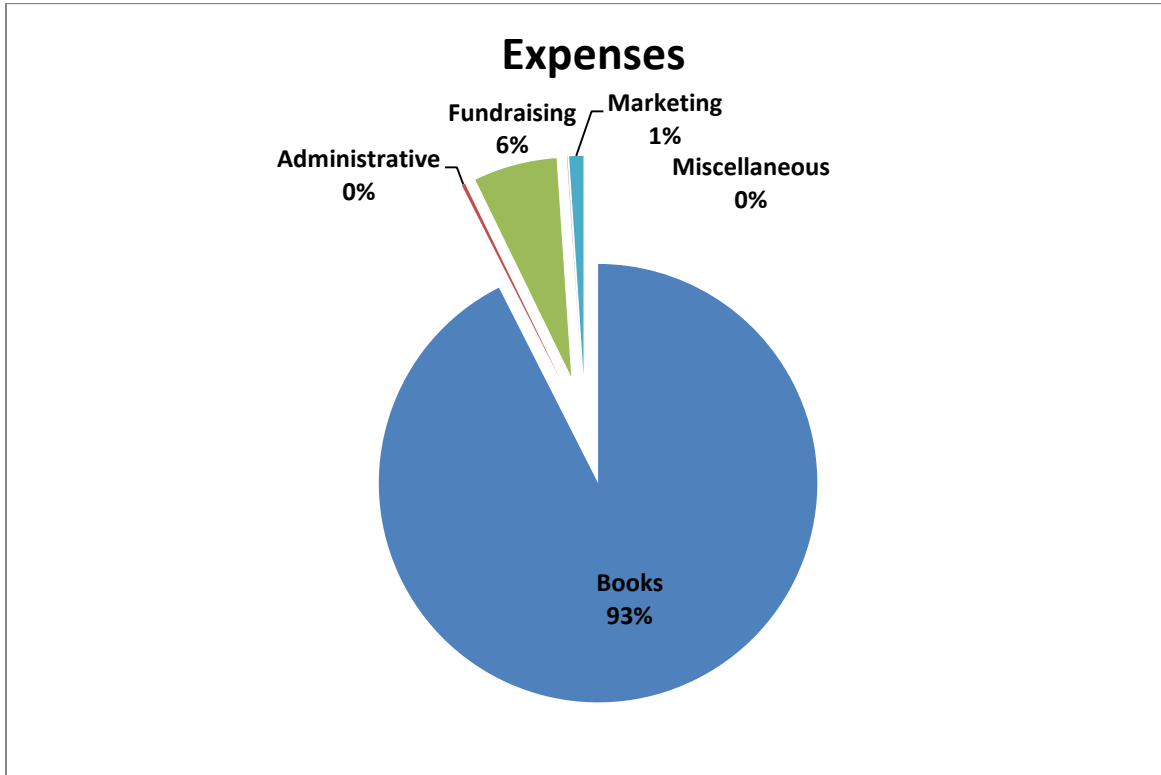


Explanatory Notes:

- 1. Individual Donors = Revenue that came from direct donations by individuals**
- 2. Grants = Income that came as a result of a written grant. Grant income in 2013 came from these grantees:**
 - a. Speedway Children’s Charities: \$8,000**
 - b. Eastman Chemical Company Foundation: \$5,000**
 - c. United Way of Greater Kingsport: \$5,000**
 - d. Target Early Childhood Reading Grant: \$2,000**
 - e. Kingsport Community Foundation: \$1,000**
- 3. Fundraising = “Book it Baby” race sponsorships and entry fees, Bunco party, Books a Million, and Belk Charity Sale ticket sales**
- 4. Business Donors = Direct business donations, not race sponsorships**
- 5. Non-Profits = Clubs, community chests, Governor’s Books From Birth pass-through donations**

2013 SCIL Expenses

Imagination Library Books	\$61,842.47	92.53%
Fundraising	\$4,104.12	6.14%
Marketing (brochures and website)	\$701.03	1.05%
Administrative	\$172.25	0.26%
Miscellaneous	\$14.53	0.02%
Total Expenses	\$66,834.40	100%



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 address and telephone number, we have no costs for office space, telephone, or utilities.
Consequently, all money raised goes into our program.
2. 93% of all funds are used to purchase the almost 5,000 Imagination Library books mailed each month. The local cost is about \$1.04 per book, which covers the book, 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 2013 was (\$2,631.78). However, this amount was covered by donations and grants that were mailed at the end of December but not received and processed until after January 1, 2014. For a complete list of 2013 donors, see Honor Roll on p. 9 of this report. Donors whose checks were dated in 2013 are included on the 2013 Honor Roll.

**Sullivan County
Imagination Library
2013 HONOR ROLL**

BOARD BOOK

Carrie M. Schwartz

PURPLE BOOK

Eastman Chemical Company
Foundation
Speedway Children's Charities
United Way of Greater Kingsport

GREEN BOOK

Massengill-DeFriece Foundation
Target Early Childhood Reading
Grant

YELLOW BOOK

Belk Charity Sale Ticket Sales
Citizens Bank
Eastman Credit Union
Jan Miles
Kingsport Community Foundation of
East Tennessee Foundation
The Regional Eye Center,
sponsor of "Book it Baby" 5k race

WHITE BOOK

Bank of Tennessee,
sponsor of "Book it Baby" 5k race
Books-A-Million
Delta Pi Chapter of ESA
International, *sponsors of
Bunco party to benefit the SCIL*
Phillip & Wanda John
William McKamey
William & Adair Murdoch
Piney Flats Community Chest
Joe & Beth Smith

BLUE BOOK

Alpha Delta Kappa, Alpha Phi
Chapter
Alpha Delta Kappa, Alpha Zeta
Chapter
Alpha Delta Kappa, Beta Gamma
Chapter
Rhoda Bliese, *in memory of her
parents*
Bristol Tennessee Essential Services,
sponsor of "Book it Baby" 5k race
Buffalo Ruritan Club
Evelyn & Jack Bales
Helen Baylor
Jane Bellamy
Catherine Brown
John & Gail Campbell
Rev. Charles Charlton

Blue Book, Continued

Hershell & Toni Cave, *in honor of
Hannah Elizabeth Smith*
Frances Cottrell
Dr. Ben & Mrs. Anne Cowan
Domtar, *sponsor of
"Book it Baby" 5k race*
Jenny Dugger
Paulette Fielden
Stanley & Flora Fish
Bill & Anna Gamble
Gravelly Ruritan Club
Brett & Jennie Hodge
La Carreta, Colonial Heights, *sponsor
of "Book it Baby" 5k race*
Martin Dentistry, *sponsor of
"Book it Baby" 5k race*
Barbara and Larry Maston
Jon & M'liss Mather
Nedra & Herb McChrystal
Wanda McLellan
Brenda Moriarty
Jim & Laura Morse
Newcomers & Friends Club of
Bristol TN/VA
Sue O'Dell
Piney Flats Ruritan
Debbie Price, *in memory of Hunter
Smith*
Signature Properties, *sponsor of
"Book it Baby" 5k race*
Debbie & David Taylor
Charlotte Thweatt
Sherry Weaver
Mary Jo Wolfe

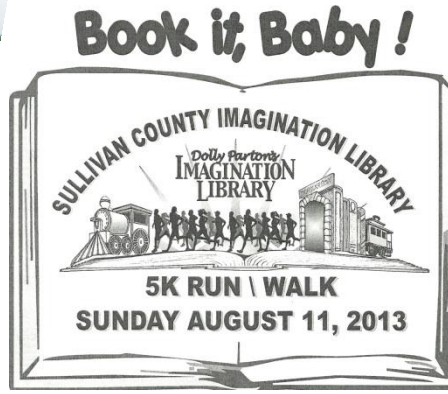
ORANGE BOOK

Scottie Akard
Sam & Judy Baird, *in honor of
John & Alex Gouge*
John Bellamy & Tim Bradshaw
Doris Bittinger
Wilma Boy
Mr. & Mrs. Bob Bridgman
Pat Brose, *in honor of
Barbara Maston*
James "Moe" Brotherton
Margaret Callcott
Cameron Cobb
Colonial Heights FCE
Evelyn Combs
Diamond Exchange, *sponsor of
"Book it Baby" 5k race*
Barbara DuBois
Joan Edwards
Maria Evans
Raymond & Margaret Feierabend
Paula Fish
Barbara Foust
Carol Francisco
Betty Fritz

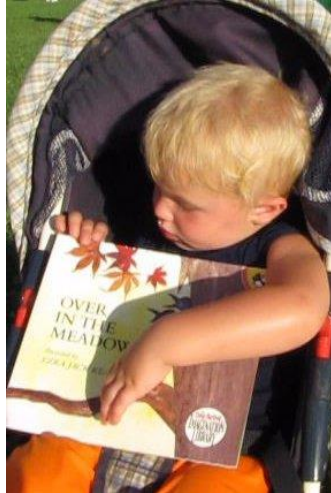
Orange Book, Continued

Friends of the Colonial Heights
Library
Janet Gillenwater
Barbara Goforth
Roger & Agnese Goin
Linda Gray
Ellen Gross
John & Vanessa Greenlee
James & Mary Ann Hager
Evelyn Hill, *in memory of
Richard L. Hill*
William & Sandra Hodge
Melissa & Philip Horner
Shirley Jackson
Samuel & Susie Jones
Marlene Larsen
Judith Lester
Dave Light, *in honor of Rusty Light*
Tim & Bea Lingerfelt
Earl & Barbara Lovelace, *in honor of
Clara Lovelace*
Anna & Chris Manley
Jo McDavid, *in memory of
Henry Williams and in honor of the
Hugh Collins family*
Sandra H. McGinnis
Jewell McKinney
Carole A. Miller
Frank & Kathy Papp
Betty Parise, *in memory of
Deborah Parise*
Mayme S. Pecktol
David Prewitt
Sue & Ivey Redmon
Carolyn Hamilton Reynolds
La Jean Richards
Jeff Schiller
Susan & Tad Schwartzberg, *in
memory of Jack Siegel*
Benjamin Shafer, *in honor of
Brandy Snapp*
Bethany Shafer, *in honor of
Wendy McReynolds & Bonnie
Christian*
Lois Sill, *in honor of
her grandchildren*
Brenda Simmons
John & Kathy Singleton
Mary H. Stewart
Mary B. Tennant
Betty Trent
Dr. & Mrs. Harrison Turner
John Weaver, *in honor of
Carol Briggs & Janea Carter*
Michael & Elizabeth Wilkins,
in honor of Rhys Wilkins
Karen Witcher

**Media sponsor for Book it Baby
Race: Bristol Herald Courier**



Thank you Speedway Charities!



Fun Fest 2013



SCIL Volunteer reads at Rhythm in Riverview