

**Agency: Commerce, Community and Economic Development****Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Child Care Connection, Inc.****Federal Tax ID: 92-0113419****Project Title:****Project Type: Equipment and Materials**

# Child Care Connection, Inc. - Anchorage Imagination Library Books and Postage

**State Funding Requested: \$75,000****House District: Anchorage Areawide (11-27)**

Future Funding May Be Requested

**Brief Project Description:**

Purchase of books and postage for delivery to children in the Anchorage

**Funding Plan:**

|                               |                   |
|-------------------------------|-------------------|
| Total Project Cost:           | \$75,000          |
| Funding Already Secured:      | (\$0)             |
| FY2014 State Funding Request: | <u>(\$75,000)</u> |
| Project Deficit:              | \$0               |

*Funding Details:**Received \$15,000 in FY 12, and then \$15,000 in FY 13***Detailed Project Description and Justification:**

The Anchorage Imagination Library is a project in partnership with Dolly Parton Imagination Library. All Anchorage children are eligible to participate in the program. Participating children receive books in the mail to bolster their reading skills. A study conducted by the Tennessee Board of Regents concluded that imagination library programs improve student performance and better prepares students for kindergarten. There are no administrative costs to the program, its support work is accomplished by volunteers. The state funding would be matched dollar for dollar with private and local contributions.

**Project Timeline:**

Expenditures would occur throughout FY2014

**Entity Responsible for the Ongoing Operation and Maintenance of this Project:**

The Anchorage Imagination Library

**Grant Recipient Contact Information:**

Name: Karen Matthias  
 Title: Volunteer Steering Committee Chair  
 Address: 3350 Commercial Dr. Ste. 104A  
 Anchorage, Alaska 99501  
 Phone Number: 301-1022  
 Email: kjmatthias@gmail.com

Total Project Snapshot Report

2013 Legislature

TPS Report 60342v1

Has this project been through a public review process at the local level and is it a community priority?  Yes  No

# Imagination Library Quarterly report

For period October 16 - January 15, 2013

## Anchorage Imagination Library

7,389 children currently enrolled

Enrollment events: We held enrollment events at five different Title 1 Elementary schools during this report period. By attending two locations (Fairview Elementary and Congregation Beth Shalom) of the annual Neighborhood Gift event, hosted by Food Bank of Alaska and the Salvation Army, we collected enrollments for 245 new children.

AIL has grown this quarter by 450 from 6,939 children on October 1<sup>st</sup> to 7,389 on January 1<sup>st</sup>. During this quarter there were a total of 947 welcome books sent to newly enrolled children. The difference in numbers represents our 358 graduates, children transferred to other affiliates and entries deleted by our database committee of addresses where books were returned as undeliverable.

**\$7,437.50 Total funds raised locally during this time period.**

### **Dates/descriptions of any events, publicity, media – either concluded or proposed**

- Attended Family Night at Northside Elementary as an enrollment event (10/18)
- October activities e-newsletter sent via constant contact (10/25)
- November event email invitation sent via constant contact (10/31)
- Attended Family Night at Tyson Elementary as an enrollment event (11/7)
- Attended Family Night at Wonder Park Elementary as an enrollment event (11/13)
- November activities e-newsletter sent via constant contact (11/21)
- December event email invitation sent via constant contact (11/26)
- Attended Family Night at Creekside Elementary as an enrollment event (12/6)
- Attended Family Night at Airport Heights as an enrollment event (12/8)
- Attended Mitzvah Mall fundraising event (12/2)
- AIL Volunteer Holiday Party at thread (12/13)
- Attended a Cookie Party held in our favor (12/14)
- December activities e-newsletter sent via constant contact (12/20)
- Attended Neighborhood Gift at 2 locations as an enrollment event (12/22)
- End of year email newsletter sent to 4754 email addresses via constant contact (12/24)
- January event email invitation sent via constant contact (1/9)
- Increased Facebook presence (currently 487 likes)

We had a Family Engagement event at the Anchorage Museum on November 11. We tallied that 60 families were actively engaged in our activities at this large community event. Our book theme was “Mama, Do You Love Me?” and activities included making mittens that show how the parent/child love one another, a storytelling and a scavenger hunt for items throughout the museum that are seen in the book.

We had a Family Engagement event on December 8 at Alaska Museum of Natural History. We had 108 participants (48 families) in attendance. This was a great location as it brought families to the museum that otherwise would not have visited and we only had to offer a couple of activities and then provide families time to explore the exhibits on their own. We also paired with United Way to do a food drive benefitting Children’s Lunchbox. This was a big success and went well with our theme of sharing and the “Mine-O-Saur” book.



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(907) 265-3131  
AnchorageImaginationLibrary@gmail.com

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Dear Representative Holmes,

Thank you for your service to our state and our community. I am writing to ask for your assistance in making a **\$75,000 request in CAPSIS for the Anchorage Imagination Library**, a wonderful volunteer-run non-profit that has provided free books to children under five in Anchorage since 2009. As a lawmaker, you will also appreciate the value to our community of inspiring parents to read to their children, helping them enter kindergarten eager to learn and ready to succeed.

Here are the highlights of the Anchorage Imagination Library:

- **The program mails a free, age-appropriate, educator-selected book every month to each child at a cost of only \$30 per child, per year.**
- More than **7,300 Anchorage children** are currently enrolled.
- There are almost **no administrative costs**, as the support work is mostly done by volunteers who believe that all children deserve access to quality children's books.
- While all Anchorage children are eligible for the program, it **targets enrollment activities in low income neighborhoods**, at charitable events like **Neighborhood Gift** and through the **Program for Infants and Children**.
- Anchorage Imagination Library organizes **fun, free family engagement events** to help parents learn and practice behaviors that nurture their children's development.
- The Anchorage Imagination Library is mostly **funded with local donations** from various groups and individuals, along with **grants from Best Beginnings** and the **United Way**, because they recognize the tremendous value of inspiring parents to read to their children.
- The program picks up undeliverable books from Anchorage's post offices every month for delivery to **homeless shelters**, reaching some of the **most vulnerable children in our community**.

This is an effort undertaken in communities all over the country. The Anchorage Imagination Library works with Dolly Parton's Imagination Library, which selects high-quality books, negotiates with publishers and arranges the mailing. Each local Imagination Library must raise funds to pay for the books and postage for all the children enrolled in their community.

**We are asking you to support this project.** With **\$75,000**, the Anchorage Imagination Library could send a high-quality book every month for a year to **2,500 children in Anchorage**, bringing joy, education and knowledge to every neighborhood. None of these dollars will be spent for administration. What a smart investment!

Thank you for considering this request. How often do you get a chance to do **so much good for so little money—and with volunteer labor?**

Karen Matthias, Volunteer Steering Committee Chair



**Did you say a free  
book a month?**



**Until I'm five?**



**Oh, thank you!**



The Anchorage Imagination Library has provided books to children under five in Anchorage since 2009. Here are some highlights:

- **For only \$30 per year, each child receives a book every month in the mail;**
- **More than 7,300 children** are currently enrolled;
- There are almost **no administrative costs**, as most of the work is done by volunteers who believe that all Anchorage children deserve access to quality children's books so that they enter kindergarten eager and ready to learn;
- While all Anchorage children are eligible for the program, we **target enrollment activities in low income neighborhoods**, at charitable events like **Neighborhood Gift** and through the **Program for Infants and Children**;
- The program has been **funded with local donations** from various groups and individuals, **along with grants from Best Beginnings** and the **United Way**, because they recognize the tremendous value of inspiring parents to read to their children;
- We pick up undeliverable books from Anchorage's post offices every month for delivery to **homeless shelters**, reaching some of the **most vulnerable children in our community**.

This project is part of Dolly Parton's Imagination Library. **It has been shown to improve student performance and better prepare youngsters for kindergarten**, in a study conducted by the Tennessee Board of Regents. Dolly Parton's Imagination Library selects high-quality books, negotiates with publishers and arranges the mailing, but each local program must raise funds to pay for the books and postage.

**We are asking for support from your discretionary funds.** For only \$75,000, we could send a high-quality book every month for a year to 2,500 children in Anchorage, Girdwood and Eagle River. None of the dollars are spent for administration. And best of all, it helps get kids in our community ready for success in school. What a smart investment!

Thank you for considering our request. How often do you get a chance to do **so much good for so little money—and with volunteer labor?** Please contact me any time if you need more information or have any questions at 301-1022 or [kjmatthias@gmail.com](mailto:kjmatthias@gmail.com). Our fiscal agent, thread, is a 501(c)(3) public non-profit organization.

Karen Matthias, Volunteer Steering Committee Chair, Anchorage Imagination Library

**In the past three months, community volunteers have conducted 3 family engagement events, 9 outreach activities at local elementary schools and Neighborhood GIFT (nonprofit event to provide toys for low income families) as well as solicited over \$7,000 in individual gifts. We need your help to sustain this growth and ensure that every child in Anchorage has access to quality education materials to prepare them for success in kindergarten and beyond.**

# MUNICIPALITY OF ANCHORAGE



Office of the Mayor

Phone: 907-343-7100

FAX: 907-343-7180

*Mayor Dan Sullivan*

January 8, 2013

Karen Matthias  
Volunteer Steering Committee Chair,  
Anchorage Imagination Library

Dear Karen,

Congratulations to the Anchorage Imagination Library for enrolling more than 7,000 children in your program. Our families are benefiting every month thanks to your work.

Last year, I conducted an Education Summit that focused on improving education right here in our community. One of the summit outcomes highlighted the importance of young students being able to read.

My wife, Lynette, was an elementary school teacher for many years and saw first-hand how a love for reading and books made a difference in a child's education success. In addition to school, the opportunity for children to read or be read to at home is priceless. That amazing opportunity is now available to thousands of families who might not otherwise have it - thanks to your efforts. The excitement of receiving a new book in the mail each month is an excellent way to set the wheels of literacy in motion.

I understand the work of the Anchorage Imagination Library is managed by volunteers. It's your dedicated volunteer efforts in literacy and learning that are at the heart of the program and what helps make our community truly a great place to live.

Thank you for what you do for our children and families.

Sincerely,

A handwritten signature in blue ink that reads "Dan Sullivan".

Dan Sullivan  
Mayor of Anchorage



## Anchorage School District

5530 E. Northern Lights Blvd.  
Anchorage, Alaska 99504-3135  
(907) 742-4000

### **SCHOOL BOARD**

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Pat Higgins

Don Smith

### **SUPERINTENDENT**

Jim Browder, Ed.D.

January 8, 2013

Karen Matthias  
Volunteer Steering Committee Chair  
Anchorage Imagination Library

Dear Karen,

At the Anchorage School District, our goal is to educate all students for success in life. Literacy is a critical foundation to success.

When students enter kindergarten, we begin teaching them how to read. By third grade, they'll be proficient readers.

In addition to work at school, a love for learning must be fostered at home in order to truly be successful. Any teacher can tell which students read at home and which don't have that opportunity. The same goes for children entering our school system. Teachers can identify incoming students who frequently have been read to and foster an appreciation for books.

The Anchorage School District very much supports the efforts of the Anchorage Imagination Library for helping our future students start off on the right track with an excitement for reading and love for learning.

Thirteen years later, I know they will graduate ready for college and a career thanks to the foundation built with the help of Anchorage Imagination Library.

Thank you for your volunteer efforts to support future students in our community.

Sincerely,

Jim Browder, Ed.D.  
Superintendent of Schools