

**Agency: Commerce, Community and Economic Development****Grants to Named Recipients (AS 37.05.316)****Grant Recipient: North Star Imagination Library****Federal Tax ID: 27-4560964****Project Title:****Project Type: Other**

## North Star Imagination Library - Reading Campaign

**State Funding Requested: \$50,000****House District: Fairbanks Areawide (1-5)**

Future Funding May Be Requested

**Brief Project Description:**

The North Star Imagination Library is a local branch of Dolly Parton's Imagination Library. It is run by volunteers who register children to receive free books in the mail each month until their fifth birthday. Books are paid for by local fundraising and support from the legislature and Best Beginnings.

**Funding Plan:**

Total Project Cost:	\$93,450
Funding Already Secured:	(\$12,000)
FY2014 State Funding Request:	<u>(\$50,000)</u>
Project Deficit:	\$31,450

*Funding Details:*

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**Detailed Project Description and Justification:**

It is estimated that the North Star Borough has approximately 7,000 eligible children for whom we desire to find sponsors. Currently there are approximately 3,400 children enrolled in the Fairbanks North Star Borough enrolled in the program. All children who are between birth and five years old, and are residents of the Fairbanks North Star Borough are eligible to register. Children will begin receiving an age-appropriate book of their very own each month in the mail until they reach five years of age--sixty books in all if signed up at birth. Enrolling a child in the North Star Imagination Library is done at no cost to the parent--simply our gift of reading to a child. North Star Imagination Library has been recruiting new children by attending events in the community and partnering with local agencies such as the Resource Center For Parents & Children and Fairbanks Memorial Hospital. The funding requested goes to pay for books as all work is performed by volunteers.

**Project Timeline:**

Books are ordered on a monthly basis throughout the fiscal year.

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

North Star Imagination Library

**Grant Recipient Contact Information:**

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

<i>For use by Co-chair Staff Only:</i>
2:01 PM 5/9/2013

# North Star Imagination Library Annual Report 2012



2012 was a year of great growth for our program. We surpassed our enrollment goal and hit a high of almost 3,800 children during the summer! Our challenge remains to find those children who haven't yet enrolled and to maintain enrollment of families as they move in and out of the area.

## Enrollment

- Currently over 3,560 children receive a book every month. In 2012, we enrolled 1,480 new children, graduated 795 and saw 1,000+ move away.
- 43,208 books arrived in local mailboxes in 2012!
- You might have seen us at Mush for Kids, Golden Days Street Fair, Fairbanks Children's Museum, Spooky Train, various events at Ft. Wainwright, Best Beginnings Family Fair and other events registering kids.
- A book and brochure has been included in Food Bank food boxes for families with young children.
- Resource Center for Parents and Children and the Fairbanks Memorial Hospital collect registration forms for pick up each month.
- Brochures are available throughout the community at child care centers, medical offices, retail stores, etc.

Our goal for 2013 is 3,650 enrolled children



## Fundraising

- Our Champions for Children of 2012: Nancy & Russ Wagner, Tracey Martinson, and Leslie Campbell, were honored at Pike's Waterfront Lodge where the community came out in huge support of our free book program. A big thank you to Jay Ramras for continuing to sponsor this major event!
- McSeuss Night continues each year on March 2. Great way to make some money and have fun serving fries and taking orders!
- We were the fortunate recipients of \$5,000 during the grand opening of Fred Meyer West.
- John Hill and Fairbanks Memorial Hospital have continued their pledge of support by donating \$10,000 and \$5,000 each year since we began in 2008!

*We are grateful to live in this generous community!*

## Invaluable Supporters

- \$50,000 from the state legislature goes a long way to pay for books (~\$2.25 per book) and gives us the stability to continue to grow.
- Best Beginnings provides financial and logistical support to Imagination Libraries around the state, offering opportunities to collaborate with our peers and learn from what other communities are doing.
- We are grateful that GCI continues to donate a phone line which facilitates address changes.
- We transitioned to some new board members this year and conducted an informal audit with volunteer help from Ann McGraw.
- For three years we have enjoyed in-kind support from Mt. McKinley Bank in the form of a meeting room for our board every month.

*This program would not be possible without community support!*

## Outreach

- In 2012 we took our Family Fun Nights on the road, traveling to Eielson, Goldstream and the JP Jones Center featuring the book *Tiger Can't Sleep*. Storytime, guest performers, activities and a meal were enjoyed by about 30 people each time.
- We hosted a premier of the film *Babies on Track* in March. Each family went home with a copy of the DVD and two board books thanks to Best Beginnings.
- The post offices collect non-deliverable books and return them to us to distribute in the community at enrollment events, waiting rooms, child care programs, Red Cross packages, classrooms, and more.
- Public health nurses have been taking books out to interior villages not yet served by Imagination Library.

*We are pairing up with other events to provide parent-child activities in relation to IL books rather than our own events in 2013.*