



Annual Report 2018

The Sullivan County Imagination Library is an affiliate of the Dolly Parton Imagination Library and a partner with the Governor's Books from Birth Foundation.

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.

Contact Information:

Mailing Address: P.O. Box 3045; Kingsport, TN 37664

Email: sullivancoimaginationlibrary@gmail.com

Website: scimaginationlibrary.org

Facebook: [facebook.com/SullivanCountyImaginationLibrary](https://www.facebook.com/SullivanCountyImaginationLibrary)

Twitter: @SCimag_library

Instagram: [sullivanimagination1](#)

Sullivan County Imagination Library

2018 in Review

Who We Are

- The Sullivan County Imagination Library is an all-volunteer, 501c3 nonprofit with no paid staff and no permanent office space. All our activity is accomplished by our dedicated Board of Directors and volunteers.
- Eight new Board members were added in January of 2018: Karen Baker, Misty Bittering, Melissa Clemens, Erin Kingsley, Kavitha Laksmanan, Sandra Little, Robin McClellan, and Drew Street. They have expanded the leadership of our Board of Directors by profession, geography and age. All agreed to serve a three-year term.
- Outgoing Board Members were Donna Jones and Robin Dickerson. We appreciate their significant contributions to the work of the SCIL.
- Two of our founders and long-time members of our Board passed away this year: Jan Miles and Flora Fish. Our tremendous appreciation for their commitment and support of the Imagination Library program in Sullivan County cannot be over stated. They are and will be missed.
- Our meeting time and location were changed in 2018. We now meet in Blountville, TN in Room 212 in the Sullivan County Education Building at 4:00 pm on the second Tuesday of each month.
- The Colonial Heights Library, a branch of the Sullivan County Library system serves as our official telephone number, shipping address, copying center and IL brochure storage and distribution center. This support is very helpful and much appreciated.

Numbers Help Tell Our Story

- In 2018, approximately 1,630 new children were registered and 1,520 “graduated” from the Imagination Library program upon reaching their fifth birthdays. Since 2004, nearly 27,000 Sullivan County children have participated in the SCIL and over 16,000 have graduated.
- The cost of books averages \$2.16 per book. Our state-wide funding partner, the Governor’s Books from Birth Foundation pays one-half of that cost, or \$1.08 per book, with each local affiliate paying the other half of. In 2018, the SCIL paid a total of \$82,780 for books and handling cost to mail the 76,648 free books to Sullivan County preschool children.
- Since 2004, a total of 835,965 books have been mailed for a total cost of \$902,842.

Leadership Continuity

In the interests of greater leadership continuity and an easier, longer transition period for new officers into the next calendar year, the Nominating Committee began its work in July of 2018. Candidates were being sought to fill seven leadership positions: President, Vice-President/President-elect, Secretary, Treasurer, Data Base Manager, Fundraising Chair, and Registration Chair. The creation of the position of Vice-President/President-elect was new this year. It will allow the person elected to this position to shadow and assist the President throughout 2019. Hopefully this will prepare the Vice-President/President-Elect to step into the office of President the next year. But this is not binding on the VP and also does not preclude a President from serving more than one term. The goal of the committee was to have candidates for all seven positions to present to the Board at the September, 2018 meeting for approval and informal election. The official election, per the SCIL by-laws. will occur at the January, 2019 Board of Directors meeting.

Financial Stability

Our Reserve Fund of \$90,000, generated during the early months of the SCIL's operation was essential in allowing continuous registration of children and to pay for the books in years when the local affiliate was unable to raise adequate revenue through its own fund-raising efforts. This reserve has as allowed us to never turn a child away from the program due to lack of funds.

In 2018, our quest for additional sources of stable, continuous funding was met by the following:

- SCIL became a United Way of Bristol agency in 2017 and our allocation of \$7,500 began to be paid monthly in the amount of \$625.00 during 2018.
- SCIL was granted agency status by United Way of Greater Kingsport in 2018. An allocation of \$20,000 was approved and monthly payments of \$1,667 will begin in January of 2019.
- The Monthly Book Sponsor program, entitled "Road to 50" was developed by the SCIL Board of Directors. The goal in 2018 was to enroll 50 sponsors who would give monthly via a recurring credit card payment or to give by check the entire amount needed to pay for books for one child for an entire year. SCIL nearly met this goal, enrolling 48 Monthly Book Sponsors in 2018.

Fundraising Events and Activities



Bunco Party

Our annual Bunco Party was held on Thursday, May 1, 2018 at the First Presbyterian Fellowship Center, 100 West Church Circle in Kingsport from 6-9 PM. Number of tickets sold was 107, with 84 people playing Bunco. Dinner was served at 6 PM, a soup and salad supper. Food was provided by SCIL Board members, Mustard Seed Café, Olive Garden, Delta Pi chapter of ESA International and Delta Kappa Gamma (retired teachers organization). Bunco play began at 7 PM. Special events during the evening were a drawing for Dollywood tickets, an autographed copy of Dolly Parton's book "The Coat of Many Colors, and prizes for Bunco scores and participation.

The financial goal for this fundraising event was \$7,000, the cost of books for one month. Table sponsors funded 31 tables for a total of \$4,120. Donations external to the event were \$1085 and preregistrations were \$1240. Revenue before the event was held came to \$6445. Registrations at the door and donations for left-over food totaled \$596. The net total of \$6876 nearly met our goal. This Bunco Party was dedicated to the memory of Flora Fish, a member of our Board and ESA



Brushstrokes for Books

The 2018 Brushstrokes for Books art event was held on Friday, October 19th from 6-9 PM at the Mercantile on State Street in Bristol, TN. This location was chosen to increase awareness of the SCIL program and its efforts in the city of Bristol and the surrounding area. Participants were instructed by renowned artist, Leigh Ann Agee, to create their own masterpiece which was a butterfly in honor of Dolly Parton. Hors d'oeuvres were served along with beverages and desserts. A silent auction was held after painting was completed. More than 50 businesses donated products, services or food/beverages for the silent auction and/or refreshments.

Our financial goal for this event was \$4000. We had 48 painting participants @ \$60/person equaling \$2880, \$85 in donations and \$2687 from silent auction sales for a total income of \$5652. Our expenses came to \$1147.53 leaving us net proceeds of \$4504.47. The event was very successful and exceeded our fundraising target.

Newsletter

Each year we send out a newsletter which includes special events, great pictures, registration information, giving opportunities and our Honor Roll of donors. Included with the newsletter are donation envelopes and some personal notes encouraging contributions. In 2018 we sent out 671 newsletters and received \$6,435 in donations.



"A partnership of the Governor's Books from Birth Foundation, the Dollywood Foundation, and the Sullivan County Imagination Library."

End of Year Letter

In December we sent out letters to previous donors who had not yet contributed in 2018. This was also a successful fundraising activity which brought in \$1500.

Registration

Information

All Sullivan County children from birth to age five are eligible to register for the Imagination Library program. The Dollywood Foundation has an expert panel of childhood literacy specialists who choose the IL books, assuring that they are age-appropriate and of excellent quality.

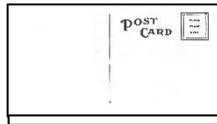
Parents may register children at different community events, mail in a registration form included in our brochures which are available at public libraries and other community locations, register online at www.imaginationlibrary.com, or sign up through the Birthing Hospital Initiative. In 2018, over 55% of our registrations were done online. The rest are enrolled using the print forms which are entered in the database by Database Clerk volunteers.

No matter at what age between 0 and 5 years that a child is registered, the first book they receive is the *Little Engine That Could*. This is a favorite book of Dolly Parton. Children “graduate” from the IL program the month they turn five and receive the book, *Look Out Kindergarten, Here I Come*.

Registration Events in 2018

March 27	Sullivan County Health Department T-TOPS. Sponsored every year to provide information, support and gifts to pregnant teens.
April 5	Kingsport City Schools Pre-school Registration
April 12	Head start Family Night, First Presbyterian Church, Bristol, TN
April 21	Healthy Kids Day (Sponsored by Greater Kingsport YMCA)
June 7	Sullivan County Schools Summer Feeding Program (Food and information supplied to community families) Sullivan East High School
July 10	Sullivan County Schools Summer Feeding Program. Ketron Elementary School
July 24	Sullivan County Health Department Summer Check-Up, Blountville
July 26	Sullivan County Health Department Summer Check-Up, Kingsport
July 27	Sullivan County Library Family Night, Blountville
July 31	Kingsport City Schools Back to School Expo
August 20-25	Appalachian District Fair with Delta Kappa Gamma
Sept. 22	Rhythm & Roots Children’s Day, Bristol, TN
Oct. 13	Walk for Wellness Expo sponsored by Ballad Health
Nov. 16	Ketron Elementary Family Involvement/ Thanksgiving Dinner

Fourteen community events resulted in **101** new registrations



Postcard Project

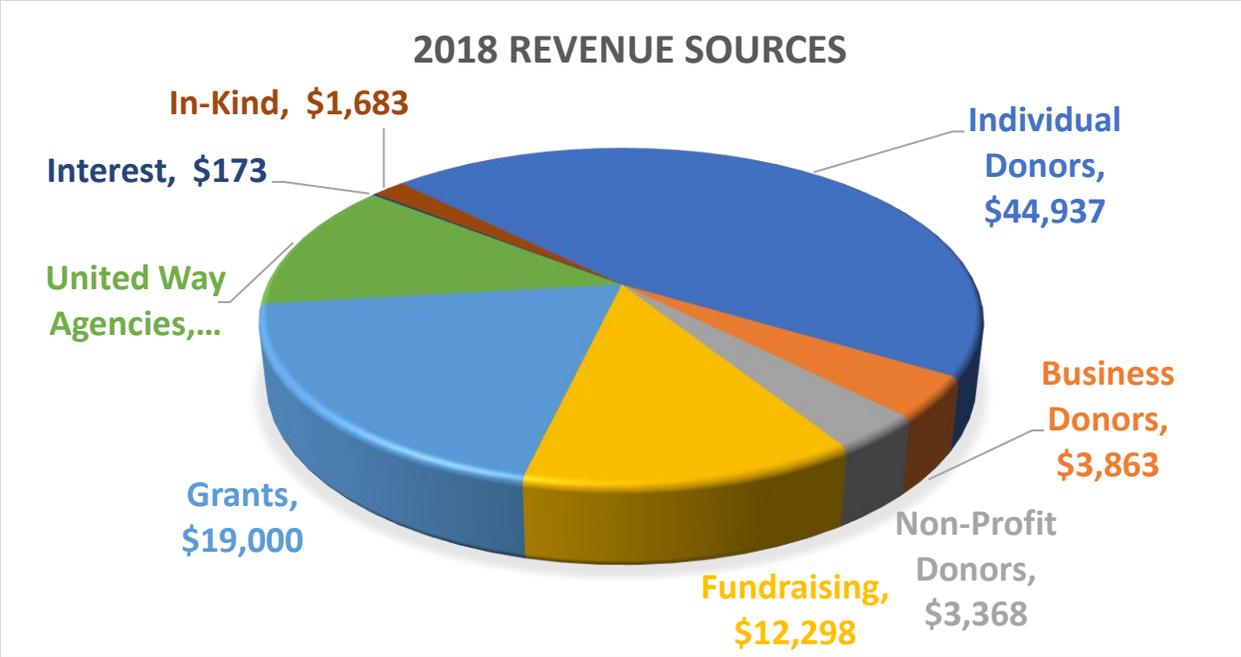
Maintaining a current, correct database of the addresses of children registered for the Imagination Library program is essential for those children to receive their books in the mail each month. We began a “cleanup” project for our database in 2017 by sending out postcards to all registered three-year-olds. Disposition of all the returned cards resulted in a more accurate database and saved money.

This “cleanup” project for our database was successfully completed again in 2018. Here is the breakdown: 1,426 post cards were mailed to two-year-olds. 131 cards were returned as undeliverable. Of those, 37 addresses had already been corrected by the National Change of Address database, or the address was already correct, for a total of 1,332 valid addresses (93.41%). 12 addresses were corrected with the USPS return label. The remaining 82 were personally contacted via e-mail or telephone. Four of these were transferred to other county IL affiliates and 78 were deleted from our database. These deletions saved the SCIL approximately \$2,000.



**Sullivan County Imagination Library
Statement of Revenue and Expenses
12/31/2018**

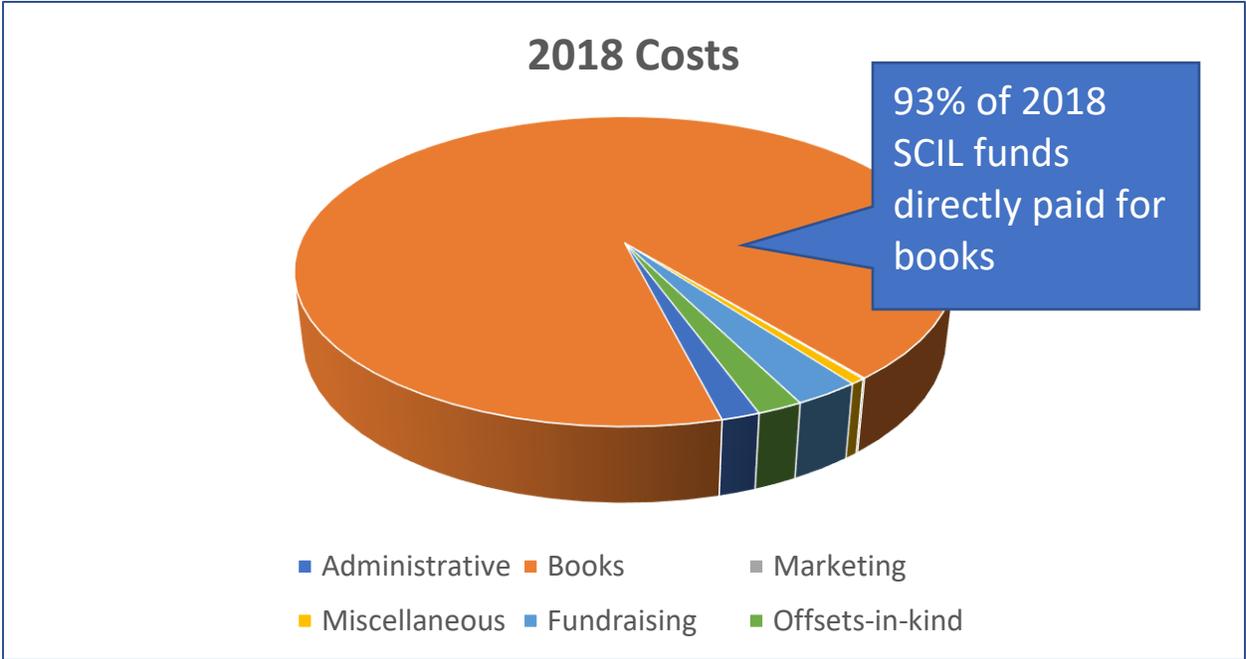
Revenue:	Month to Date	YTD
Contributions	\$4,414.10	\$51,604.00
<i>Memorials \$1312, End-of-year envelopes \$747+</i>		
Fundraising Events	\$352.98	\$12,397.52
<i>Belk Charity Bristol Door \$225, Kroger \$128</i>		
Grants	\$0.00	\$19,000.00
Interest Income	\$37.10	\$173.22
In-kind Income	\$905.50	\$1,682.50
United Way	\$625.00	\$12,102.00
Total Revenues	\$6,334.68	\$96,959.24
Expense:		
General & Administrative	\$0.00	\$1,420.94
Books	\$6,702.90	\$82,779.80
Marketing (website/promo Materials)	\$0.00	\$88.85
Miscellaneous	\$39.52	\$550.41
<i>Stripe fees</i>		
Fundraising	\$0.00	\$2,441.48
Offsets of In-kind Income	\$905.50	\$1,682.50
Total Expenses	\$7,647.92	\$88,963.98
Excess (Deficit) Revenue over Expenses	(\$1,313.24)	\$7,995.26
Beginning Fund Balance as of January 1, 2018		\$57,287.91
Ending Fund Balance as of December 31, 2018		\$65,283.17



2018 Revenue		
<i>Individual Donors</i>	\$ 44,937	46.1%
<i>Business Donors</i>	\$ 3,863	4.0%
<i>Non-Profit Donors</i>	\$ 3,368	3.5%
<i>Fundraising</i>	\$ 12,298	12.6%
<i>Grants</i>	\$ 19,000	19.5%
<i>United Way Agencies</i>	\$ 12,102	12.4%
<i>Interest</i>	\$ 173	0.2%
<i>In-Kind</i>	\$ 1,683	1.7%
	\$ 97,424	

Explanatory Notes:

- Individual Donors:** Revenue that came from direct donations from individuals. Note: 21% of our income came from one individual donor.
- Business Donors:** Direct business donations, **not** Rolling for Readers Bunco Party or Brushstrokes fundraiser sponsors
- Non-Profit Donors:** Clubs, Piney Flats Community Chest, Indian Springs Community Chest, Governor’s Books from Birth pass-through donations
- Fundraising:** Rolling for Readers Bunco Party; Brushstrokes for Books, Belk Charity Sale ticket sales; Books a Million; Amazon Smile; Kroger Community Rewards Program.
- Grants:** Income that came as a result of a written grant. 2018 grants were from Appalachian Regional Commission (written by GBBF): \$4,000; Speedway Children’s Charities: \$6,000; Eastman Foundation: \$5,000; Massengill DeFriece Foundation: \$4,000
- United Way Agencies:** United Way of Bristol: \$7,602; United Way of Greater Kingsport, Children and Youth Initiative: \$4,500;
- In-Kind:** This is the value of donated items for the Rolling for Readers Bunco event. They must be listed as revenue, and offset as an expense, although we received no actual cash for the items.



2018 Costs		
<i>Administrative</i>	\$ 1,420.94	1.6%
<i>Books</i>	\$ 82,779.80	93.0%
<i>Marketing</i>	\$ 88.85	0.1%
<i>Miscellaneous</i>	\$ 550.41	0.6%
<i>Fundraising</i>	\$ 2,441.48	2.7%
<i>Offsets-in-kind</i>	\$ 1,682.50	1.9%
	\$ 88,963.98	

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. 93% of all funds were used to purchase the 76,500 books we mailed in 2018. The local direct cost is \$1.08 per book, which covers the books, as well as postage and handling and is exclusive of other expenses. 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. Revenue exceeded expenses in 2018 by \$8,826 allowing for an increase in working capital. The working capital which serves as an emergency fund was \$65,283 which would provide for the equivalent of approximately 60,000 books or roughly 9 months of service to the registered children.

Sullivan County Imagination Library

Board of Directors, 2018

Officers:

Barbara Maston, President

Rhoda Bliese, Vice President, Fundraising

Evelyn Edwards, Vice President, Registration

Brenda Moriarty, Vice President, Data and Social Media

Keri-Lynn Paulson, Secretary

Elaine Zoeller, Treasurer

Members:

Karen Baker

Jane Bellamy

Misty Bittinger

Erika Brammer

Claudia Byrd

Rev. Charles Charlton

Melissa Clemens

Tammie Davis

Stanley Fish

Dr. Erin Kingsley

Kavitha Lakshmanan

Sandra Little

Chris Manley

Dr. Robin McClellan

Adair Murdoch

Jeanne Peal

Carrie Schwartz

Drew Street