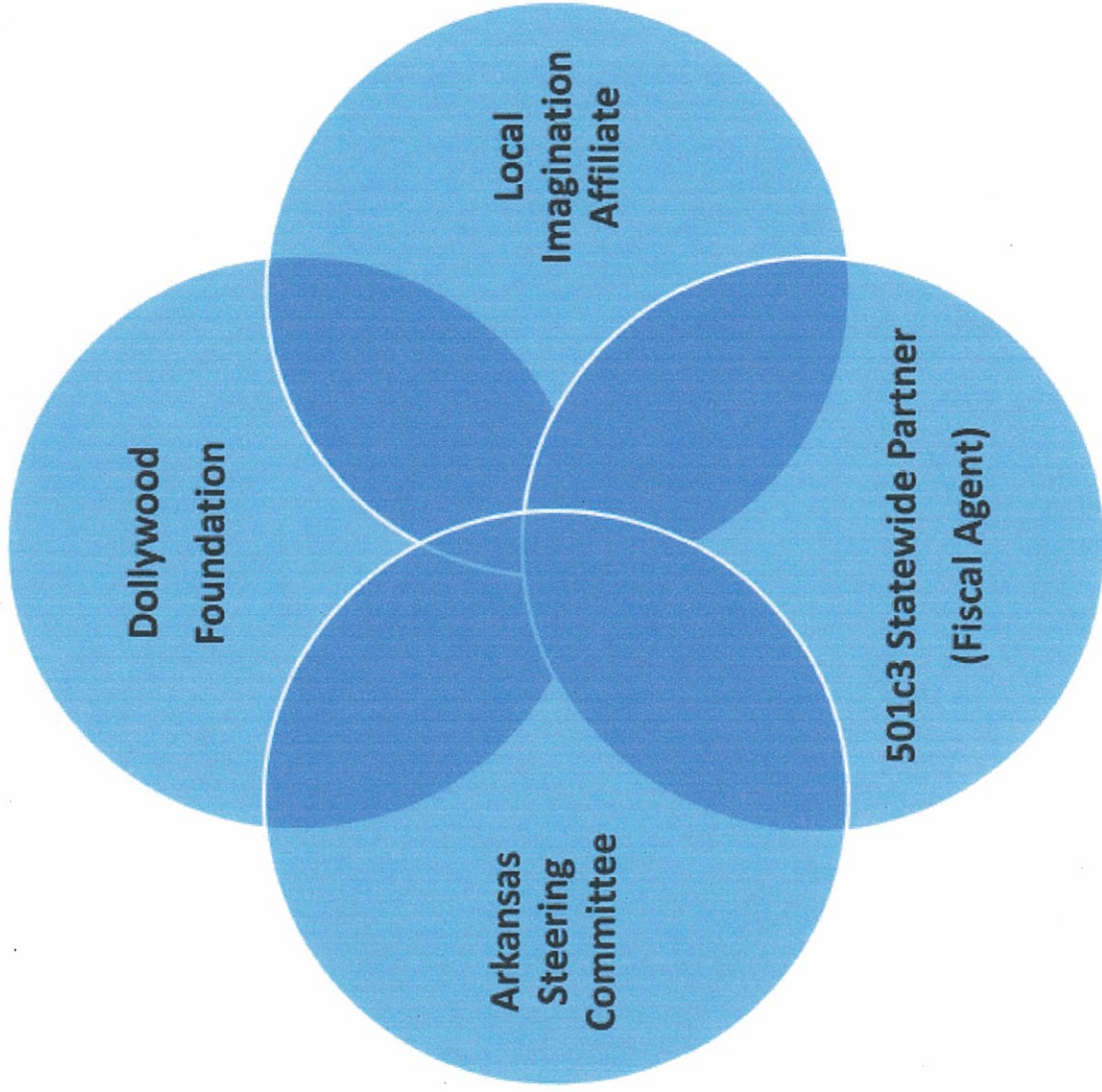


A Vision for Arkansas Statewide Imagination Library



A Vision for Arkansas Statewide Imagination Library

The Dollywood Foundation has developed a delivery system, negotiated prices, and carefully selected the publisher, individual book titles, registration and promotional materials for the Dolly Parton's Imagination Library (DPIL). The DPIL is all about inspiration and imagination. In 1995 in Sevier County, TN, Dolly developed the program so that every preschool child would have their own library books that would encourage in them a love of reading and learning. The average cost for each child is about \$25 per year. High quality age appropriate books delivered every month to the homes and hands of every child from birth to five years provide the tools parents need to bond with their children, sharing the love of books and finding joy in learning for a lifetime at no cost to the child's family. The books are a gift from the community at a cost of \$2.08 per child. Improved outcomes in school readiness and strengthening families and communities occur when the challenges are met working together toward a common goal. DPIL provides the mechanism to meet this essential need for all preschool children in Arkansas.

A job description for the following foundation, committee, and affiliate are listed below:

Dollywood Foundation (DWF)

Execute Memorandum of Agreement with 501c3 statewide partner

Work w/ Steering Committee and 501c3 statewide partner to develop funding and marketing strategy for Arkansas

Provide ongoing assistance to all partners

Assist with efforts to identify national and state partners to provide funds

Invoice State 501c3 (fiscal agent) monthly for cost of books and mailing

Manage the book and mailing system

Oversee the Book Ordering System database Provide technical assistance in setting up the program

Arkansas Steering Committee

Work with State to create or secure a Statewide 501c3 Promote Imagination Library across the state of Arkansas

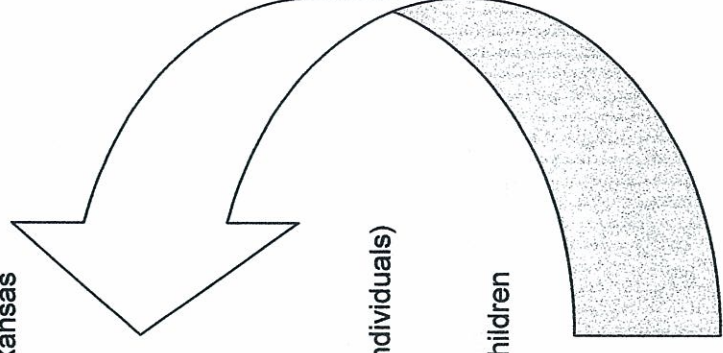
Identify and engage statewide financial support funding partners (business, industry, foundations, corporations, and individuals)

Assist with county 501c3 recruitment and local fundraising) in region

Attend Steering Committee meetings (mostly conference calls)

Work to develop sustainable funding and marketing strategies for Arkansas Ensure efforts to include all of Arkansas' children

501c3 Statewide Partner (Fiscal Agent)



501c3 Statewide Partner (Fiscal Agent)

Raise funds from statewide entities (business, industry, corporations, foundations, individuals) for distressed counties and for program administration expenses.

Promote Imagination Library Statewide

Execute Memorandum of Agreement with DWF

Hold Imagination Library contributions in designated Arkansas Imagination Library account

Help identify county 501c3 contacts (in counties not already covered) for Imagination Library program

Set up auto debit process w/ affiliates to cover monthly DWF invoice (50%) to 501c3 statewide partner

Authorize monthly debit account access to cover 100% total monthly invoice to DWF

Local Imagination Library Affiliate (501c3)

Define geographic area

Execute Memorandum of Agreement with DWF Complete Affiliate Information Sheet with DWF

Identify and engage support partners to raise local funds for half of the program cost

Develop marketing materials to support and promote Imagination Library program

Register children using the DPIL customized registration brochures

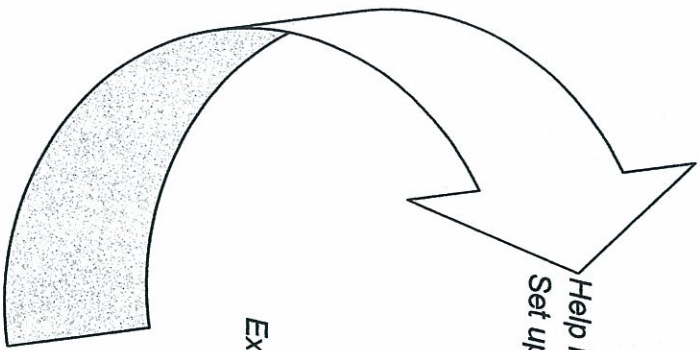
Input registration data into The Dollywood Foundation database system

Contact local Post Offices to arrange for pickup of undeliverable books is possible

Authorize monthly debit account access to cover 50% of book and mailing cost

Promote Imagination Library across the county

Work to develop sustainable funding and marketing strategy for geographic area



In summary, with the job descriptions mentioned above, Arkansas will become a statewide DPIL once we have a statewide fiscal agent, which has to be a 501c3 in place. This agency will receive funds from the local affiliates across the state, whereby, the local affiliate is exclusively devoted to registration, the books, and the mailing. The local affiliate will send their funds (50%) to the state agency, then the state agency will send the total monthly invoice (100%) to the DWF. The Arkansas steering committee members will work continuously in providing support and technical assistance in helping to get this process in place.