



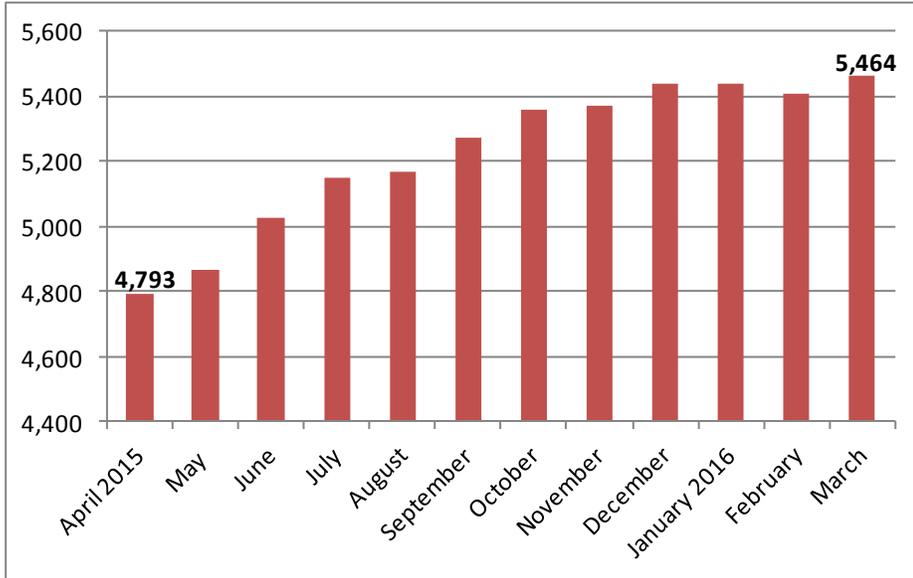
Catawba County's Imagination Library Program

Evaluation Results - April 2016

"It is an incredible program and so needed for those children who cannot afford to buy their own books."

- Parent of Participant

2015-2016 Children Enrolled in Imagination Library



	# Children	Cost
April 2015	4,793	\$9,947
May	4,868	\$10,312
June	5,028	\$10,508
July	5,149	\$10,920
August	5,169	\$11,156
September	5,275	\$11,301
October	5,360	\$10,899
November	5,368	\$11,165
December	5,440	\$11,572
January 2016	5,439	\$11,568
February	5,408	\$11,261
March	5,464	\$11,513
TOTAL	62,761	\$132,121

Since Starting the Imagination Library Program in Catawba County in April of 2011, we have already sent out **216,719** books to local children!

Parent Survey Results

Response Rate: 10.2% (557 parents)

- 96.56% of parents reported that they are reading their Imagination Library books to their children.
- 87.23% of parents reported that they are reading more often to their child because of receiving books through Imagination Library.
- 99.09% of parents reported that they feel that reading to their child is helping them to be more prepared for success in kindergarten.
- 95.99% reported that receiving books from Imagination Library is making their child more excited about reading.
- 47.6% of parents took the time to provide us additional comments about their Imagination Library experience. (See back for examples of comments from local parents.)



Hickory Rotary Club

Thanks to the support of the Dollywood Foundation, our local cost to bring Imagination Library to Catawba County children is approximately \$2 per book, or about \$25 per year, per child. We extend profound appreciation for our local funders who make this important and effective early literacy program possible!

Hickory Rotary Club - Catawba County United Way

Beaver Family Foundation ▪ Carpenter Foundation ▪ Wells Fargo Foundation
Cargo Transporters ▪ Underdown Foundation ▪ George Foundation ▪ Newton-Conover Rotary



LIVE UNITED
United Way

Catawba County United Way
Community Partner



Imagination Library is a program of the Catawba County Partnership for Children

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828-695-6505 • www.catawbakids.com

Comments from Parents of Imagination Library Participants

Excerpts from 265 comments provided via survey

The books are really great. They want to hear them over and over.
 Los libros son muy buenos, a mis hijos les gusta mucho. (The books are very good, my kids love it.)
 I love that my son received age appropriate books and he is always excited when we get a new book to read together. He is so excited to see what is on every page!
 I love the fact that we get books in different languages.
 They love going to check the mail with me every day, just to see if they have gotten another book! They LOVE the big collection of books they have now!
 Books are expensive to buy. This is a great way to get good books and great titles.
 It is amazing receiving books each month. Some books I haven't seen in years and some are new that I have never seen before.
 En que mi nino se interesa mas por los libros. (That my child is more interested in books.)
 It is a helpful program to build a library for my child.
 My son loves receiving the books, we have reading time every night and some of his favorite books are from this program.
 Making my child want to read. Favorite part of going to the mailbox. Lily gets so excited and happy!
 It's a great program with lots of variety.
 Loves getting them in the mailbox. Asa says, "I scream!" :-)
 There are a great program for my kids because i love to read anything, especially kids book for my kids to listen and pay attention.
 Want more books in Spanish to help me to teach him words.
 Que es muy buena nos ayuda a leer mas a pasar mas tiempo con nuestros hijas, compartir mas. (It is very good helps us to read more to spend more time with our daughters, share more.)
 My daughter loves her first book that she just received.
 Thank you so, so, so, much for making this program possible. We are extremely fortunate to have it our community.
 Our thanks to all the sponsors/underwriters as well. I appreciate their investment in my child.
 My kids love the unique books we receive through the Imagination Library Program because they are books we might not have read otherwise.
 Me gusta mucho comparto tiempo con mis hijos. (I really like this sharing time with my children.)
 This is a great program! My child loves to get the books in the mail . We read them as soon as they come.
 I love the content and wonderful pictures and the lessons, morals that are taught in the books.
 Great program that needs to continue to be funded!
 We LOVE this program!! Both of my girls look forward to getting their new books each month! Its been awesome!
 My little girl loves getting her own mail loves the books and thinks the people who make all that happen are awesome
 It's a wonderful resource!! We love finding books in the mail! I love this program! We love getting new books in our mailbox! I wish this program was available to more children. My daughter's cousins in Iredell and Davie county can't participate...
 It is such a good learning opportunity for my daughter and truly does help her go above and beyond.
 I love that they give kids a book for free because some people can't afford to go out and buy books.
 My son gets so excited when a new book comes in the mail and he can't wait for us to read it together.
 I love this program and am very grateful for the books for my son.
 I think that the Imagination Library Program is a great idea, and I'd love for it to continue for years. This is a great way to get children engaged into learning and reading. Thanks!
 I love this program for sending high quality books for children who may otherwise not have access. My son also loves getting them in the mail; its a special gift each month.
 This is a wonderful program that gets my child excited to read. He loves checking the mail and seeing his book. It also gives me quality time with my son that I will always cherish.
 I think this is one of the best programs I have ever been a part of. I am an advocate for starting reading early on! So thankful to have this program provided to us.
 We look forward to our new book in the mail. My husband and I help our son open it. It has become one of the highlights of our month!!
 I think it's absolutely wonderful and very helpful to get books in the mail, it makes kids excited about getting mail and has helped my kids appreciate books of their own.
 My child is always excited when I open the mailbox and she has a new book. He is so excited each month when his book arrives. We've actually made a little event out of it. I just fear he will be sad when he turns 5! Thank you all for this great service.

Demographics of Participants

Every family in Catawba County with a child under the age of 5 is eligible to participate in Imagination Library. Our priority is to serve families who have the greatest needs and who research tells us are less likely to have children's books in their homes. We appreciate the support of our most active partner agencies who help us to reach families who can benefit from the most from this important early literacy program.

Catawba County Social Services ▪ Catawba County Public Health ▪ Unifour Pediatrics ▪ Head Start ▪ Early Head Start
 Parents as Teachers ▪ Children's Resource Center ▪ Greater Hickory Cooperative Christian Ministries ▪ Catawba Valley Medical Center
 Eastern Catawba Cooperative Christian Ministries ▪ Safe Harbor Rescue Mission ▪ Salvation Army ▪ Hickory Soup Kitchen
 Exodus Homes ▪ Guardian Ad Litem ▪ Hickory Housing Authority ▪ Family Care Center ▪ Catawba County Library ▪ Hickory Public Library

Participant Race/Ethnicity	
African American	10.07%
Asian	5.94%
Hispanic/Latino	14.93%
Caucasian	72.84%
Other	3.06%

Participants Who Qualify for Public Assistance	
Yes	51.0%
No	49.0%

Referral Sources			
Friend/Family	32.49%	Parents as Teachers	6.32%
Doctor	15.7%	Public Health	5.05%
Hospital	14.44%	Social Services	4.51%
Internet	8.66%	Head Start/ Early Head Start	4.51%
Other	6.9%	Library	1.4%