



# Catawba County's Imagination Library Program

Evaluation Results - April 2018

"It's a great program. It allows children to receive books if their parents can't afford them. It prepares them for success in school."

- Parent of Participant

Imagination Library sends out one free age-appropriate book to each enrolled child every month until the child turns 5 years of age.

Total Number of Books Sent out in 2017-2018: **54,343**

Total Number of Graduates: **6,275**

Total Number of Books Sent Out since Starting Program in April of 2011: **340,716**

## 2018 Parent Survey Results

**96.73%** of parents reported that they are reading their Imagination Library books to their children.

**87.35%** of parents reported that they are reading more often to their child because of receiving books through Imagination Library.

**98.77%** of parents reported that they feel that reading to their child is helping them to be more prepared for success in kindergarten.

**97.92%** reported that receiving books from Imagination Library is making their child more excited about reading.

**49.0%** of parents took the time to provide us additional comments about their Imagination Library experience.  
(See back for examples of comments from local parents.)

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

Participant Race/Ethnicity	
African American	12.96%
Asian	4.05%
Hispanic/Latino	12.96%
Caucasian	72.47%
Other	4.45%

54.5% of participants  
qualify for  
public assistance

Referral Sources			
Friend/Family	23.67%	Internet	6.94%
Doctor	20.82%	Public Health	5.71%
Hospital	12.65%	Social Services	4.08%
Head Start/Early Head Start	10.2%	Parents as Teachers	4.08%
Other	8.16%	Library	3.27%



**Rotary Club  
of Hickory**

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!

**Rotary Club of Hickory ▪ Catawba County United Way**

Corning Foundation ▪ George Foundation ▪ Underdown Foundation  
Beaver Family Foundation ▪ Hambrick Memorial Foundation ▪ Wells Fargo Foundation



Supported by  
Catawba County United Way



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

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.....**Comments from Parents of Imagination Library Participants**.....

*Excerpts from comments provided via survey*

My daughter is so excited each time she gets a new book in the mail!

It's a great program. It allows children to receive books if their parents can't afford them. It prepares them for success in school.

The children try to read the books themselves.

It is a WONDERFUL program! My children look forward to receiving their books each month.

Great books with good stories.

They are fun to read.

We love receiving the books to add to our library and read. The children love and look forward to receiving the books in the mail.

The program is great - very thankful. Thanks from my family.

I think it's an awesome program, every child needs this, starting at birth. Not only do you spend more quality time together, but he or she learns so much from the monthly books.

It is a beautiful and helpful program. I enjoy it very much.

She loves new books + they make her happy to get new books! We read them over + over. They help me with not having to spend money or (if) we can't find the time to go to the library (much as possible).

When she gets a new book we have to read it right then!

Awesome program. My daughter loves it and gets excited about them.

I like the diversity of books that are sent.

They gave good books.

Great selection for children.

Thank you for growing our library.

It helps to prepare for school and teaching her to read.

Brought our family closer together.

We love the books they are fun.

I think it's a wonderful program.

I love that they get to keep their books.

I appreciate that it's free.

My daughter gets sooo excited every time her new book comes. She always has a few books out and loves them all.

Wonderful program! I am glad I can access it. My children love getting these books and have begun showing early reading signs!

We are so thankful for the books we receive through the program. My son loves getting mail and is so excited to open and read the new books. It has also helped his vocabulary. Thank you for the opportunity.

This program makes my son excited for his new book every month. Their selection of books are great.

We really enjoy the books every month. It gives my daughter a sense of importance getting something in the mail.

Thank you.

My son is almost three, we have been receiving books almost monthly since he was born. Now he is very excited to receive his own mail. He can read his name on it. He calls them presents. My husband will let me know his book is in the mailbox. I will walk him up and I think it makes him feel like someone else out there thinks he is special.

Its funny how he talks about his "doll" that sends him presents in the mail. Haha

We are very thankful for the book we get and Thank you.

I love getting the books in the mail. My son gets so excited when he sees they came. And they are the sweetest little books. Thumbs up.

Great program to have. Thank you very much

We are very grateful for the variety of books we receive from this program! Thank you kindly!

Great program!! My toddler loves her books!!

This program is amazing. Excellent work!

This is a wonderful program that my child has been blessed to be a part of!

We really enjoy the books we're sent. Thanks so much!

My kids look forward to receiving books in the mail and we always read them the day we get them. I really appreciate this program!

It's an awesome experience and feel fortunate that my family could be a part of such a wonderful program.

We look forward to receiving the books, it's a surprise in the mail! We are so thankful for them!

I love that some books are in two languages.