

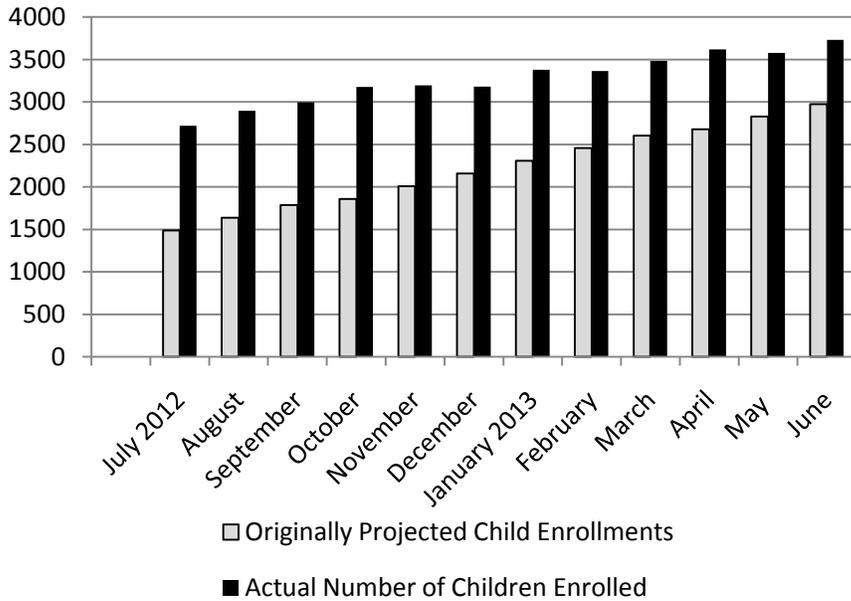


Catawba County's Imagination Library Program

2013 Evaluation Results

"We love getting the books in the mail. We are on a very tight budget and it is great we are getting the books." - Parent of Participant

12-Month Imagination Library Enrollment in Catawba County



	Actual Enrollments	Actual Cost
July 2012	2,721	\$5,615
August	2,894	\$6,311
September	2,995	\$6,094
October	3,177	\$6,627
November	3,194	\$6,271
December	3,182	\$6,331
January 2013	3,380	\$6,841
February	3,363	\$7,191
March	3,484	\$7,117
April	3,620	\$7,499
May	3,579	\$7,359
June	3,729	\$7,703
Total	39,318	\$80,958

(Based on current enrollment projections, the estimated cost for 2013-2014 will be \$110,000.)

Parent Survey Results

340 parents responded via online survey

- **97.3%** of parents reported that they are reading their Imagination Library books to their children.
- **84.5%** of parents reported that they are reading more often to their child because of receiving books through Imagination Library.
- **99.1%** of parents reported that they feel that reading to their child is helping them to be more prepared for success in kindergarten.
- **96.1%** reported that receiving books from Imagination Library is making their child more excited about reading.
- **74.7%** of parents took the time to provide us additional comments about their Imagination Library experience (see page 2)

Thank you to our primary 2012-2013 donors:

Hickory Rotary Club ▪ Catawba County United Way ▪ Unifour Foundation
Catawba Valley Medical Center ▪ Underdown Foundation ▪ Newton-Conover Rotary Club



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 Local Imagination Library Participants

Excerpts from 254 comments provided via online survey

"I'm happy it is there cause without it my child wouldn't have any books. So thanks."

"Wonderful reading program! My children really look forward to receiving their books in the mail very month!"

I think it is a great program set in place for our young children. It helps them to learn new words and gets them excited about story time! I'm grateful that my daughter has the opportunity to receive these books in the mail thanks to the Imagination Library program!

"I like this program. My kids love to receive the books. Their faces light up and they like to listen to me read and soon they'll read on their own. Thank you."

"I think it's a great program and it's definitely helping kids succeed more in school."

"Love the books and so does my 9 month old! She babbles and flips pages like she's really reading! Thanks for helping to encourage reading in our children!"

"This program is awesome. I would be reading to my son without this program but he gets SO excited when a new book comes in the mail."

These books have made my son very excited about reading."

"Love, love, love the book selections!!! I think it's a wonderful program!!!"

"My two year old gets so excited to get the books in the mail. We have to sit down and read the book as soon as it comes."

"We are so thankful for the books. My little one truly enjoys looking at them and me reading to him! Thank you so much!"

"This is a wonderful program! My daughter loves the books we receive!!! I feel so blessed to share these quality books with her and setting a good foundation as a first time parent! This program has fostered a love of reading as well as special time with my daughter! Thank you Catawba County and Imagination Library. My daughter loves to go to the mailbox and see this special gift!! She is excited to read and I am so pleased!!!"

"Imagination Library has made reading fun! My daughter loves the books she receives and we read them as soon as we get them in the mail. I am a single mom and a full time student so we are on a strict budget that does not allow me to always buy things that are not necessary like extra books, so Imagination Library has made mind and my daughter's life full of fun and learning!"

"My daughter knows where the books are on the shelf that is at her level and she will go and grab a book off so I can read to her."

"This is a great program. My child used to hate for me to read to him. Now that he gets the books in the mail, it became exciting and he wants me to read to him. He realizes how great the stories are and he has me read to him the same book multiple times. Great program."

"I think this is an amazing program to help put books into many households. Children get excited when we check the mail and they have received a new book!"

"I strongly would recommend to anyone. I believe it has helped my child's learning ability."

"We love it! My second wasn't as interested in reading as my first, now he is and his little sister love getting books in the mail and reading. Thank you!"

"We can't wait to check the mailbox and get the next book each month. Some books have been a little over his age range, but we can still look at the pictures and make up a story. We absolutely love the program."

"It is wonderful. My 4 year old gets so excited to see what book comes each month. We read it immediately. It has also turned us onto several types of books and authors that we otherwise would not have discovered. It certainly builds reading excitement in our family. Thank you!!!!"

"My 2½ year old daughter loves getting her books. Every time I go to the mailbox, she asks if she "got my book?" I have recommended Imagination Library to several friends. I also encourage them to donate when and if they can. Thank you so much for this service. It means the world to my daughter and to the others that are receiving it."