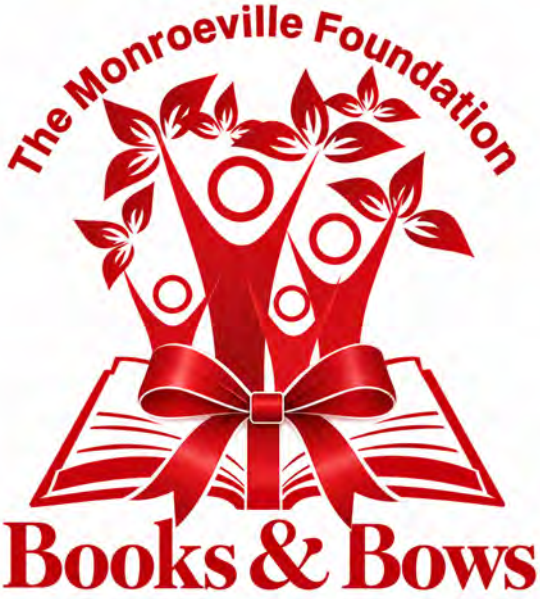

2026 Holiday Giving Campaign

Help bring the Dolly Parton Imagination Library to Monroeville

An Invitation to Our Community

Dear Friends and Community Partners,

This holiday season, The Monroeville Foundation invites you to help bring The Dolly Parton Imagination Library of Monroeville to local families through Books & Bows, our holiday giving campaign.

Dolly Parton's Imagination Library (DPIL) mails free, age-appropriate books each month to enrolled children from birth until their fifth birthday, regardless of family income. Dolly Parton launched the program in 1995 in Sevier County, Tennessee; it has since grown internationally. The Dolly Parton Imagination Library already serves communities surrounding Monroeville. Our local program will bring this opportunity to the youngest citizens of Monroeville. A $35 gift helps sponsor one child for one year, supporting books and the work needed to deliver them.

Monroeville is home to many kinds of families: grandparents and older caregivers raising children; working parents balancing demanding jobs, homework, and extracurricular activities; and the sandwich generation, simultaneously raising children and caring for aging parents. These responsibilities, along with health or transportation challenges, can leave little time for library visits or building a home library. Our goal is for every eligible child enrolled in the program to receive a book each month, regardless of family circumstances, making reading together easier and building a strong foundation for school.

Our fundraising campaign has three milestones, beginning with $25,000 by December 31, 2026, to launch the pilot program and begin delivering books to children. This initial funding supports projected enrollment during the first two years, program operations, and a kickoff event. Once we reach this milestone and complete necessary preparations, we can launch the 24-month pilot, anticipated for the second quarter of 2027. Our full $92,500 fundraising goal prepares us to serve more children if enrollment grows faster than expected, accommodate full participation, and address unexpected program expenses.

We welcome individuals, families, businesses, healthcare professionals, educational institutions, nonprofits, fraternities, sororities, and community groups. You may sponsor children, support program operations, become a Community Literacy Partner, or inquire about the exclusive $25,000 Presenting Sponsorship.

Because this is a new pilot program, contributions will support both books and mailing and the work needed to get the program started and keep it running. A portion of funds will help cover expenses such as enrolling children, reaching families, maintaining records, administrative support, and the program kickoff event.

Please visit www.monroevillefoundation.org/books-and-bows-project/ to give, or review the enclosed information and giving form. Email DPIL@monroevillefoundation.org for an acknowledgment, sponsorship inquiries, or volunteer interest.

Thank you for helping us build a community where every eligible child has the opportunity to enjoy books at home.

With appreciation,

Felicia Thomas
President, The Monroeville Foundation

Program Overview

One campaign supporting a local literacy program

Books & Bows is The Monroeville Foundation's holiday fundraising campaign supporting The Dolly Parton Imagination Library of Monroeville. The planned program will provide a free, age-appropriate book mailed each month to enrolled children from birth until their fifth birthday, regardless of family income.

The Foundation is planning a 24-month pilot, anticipated to begin in the second quarter of 2027, subject to meeting financial goals and completing necessary program preparations. Enrollment is not yet open. The kickoff event's date, location, and arrangements will be announced.

Why bring the program to Monroeville

We want children entering our local schools to have a strong foundation in literacy. Helping families make reading part of everyday life can give children familiarity with books and stories—and give teachers a foundation to build on.

Families in Monroeville look different, and their reasons for benefiting vary. Working caregivers may struggle to fit library visits into busy schedules. Grandparents raising grandchildren may have the means to buy books but face health or transportation challenges, or may be unfamiliar with ordering online. Families who speak English as an additional language may welcome opportunities to discover children's stories familiar to many families in the United States.

Mailing books directly to enrolled children's homes removes barriers and helps families build home libraries. Welcoming all eligible children recognizes that access is more than financial need, reduces stigma associated with receiving free books, and makes reading a shared community opportunity.

Our fundraising milestones

Our full Books & Bows initial fundraising goal is $25,000 with an ultimate goal of $92,500. The milestones below are cumulative: each total includes funds raised toward earlier milestones.

Milestone	Amount to Raise	Cumulative Total
1 Launch Funding and Expected Enrollment	$25,000	$25,000
2 Accelerated Enrollment	$31,000	$56,000
3 Full Enrollment and Program Contingency	$36,500	$92,500

Milestone 1 Launch funding and expected enrollment

Our first milestone is $25,000 by December 31, 2026. We anticipate approximately 40% of eligible Monroeville children will enroll during the first two years. This funding supports projected book and mailing costs for that participation level, program operations, and the kickoff event. Once we reach this milestone and complete necessary preparations, we can launch the pilot.

Milestone 2 Accelerated enrollment

DPIL projects that 65% of eligible children—approximately 1,022 children—will eventually enroll. An additional $31,000 brings total fundraising to $56,000 and provides funding if enrollment reaches that level sooner than expected during the two-year pilot. It supports books, mailing, and program operations for that larger enrollment.

Milestone 3 Full enrollment and program contingency

An additional $36,500 brings total fundraising to $92,500. This milestone prepares us to serve approximately 1,573 eligible children, using the 2020 U.S. Census population estimate as our planning baseline, with a buffer for population growth and unexpected program costs. Because this is a pilot, contingency funding helps address increased book or mailing prices, unanticipated fees, and other expenses directly tied to the program.

Choose your giving level

Individuals, families, businesses, educational institutions, nonprofits, fraternities, sororities, and community groups are welcome at every level. A $35 gift helps sponsor one child for one year; gifts support both direct services and the work needed to deliver them.

Reading Friend $35 to $2,999

For individuals, families, young professionals giving within their means, small businesses, fraternities and sororities, local nonprofits, educational institutions, faith communities, and community groups. Reading Friends support books and mailing, enrollment, outreach, administration, and other program operations.

Recognition: Contribution acknowledgment and a digital Books & Bows supporter badge to share on social media. There is no limit on Reading Friends.

Community Literacy Partner $3,000 to $24,999

For medium and large businesses, Medical professionals and healthcare organizations, educational institutions, nonprofits, family foundations, fraternities and sororities, and individuals or families making a substantial or legacy gift. These gifts support the same program expenses, help serve more children if enrollment exceeds initial projections, and sustain the two-year pilot.

There is no limit on Community Literacy Partners. Multiple donors may combine gifts for one partnership. Contact the Foundation to confirm recognition arrangements, including the names and logos to be used for a combined partnership.

Exclusive Presenting Sponsor $25,000

One exclusive Presenting Sponsorship is available. This lead contribution supports the initial launch milestone, including books and mailing, program operations, and the kickoff event. The sponsorship includes recognition as the kickoff event sponsor and proposed recognition associated with monthly books for one year.

Book-related recognition is subject to written approval from Dolly Parton's Imagination Library. Its format and duration must be confirmed before it can be guaranteed. Sponsorship requires Foundation approval, receipt of the full contribution, and a separate agreement. Only affiliated entities may combine gifts for this sponsorship.

How giving levels are determined

A donor's combined literacy program and unrestricted Foundation general fund contributions may count toward sponsorship recognition. Each portion remains allocated according to the donor's instructions. General fund contributions support the Foundation's broader work and are tracked separately from literacy program funding.

For partnership recognition and presenting sponsorship inquiries, email DPIL@monroevillefoundation.org.

Who Should Give

Anyone who wants to help Monroeville's children begin life with books, shared stories, and opportunities to learn can be part of this effort. We welcome gifts from individuals and organizations at every giving level.

Fraternities and sororities. Turn your commitment to service, scholarship, and community leadership into support for young readers. Chapters and members can give individually or join together as a Community Literacy Partner.

Faith-based organizations. Congregations, ministries, and faith communities can extend their care for children and families by supporting access to books across Monroeville, regardless of a family's income or religious affiliation.

Educators and educational institutions. Teachers, school communities, colleges, and universities can help build early literacy before children enter the classroom and encourage reading at home.

Philanthropists and foundations. Individuals and foundations committed to education and community wellbeing can help establish the pilot, sustain its operations, and prepare for greater enrollment.

Families building a legacy. Families can honor a loved one, celebrate a meaningful milestone, or create a shared tradition of giving by investing in opportunities for Monroeville's youngest learners.

Major corporations and established businesses. Corporate giving programs and business leaders can make a substantial local investment through a Community Literacy Partnership or the exclusive Presenting Sponsorship, subject to availability.

Small businesses and young professionals. You do not need a large giving budget to make a difference. A $35 contribution helps sponsor one child for one year. Local businesses and young professionals can give within their means or organize a shared contribution.

Local nonprofits and community organizations. Civic groups, service clubs, professional associations, unions, employee groups, and other nonprofits can bring members together around a shared commitment to children and early learning.

Individuals and neighbors. Parents, grandparents, caregivers, retirees, Dolly Parton admirers, and neighbors can help write a new chapter in Monroeville's commitment to early childhood literacy.

Medical professionals and healthcare organizations. Pediatricians, pediatric nurses, family medicine providers, hospitals, and other healthcare professionals can help support early literacy and families' opportunities to read together. We especially welcome those who care for young children and recognize the value of books in their lives.

These examples are invitations, not eligibility requirements. Everyone is welcome at any giving level. Donors may also support program operations, make a separate unrestricted gift to the Foundation, or express interest in volunteering.

Support the books and the work behind them

We welcome gifts directed toward books and mailing. We also ask donors to remember that the program cannot operate without support for enrolling children, reaching families, maintaining records, administration, fundraising, and other essential program expenses.

How to give

Give online

www.monroevillefoundation.org/books-and-bows-project/

Scan to visit the Books & Bows donation page.

Give by check

Make checks payable to The Monroeville Foundation. Mail to 2700 Monroeville Blvd., Monroeville, PA 15146. Write “DPIL Books & Bows” in the memo and include the giving form or written allocation instructions.

For a contribution acknowledgment and digital badge, email DPIL@monroevillefoundation.org with your name or organization, mailing address, contribution amount, payment date, gift designation, and proof of payment, such as a donation confirmation or receipt.

Giving and Volunteer Interest Form

Complete the giving section, the volunteer section, or both. Email this form to DPIL@monroevillefoundation.org or include it with your check. This form is not payment.

Donor and Contact Information

Donor Name: _____

Organization Name: _____

Contact Person, if different: _____

Mailing Address: _____

City / State / ZIP: _____

Email: _____

Phone: _____

Contribution Details

Contribution Amount: $_____ Payment Date: _____

Payment Method: ☐ Online ☐ Check ☐ Gift not yet submitted

Giving Level: ☐ Reading Friend ($35–$2,999)
☐ Community Literacy Partner ($3,000–$24,999)
☐ Exclusive Presenting Sponsor ($25,000; subject to approval and availability)

Public Recognition Name or Combined Donor Names: _____
_____

☐ Please keep my gift anonymous in public recognition.

Give Your Time and Talents

☐ I would like to be considered for the literacy program volunteer committee.

Please check the areas in which you can contribute expertise:

☐ Early childhood education or literacy ☐ Family outreach and enrollment
☐ Program administration and recordkeeping ☐ Fundraising and donor relations
☐ Grant research and writing ☐ Marketing and social media
☐ Program compliance ☐ Accounting, budgeting, or financial reporting ☐ Event planning and logistics
☐ Community partnerships ☐ Program evaluation and sustainability
☐ Other: _____

Briefly describe how you would like to help: _____

Availability or preferred time commitment: _____

Résumé required: To be considered for the volunteer committee, email your résumé and this completed form to DPIL@monroevillefoundation.org. Submission expresses interest and does not guarantee committee appointment.

☐ I have attached my résumé. ☐ I will send my résumé separately by email.