

**WILLIAM HILL TRUST FUND  
APPLICATION FOR FINANCIAL ASSISTANCE**

<p><u>Applicant Details</u> Name and Address of Applicant/Organisation:</p> <p>Telephone No:</p>	<p>Gabrielle Deehan, on behalf of “Melrose Imagination Library”</p> <p>[REDACTED]</p> <p>[REDACTED]</p>
<p>Address to which payment should be made:</p>	<p>As above</p>
<p><u>Activities</u> Please supply a brief description of the activities of your organisation and the benefits it brings to the local community:</p>	<p>In 1995 Dolly Parton established a programme promoting children’s literacy in Tennessee, in memory of her father. She gifts a book to every child in the state every month from birth until their fifth birthday - so that every child has a small library of their own.</p> <p>The programme has since expanded throughout the USA, and in 2007 Dolly Parton’s Imagination Library launched in the UK. In the UK, it relies on community partners providing ‘top-up’ funding to cover the cost of books and postage in a given geographical area. This cost is currently around £26 per year per child.</p> <p>We are a group of parents who live in Melrose and we propose starting an Imagination Library open to <b>all children aged 0-5 in Melrose</b> (defined for simplicity as postcode area ‘TD6 9’) and running this - initially - as a pilot scheme for a period of five years. This means that each Melrose child who is signed up up to the Imagination Library will receive their very own age appropriate book in the post each month, until their fifth birthday.</p> <p>We have discussed our plans with Borders Community Action and have registered with them as an associate member, so that we can benefit from their ongoing advice. We are in the process of registering as a charity (an “unincorporated association”) with Office of the Scottish Charity Regulator (OSCR) for financial accountability.</p>

<p><u>Assistance Requested</u> Please indicate the sum requested and the purpose for which it will be used:</p>	<p>Funds raised will be used to purchase books for the children of Melrose via the Dollywood Foundation’s partnership with Penguin Random House. The Dollywood Foundation have indicated that that for an area with approximately 200 children (estimated population from Public Health Scotland) aged 0-5, such as Melrose, the costs of funding the Imagination Library would be as follows: Year 1: £2 204 Year 2: £3 084 Year 3 and subsequent years: £3 966</p> <p>The total anticipated cost of our five year pilot is therefore £17 186.</p>
<p>When will the donation be required:</p>	<p>We hope to open the Melrose Imagination Library to all children aged 0-5 in Melrose in early 2024. We need to secure the first year’s funding (ie £2 204) before we can do this.</p>
<p>If this is a one-off project then please give the following details –</p> <p>Date (s):</p> <p>Estimated total cost:</p> <p>Funds already raised by applicant’s own efforts:</p> <p>Funds raised or expected to be raised from other sources (please state sources):</p>	<p>While we hope to be able to continue the Melrose Imagination Library in perpetuity, we are trialling this project for five years in the first instance, at a projected cost of £17 186.</p> <p>We are seeking initial funding from the William Hill Trust and are also actively seeking funding from other grant making organisations, local businesses and are planning an annual fundraising event, to be held in the Summer.</p> <p>Any amount raised beyond our projected costs will be reserved for subsequent years.</p>
<p><u>Other information</u> If you have other information which you feel is relevant to this application please provide details including details of any previous assistance given:</p>	<p>Please see below information from the Dollywood Foundation about the co-ordination of the Imagination Library.</p> <p>The benefits of books in the home are vast and clear. The Scottish Book Trust report that the most important indicator of a child’s success in later life is reading for pleasure. However, research by the National Literacy Trust suggests that fewer than half 0-2 year olds are read to “nearly every day”, but 42% of the same cohort spent more than an hour per day on a screen in 2019. Instilling a love for reading and a strong foundation of literacy in our children is the greatest gift a community can give.</p> <p>Unfortunately the pre-school children of Melrose have recently lost the regular “Bookbug” session (a free weekly session run by a librarian which includes stories and songs) at Melrose Library, due to the retirement of our librarian. Live Borders have indicated that they have no budget to recruit a new member of staff to run the Bookbug sessions and that they are unable to provide cover from their existing members of staff.</p>

Declaration

I hereby make application for assistance as set out above and certify that the information I have provided is accurate

Signed:

Position Held: Chairperson of Melrose Imagination Library

Date: 8/12/23

**Note: All applications from organisations MUST be accompanied by a copy of the latest audited accounts**

This completed form, accounts and any supporting details should be submitted to Democratic Services, Scottish Borders Council, Council Headquarters, Newtown St Boswells, TD6 0SA.  
[ComPap@scotborders.gov.uk](mailto:ComPap@scotborders.gov.uk) Telephone 01835 826585

# Affiliates & Community Partners



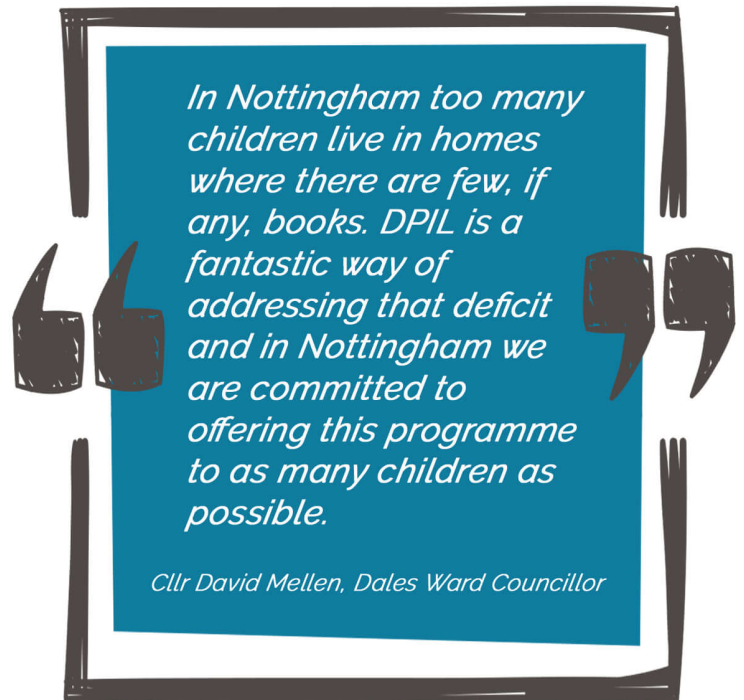
Inspire a Love of Reading



**Supporting Dolly Parton's Imagination Library is a powerful way to make a lasting impact on the lives of the children and families in your community.**

Dolly Parton believes that if you can read, you can do anything, dream anything, and be anything. Through her Imagination Library programme, she wants to ensure all children have books at home, regardless of the environment in which they live.

Dolly Parton's Imagination Library (DPIIL) puts books into the hands and hearts of children across the world. We partner with local communities to provide a specially-selected, age-appropriate, high-quality book each month to registered children from birth to age five. These books are personalised with the child's name and posted directly to the child's home to create a gifting experience that makes books exciting and shows the child someone is thinking of them.



Dolly Parton's Imagination Library is a dependable partner for local communities and provides a low-cost, turnkey programme to help young children develop a love for books and reading.

Dolly Parton's Imagination Library makes it accessible for local communities to reach large numbers of children and families with books at a low cost per child per month through a flexible, highly scalable model.




[ImaginationLibrary.com](http://ImaginationLibrary.com)







# Engaging Affiliates & Community Partners

Improving early childhood literacy with Dolly Parton's Imagination Library creates opportunities for children to thrive so that they succeed in school and help their communities grow and prosper. Dolly Parton's Imagination Library makes it accessible for local communities to regularly communicate with large numbers of children and families, providing a high-quality and age-appropriate library of books at a low cost per child per month through a flexible, highly scalable model.

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**1 Affordable, high quality and turnkey**
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**2 Parents love it and read more with their child**
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**3 Research confirms the impact on early literacy**

## Become an Imagination Library Partner

A community and its affiliate organisation make the programme accessible to all birth to age five children in their local area.

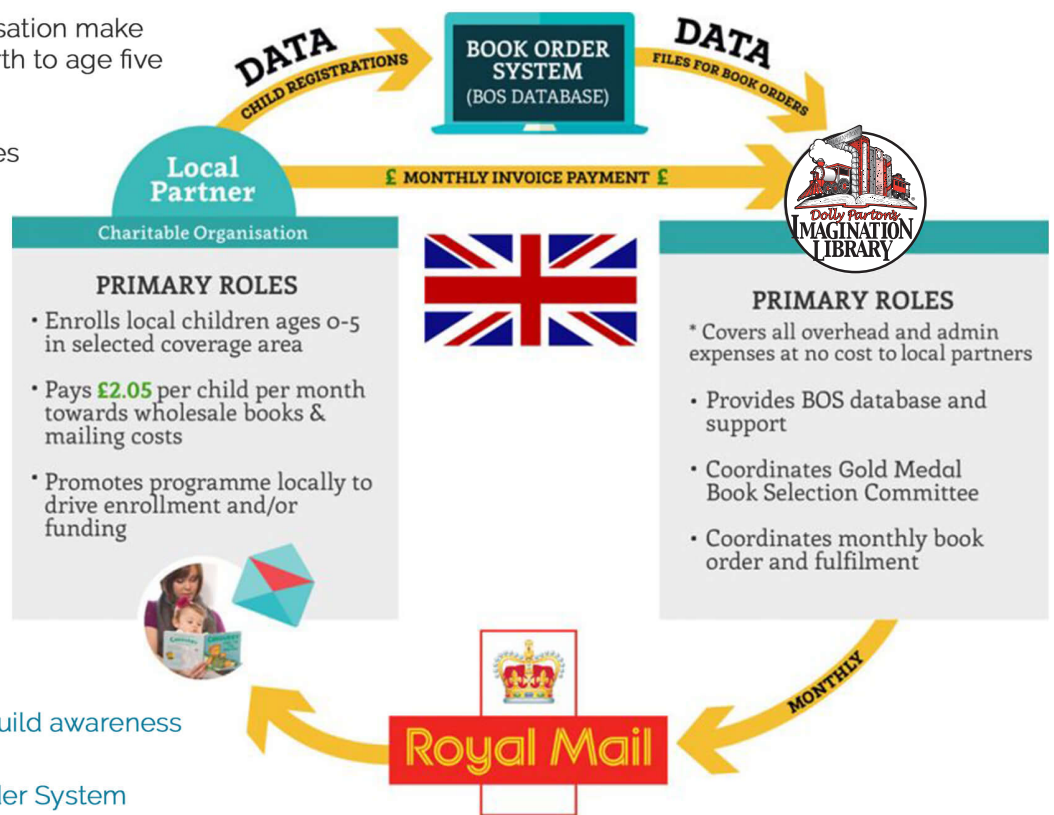
The Dollywood Foundation manages the system to deliver the books to the home. From the rigorous review of books by the selection committee to providing the Book Order System and overseeing the posting of a book to each child every month from birth to age five, the Imagination Library supports the local community and affiliates every step of the process.

### Community Partners:

- ✓ Pay the wholesale cost of books and mailing for children in selected coverage
- ✓ Promote the Programme and build awareness
- ✓ Register Children to Participate
- ✓ Enter Information into Book Order System

More than twenty years ago, Dolly Parton created the Imagination Library to inspire a love of reading in children of her home county in East Tennessee. In 2000, the program was expanded to serve any community with local partner support and, today, Dolly Parton's Imagination Library reaches more than 1 million children across the world with a new, age-appropriate book each month.

***"You can never get enough books into the hands of enough children."***

### Start a Local Community Imagination Library Programme Today!

Contact us by visiting the website to reach your regional director, to complete the online Start-A-Programme form and to learn more about how it works.

Dolly Parton's Imagination Library is active in England, Scotland, and Northern Ireland.

**Let us help you get started in your community.**