

Fundraising and sponsorship in your community

There are many ways to raise funds for Dolly Parton's Imagination Library in your community. Below is a small snapshot of how some of our partners support the program in their communities.

Dungog Second-Hand Bookshop

At the heart of the Dungog Imagination Library is a thriving second-hand bookshop. Dungog Early Literacy Inc came up with the idea of the bookshop to raise funds for the local Imagination Library program. They started with a small pop-up book stall in the local CWA Hall, which was open two days a month. Those early efforts proved so successful that the group expanded into a permanent storefront, *Books and More*, generously provided by local business owner Tracey Norman of Westwood Providores.

Run entirely by volunteers, the shop sells donated second-hand books, with all proceeds supporting the program. Volunteers' individual strengths are used strategically: some manage the shop's finances, others organise stock and clean and cull donations. The shop has become a great social and networking space in Dungog.

Alongside shop sales, the Dungog program has built a strong sponsorship base. They receive financial support from community organisations, an annual contribution from Dungog Shire Council, committed business sponsors, and more than 50 individual donors, many of whom give each year.



Western Downs Business Sponsorship

In Western Downs, a dedicated working group bringing together Councillors, library staff, early childhood educators, local health teams and community members, formed with a single goal: to fund the Imagination Library for every child in the region for the first five years of life. They compiled a list of potential sponsors, from local businesses to community organisations, approaching each one with a clear and ambitious vision; to unite the region behind a shared investment in early literacy.

One by one, sponsors came on board. Importantly, many sponsors pledged funding for a number of years to ensure the sustainability of the program. "The funding support has come from Origin Energy, CS Energy, RSA Contractors, Powerlink, Chinchilla RSL, Bidstrup Farming Co., The Story Family, Arrow Energy, Goombi Renewable Energy Hub and others," explains Council Spokesperson for Community and Cultural Development, Cr Peter Saxelby.

This broad sponsorship base underpins the program, ensuring a sustainable flow of funds to deliver books to local children every month.



"It's a powerful example of what's possible when community and industry come together to invest in our youngest generation."

- Cr Saxelby

Glenelg Imagination Library Partners for Impact

In Glenelg Shire, the Imagination Library has a long-standing partnership with Portland Aluminium. Since 2013, they've been a major sponsor, supporting the program year after year. But Portland Aluminium's involvement is more than financial. Their leaders show up locally, helping champion the program and strengthen community connection.

At the launch over a decade ago, the site manager attended and spoke at the event, where he was photographed with one of the children enrolled in the program's very first year. Years later, he reunited with that same child, now a confident reader, to celebrate how far the program has come. That moment captured exactly what the partnership is all about: investing in children early, and seeing the results grow over time.



Tamworth's Diversified Funding Model

In Tamworth, the Imagination Library is supported through a co-contribution model. Now in its seventh year, the program supports up to 3,500 children at any given time, with funding structured to maintain enrolments as children graduate and newborns join the program. At the core of Tamworth's funding model is sustained investment from Tamworth Regional Council, which contributes more than 50% of program funding each year. Council also runs a workplace giving program, where many employees choose to donate. In a community where every child born receives a book, most residents have a personal connection to the program and value the opportunity to support a cause that is meaningful to them.

Ongoing grant opportunities with ClubGrants provide substantial year on year funding. Tamworth Regional Council also runs regular community-based fundraising activities including Bunnings barbecues, pie drives, socks, cookie dough and cupcake fundraisers. While individually modest, these initiatives engage the community, reinforce that everyone has a part to play, and generate additional funding for the program.

Council funding is strengthened by a mix of funding streams. Local businesses, service clubs and individuals donate through seasonal campaigns including "Give Back, Get Back at Tax Time" at End of Financial Year and "Give the Gift of Literacy" at Christmas. All donors are acknowledged on social media platforms and Council's website.

