

CHAMPIONING EARLY CHILDHOOD LITERACY IN MESA COUNTY



Imagination Library of Mesa County

*bringing one free book each
month to the homes of Mesa
County children*



ABOUT IMAGINATION LIBRARY OF MESA COUNTY

IMAGINATION LIBRARY is a book gifting program that mails free, new, high-quality books every month to children from birth until they begin kindergarten, **at no cost to their families.**

In Mesa County there are 8,212 children ages 0-5. Currently 3,710 children are receiving books each month, or 45% of children.

THE GOAL: Our goal is to enroll 60% of Mesa County children by 2027 - that's mailing 5,000 books EVERY month at a cost of \$1.30* per month.

* actual cost is \$2.60 per month. The State of Colorado pays 1/2 of this cost.



Evaluation:

In 2024, we distributed a satisfaction survey to 2,877 Mesa County families enrolled in Imagination Library:

- 93% said Imagination Library is helping prepare their child for kindergarten.
- 49% said that Imagination Library is their primary source of books.



KINDERGARTEN READINESS

Finding: For those consistently enrolled in Dolly Parton's Imagination Library (i.e. 3-4 years) there was a 28.9% increase in children ready for Kindergarten according to the LFN measurement.¹



3RD GRADE LEVEL READING

11% increase in students' overall reading scale scores at the end of 3rd grade.²



HOME LITERACY ENVIRONMENT

Reading 3 times a week or more jumped from 59.7% to 85.2%

Findings were statistically significant at the 99% confidence level, even after controlling for the influences of child age, gender, family income, parental education, race, parental nation of birth and primary language.³

MESA KIDS NEED A NEW IMAGINATION LIBRARY CHAMPION

Mesa County was one of the first in Colorado to offer Dolly Parton's Imagination Library, starting in 2005 with Fruita's Lower Valley program. Thanks to longtime support from Pam Morris and the Fruita Thrift Shop, more than 79,000 books made it into the hands of local children.

In 2007, Grand Junction joined the effort, and by 2022, United Way of Mesa County unified the programs—ultimately enrolling **over 3,700 children countywide**.

But big news: **United Way of Mesa County ended its sponsorship in June 2025**. That leaves thousands of Mesa kids without free books each month—unless someone new steps in.

We're looking for a local nonprofit partner to carry this program forward.

If you believe in early literacy, community, and the joy of reading—**now's the time to act**.

📧 Interested in learning more? Let's talk –

Laura@ImaginationLibraryColorado.org

or

📖 Visit [here](#) to explore how you can help keep the magic going.

"The biggest gift to our family is the variety of books we read! Some of my kids' favorite books might not have been ones I would have selected at a store for my kids and I am so thankful for all of the memories and snuggles spent reading together!"

–Mesa Parent



Our Vision

To expand our service area to all of Mesa County by December 2025 so all children have access to build robust home libraries.



- Fundraise for program costs
- Register 60–65% of eligible children in current and expanded zip codes

CONTACT INFORMATION

01

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Laura@ImaginationLibraryColorado.org

02

WEBSITES

ImaginationLibraryColorado.org
www.coloradogives.org/story/51frkf

03

MAILING

Imagination Library
3000 Lawrence St
Denver, CO 80205

BOOKS SPONSOR



Join us in bringing one free book to a Mesa County child's home each month until their 5th birthday!

The Little Engine That Could level: \$30,000

- This sponsorship provides 6 months of books to children in all Mesa County zip codes
- Your company name and message on the book mailing label for 6 months
- Logo featured on website and materials for one year
- One dedicated social media post per month for 6 months
- Provides 22,260 brand new, free books mailed to the homes of Mesa County children

Llama Llama Red Pajama level: \$15,000

- This sponsorship provides 3 months of books to children in all Mesa County zip codes
- Your company name and message on the book mailing label for 3 months
- Logo featured on website and materials for one year
- One dedicated social media post per month for 3 months
- Provides 11,130 brand new, free books mailed to the homes of Mesa County children

Look Out Kindergarten, Here I Come level: \$5,000

- This sponsorship provides 1 month of books to children in all Mesa County zip codes
- Your company name and message on the book mailing label for 1 month
- Logo featured on website and materials for one year
- One dedicated social media post
- Provides 3,710 brand new, free books mailed to the homes of Mesa County children

"This is an amazing and incredibly generous program. Not only have these books helped my child's speech and literacy development, they have brought us all closer together as a family."
-Mesa Parent

Coat of Many Colors level: \$2,500

- This sponsorship provides 1/2 month of books to children in all Mesa County zip codes
- Shared company name and message on the book mailing label for 1 month
- Logo featured on website and one dedicated social media post
- Provides 1,855 brand new, free books mailed to the homes of Mesa County children

IMAGINATION LIBRARY OF MESA COUNTY

501(c)3 Tax ID: 85-4295349

All donations are tax-deductible to the fullest extent of the law

100% of proceeds benefit

Imagination Library of Mesa County