



DOLLYWOOD FOUNDATION UNITED KINGDOM

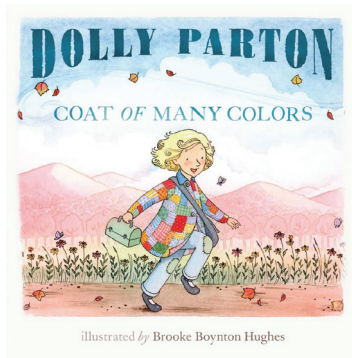
2016 ANNUAL REPORT

With over 85 million books sent, the Imagination Library reached several milestones in 2016 including sending one million books per month, topping 700,000 Facebook followers and selecting a ground-breaking book into the program that would become the first picture book to win the Newbery Medal!

OUR SUCCESS RELIES ON THE EFFORTS OF 96+ AFFILIATES, THEIR SPONSORS AND VOLUNTEERS



1 MILLION BOOKS MAILED PER MONTH MILESTONE IN DECEMBER



The New **"COAT OF MANY COLORS"** children's book debuted in October 2016. Selected as part of the Imagination Library in the USA, Canada and the United Kingdom.



3.3 MILLION visits to imaginationlibrary.com



Topped **700,000** Facebook Fans in 2016



Nick Sharratt, Illustrator of **"Just Imagine!"**, presented keynote at UK Homecomin' Conference in June 2016.

In 2016, the United Kingdom program mailed **297,582 books** across all age groups.

Scotland: 33
England: 62
Northern Ireland: 1

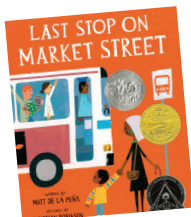
Grand total of **96 AFFILIATES**



Royal National Institute of Blind People (RNIB) selected **6 titles for conversion**

to braille and audio books for children in the United Kingdom who are blind or partially sighted.

In 2016, 57 new or revised titles were introduced to the Imagination Library lineup across the USA, Canada and United Kingdom including the 2016 Newbery Medal recipient **"Last Stop on Market Street"** by Matt de la Peña. Other notable new titles were **"Elmer"** by David McKee, **"Pom Pom Gets the Grumps"** by Sophy Henn and **"Great"** by Glen Gretzky and Lauri Holomisi; Foreword by Wayne Gretzky.



11,507,756 International Total Books Mailed in 2016

A **12.5%** increase over 2015

Total Books Mailed (through December 2016)

85,419,000