

Form Name: C - 2025 English Entry Form  
Submission Time: January 29, 2025 4:59 pm  
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IP Address: 185.198.243.104  
Unique ID: 1310016116  
Location: 51.5081, -0.1278

Exported February 6, 2025 1:55 PM

## Description Area

This contest recognizes the most innovative and impactful signature projects from Kiwanis clubs across the world. We look forward to learning more about your club's impact! This year we are excited to announce monetary awards for the top three finalists in each group: US\$1,000 for bronze winners, US\$1,500 for silver winners, and US\$2,000 for gold winners. Clubs with 27 members or fewer will be evaluated in Group I. Clubs with 28 members or more will be evaluated in Group II. The top ten and top three finalists in each group will be recognized and receive awards at the 2025 Kiwanis International Convention. Review the contest webpage for details and the list of questions before completing the entry form. REMINDERS: 1. You cannot save the form and come back later to finish it. Use the link above to view and print the contest questions. Prepare your answers before you complete the form. 2. Upload only the listed file types for your photos. Photos must be in JPG, JPEG, or PNG form smaller than 25 MB per image. Uploading any other file type could result in a submission error and potential loss of the information you entered. There are free online image conversion tools you may use such as file converter. 3. You should receive an email confirmation after you submit your entry. Remember to check your junk email folder.

1. Name of the signature project	Dolly Parton Imagination Library
2. Name of club owning this signature project	Kiwanis Club of Croydon
3. Club ID number	K19545
4. How many active members are in your club?	10
5. Based on your current number of club members on the official roster sent to Kiwanis International, select your contest group.	Group I - 27 members or fewer
6. Club city, state, and country (if applicable)	Croydon, Surrey CR0 8SD United Kingdom
7. Club president name	Michael Williams
8. Club president email	President@kcoc.co.uk
9. Name of person submitting this entry	Jackie Morrison
10. Email address of submitter	Jahnobia@sky.com

11. Phone number of submitter	07951421521
11. Select district ID and name	K25 Southwest
12. Type of Signature Project	Service project
13. How many years have you conducted this project or event?	6
14. Does your club conduct or intend to conduct this project at least annually?	Yes
15. How many people were positively impacted or served by your signature project this past year?	45
16. What's the primary focus of your signature project?	Literacy, education
18. What group of people are primarily being served by your signature project?	Pre-kindergarten - (5 yrs and under)
19. Describe the population being served and the need that's being addressed or met through your project.	<p>Broad Green, located in the London Borough of Croydon, is a diverse community facing several socio-economic challenges that impact children under five years old. The area has a significant proportion of low-income households. Overcrowding is a notable concern, affecting 29% of households, which is among the highest rates in the borough. This overcrowding can lead to suboptimal living conditions, adversely affecting young children's health and development.</p> <p>Child poverty is prevalent, with 37.5% of children living in income-deprived families.</p> <p>Educationally, children from low-income families often face challenges that can impede their academic progress. Factors such as inadequate housing, health disparities, and limited access to educational resources contribute to lower educational attainment. However, challenges persist, particularly in early language and literacy development. In 2019, outcomes for Croydon children in the area of Communication &amp; Language were lower than for children nationally, indicating a need for focused interventions to enhance early reading skills.</p> <p>Our project addresses early language, literacy, communication, speech difficulties and school preparedness issues by providing a free book monthly to each child registered at the local children's centre, aged 2 to 5 years old. The children are enrolled at 2 and receive a book for 3 years.</p>

<b>20. How many people attended your most recent event?</b>	65
<b>21. How many club members participated? Include both those involved in the planning and execution.</b>	8
<b>Percent member participation calculation</b>	0.80
<b>22. How many members from OTHER Kiwanis clubs helped with this project?</b>	0
<b>24. If this is a fundraiser, what are the average funds raised by the project or event?</b>	0
<b>25. What are the total expenses for your signature project?</b>	£1500 for 2024, £8000+ from 2018
<b>26. How many new club members, if any, were gained through the project since it began?</b>	0
<b>27. How did you promote your event or project?</b>	Club webpage Club Facebook page Club social media Flyers Email Other: word of mouth to parents, children's centre noticeboard & newsletter
<b>28. Share details of your promotional efforts for your project and club, and explain how you used the Kiwanis brand.</b>	<p>Our promotional efforts include discussing the project with parents/carers whose children attend the Children's centres. Because we have had to raise funds to support the project ourselves, it is unfortunately only available to these children. Once children are registered, in September &amp; January, parents/carers are invited to enrol their child free.</p> <p>The Kiwanis brand is used on all our promotional material e.g. flyers, banners, registration forms, events, gift stickers, emails, correspondence etc.</p> <p>Promotions, reaches &amp; likes are via our social media platforms e.g. IG &amp; Facebook &amp; vary depending on our activities, event, season etc.</p>
<b>29. Did you collaborate with any of Kiwanis International's official partners?</b>	None of the above

**30. Were there local partners involved in the project? Please use a numbered list and include their name and role in your project?**

- 1) Canterbury Children's Centre - Sidra - Co-ordinator,
- 2) Peppermint Children's Centre - Marjorie - Manager,
- 3) Royal Mail - Frank - Postman,
- 4) Dolly Parton - Foundation - CEO

**31. Add any additional information about your signature project you'd like us to know.**

Launched in the UK in 2008, Dolly Parton's Imagination Library (IL) is a book gifting programme dedicated to fostering a love of reading in children from birth to age five. Through local partnerships, the programme provides high-quality, age-appropriate books each month, delivered directly to children at no cost to their families. The initiative ensures that all children, regardless of background, have access to a diverse selection of literature.

#### How It Works

Each month, children receive a personally addressed book, creating excitement & anticipation. The programme not only promotes early literacy and language development but also nurtures stronger bonds between children and their caregivers through shared reading experiences.

#### Benefits to Children and Families

Research highlights significant developmental and educational benefits for participating children:

- Increased Early Literacy - Families receiving books are 30% more likely to read daily with their child, establishing strong foundational literacy skills.
- Improved Academic Outcomes - Children who receive books for 12 months or more show measurable improvements in school readiness by age five, regardless of socio-economic background.
- Enhanced Parent-Child Bonding - Frequent book-sharing strengthens emotional connections, with parents citing bonding as the most valuable aspect of the programme.
- Strengthening Communities - The programme fosters "shared cultural capital" by ensuring all children have access to the same high-quality books, promoting a love for literature in local communities.

We found that parents whose first language wasn't English, were also learning to read. Children started school prepared, able to read, concentrate & had less speech & language issues. We raise funds to pay the £30/year/child & in the past 6 years over 200 children have benefitted from our project. Our mission is to inspire a lifelong love of books and reading by placing books into the hands of children.

Xmas photos

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