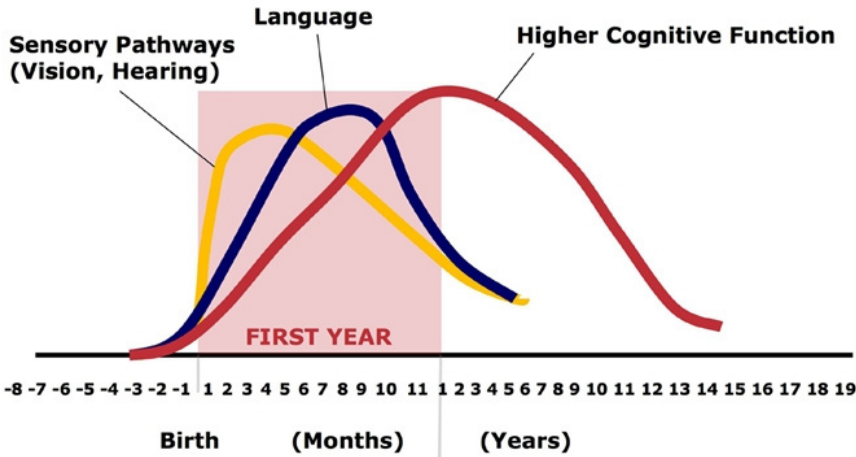


# 2020 IMPACT REPORT



## WHY EARLY LITERACY MATTERS:



Cognitive processes develop rapidly in the first few years of life. At birth a baby's brain is only 25% of its adult size. In the first few years of life, a child's brain builds **1 Million** connections per second! By age three a child's brain will be 85% of its adult size. By the time a child enters kindergarten, their brain is nearly fully formed. (1)



**85%** of a person's intellect, personality, and social skills are developed by age 5.

**95%** of public investment in education occurs after age 5, when the most critical learning years have passed. (2)



Children in middle- and high-income homes have an average of 13 books per child.

Children living in poverty have an average of **1 book per 300 children.** (3)



Because of this, preschoolers from low-income families have fewer language and literacy opportunities than children from economically advantaged backgrounds - **a major reason why they lag behind** in reading achievement throughout the school years. (4)

Children growing up in homes with at least

# 20 Books

## GET TWO YEARS MORE SCHOOLING

than children from bookless homes, independent of their parents' education, occupation, and class. (5)

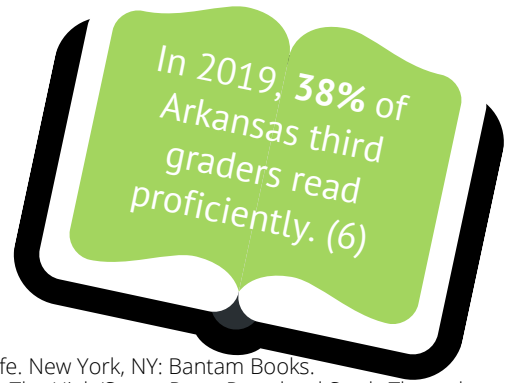
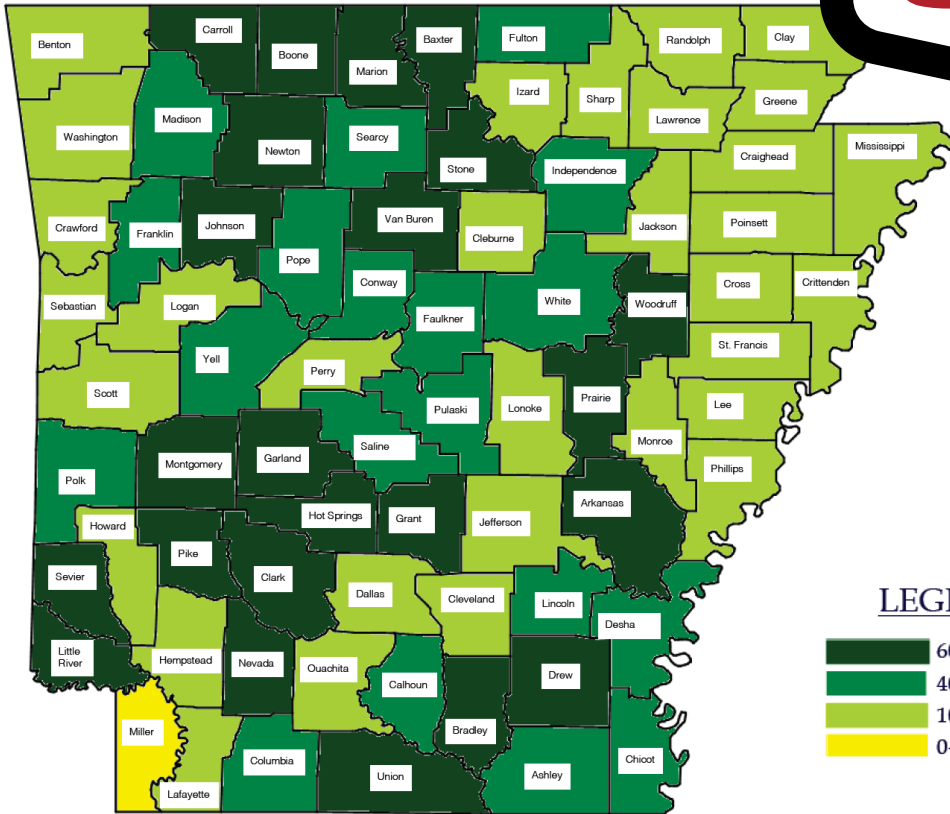
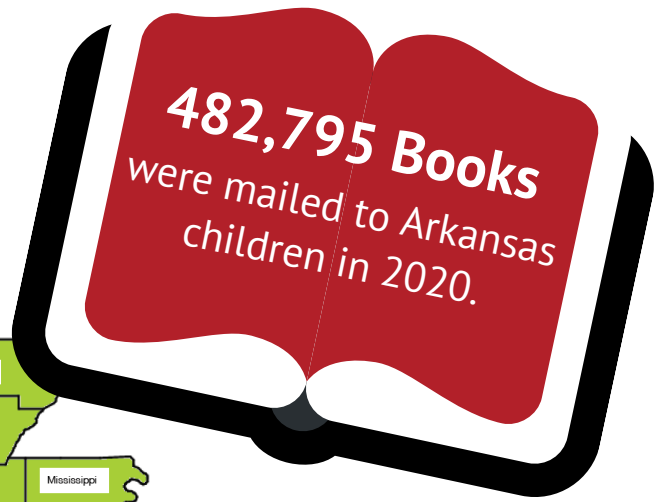


Chart: Human Brain Development, C.A. Nelson (2000). Credit: Center on the Developing Child

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# 2020 IMPACT REPORT

HOW IMAGINATION LIBRARY AFFILIATES IN ARKANSAS ARE HELPING:



## LEGEND

- 60% or More Enrolled
- 40-59% Enrolled
- 10-39% Enrolled
- 0-9% Enrolled

**2.14 Million**

books (and counting) have been delivered since 2005.

More than **49,595**

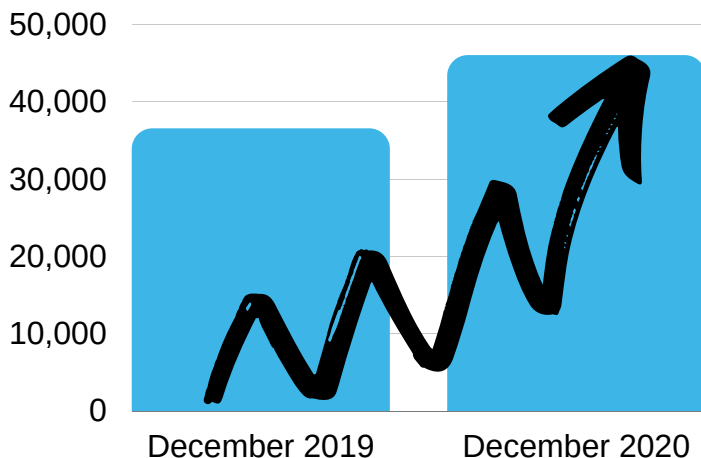
five-year-olds have graduated from the Imagination Library program since 2005.

More than **46,000**

Arkansas children age 0 to 5 are currently receiving books.

**24%**

of Arkansas' 191,148 preschoolers are enrolled in the Imagination Library.



**26%**

The number of books mailed to Arkansas children monthly grew 26% since December 2019.