

VIRGINIA ACTS OF ASSEMBLY -- 2024 SESSION

CHAPTER 147

An Act to amend the Code of Virginia by adding in Title 22.1 a chapter numbered 28, consisting of sections numbered 22.1-381, 22.1-382, and 22.1-383, relating to Dolly Parton's Imagination Library of Virginia Program established.

[H 1075]

Approved March 26, 2024

Be it enacted by the General Assembly of Virginia:

1. That the Code of Virginia is amended by adding in Title 22.1 a chapter numbered 28, consisting of sections numbered 22.1-381, 22.1-382, and 22.1-383, as follows:

CHAPTER 28.

DOLLY PARTON'S IMAGINATION LIBRARY OF VIRGINIA PROGRAM.

§ 22.1-381. Definitions.

As used in this chapter, unless the context requires a different meaning:

"Program" means the Dolly Parton's Imagination Library of Virginia Program as established in this chapter.

"Program administrator" means a nonprofit entity that is exempt from federal income taxation pursuant to § 501(c)(3) of the Internal Revenue Code, dedicated to statewide early literacy advocacy, and chosen by the Department to administer the Program.

"Reading selection" means any high-quality, age-appropriate book provided to an eligible child under the Program.

§ 22.1-382. Dolly Parton's Imagination Library of Virginia Program established.

The Dolly Parton's Imagination Library of Virginia Program is established as a statewide program for the purpose of promoting a comprehensive statewide initiative for encouraging preschool-age children to develop a love of reading and learning whereby, with such funds as are provided for such purpose pursuant to the general appropriation act, one reading selection per month is provided to each registered child from birth to age five, inclusive, in each participating county through Dolly Parton's Imagination Library at no cost to the family of such child. The Program shall contribute to local programs a 50 percent match of funds, if available, required of such local programs participating in Dolly Parton's Imagination Library in the Commonwealth. Moneys appropriated for the Program shall be allocated to affiliates that agree to a dollar match for the purposes of the Program.

§ 22.1-383. Program administrator; duties.

A. The Program administrator shall be responsible for the development, implementation, and administration of the Program. The Department shall serve as the state Program sponsor and shall oversee its development, implementation, and administration.

B. In administering the Program, the Program administrator shall:

1. Determine the amount of funds needed for each school year to distribute sufficient money to fund the Program;

2. Establish a nonprofit entity organized solely to promote a love of reading and learning in children in the Commonwealth through the implementation of the Program; and

3. Provide oversight over the nonprofit entity established pursuant to subdivision 2 in carrying out the following duties:

a. Managing the daily operations of the Program;

b. Advancing, strengthening, and promoting the statewide development of local Dolly Parton's Imagination Library programs with the goal of increasing enrollment;

c. Developing community engagement initiatives;

d. Developing, promoting, and coordinating a public awareness program to make donors aware of the opportunity to donate to the Program and increase public awareness of the opportunity to register eligible children to receive reading selections at no cost on a monthly basis;

e. Developing statewide marketing and communication plans;

f. Executing a data sharing agreement with the Dollywood Foundation;

g. Soliciting donations, gifts, and other funding to financially support local Dolly Parton's Imagination Library programs;

h. Administering the local match requirement and coordinating the collection and remittance of local Dolly Parton's Imagination Library program costs for books and postage; and

i. Providing an annual report to the Senate Committee on Education and Health and the House Committee on Education detailing the activities of the Program for the immediately preceding year, including (i) the total appropriations received and expenditures made by the Program administrator, (ii) the number of participating local programs, (iii) the number of children registered in the Program, and

(iv) the number of books sent to registered children.

2. That the provisions of this act shall expire on January 1, 2029.