



The mission of the London-Laurel County Chamber of Commerce Foundation is to support programs and philanthropic initiatives advancing the economic and social well-being of the citizens of London and Laurel County.

Although the premise of a foundation for the London-Laurel County Chamber of Commerce had been under consideration for several years, the concept came to fruition with the opportunity for Laurel County to participate in the Dolly Parton Imagination Library. The London-Laurel County Chamber's 501(c)(3) Foundation was founded to expand the Chamber's philanthropic endeavors in the London and Laurel County community. The initial project that prompted the creation of the foundation was the Chamber's involvement with the Dolly Parton Imagination Library. The Chamber needed 501(c)(3) status to properly fundraise and administrate this program and thus the foundation was born. The London-Laurel County Chamber of Commerce, with its long history of activities to improve education and foster guidance for successful youth, was the obvious community choice for this leadership role.

The Foundation's goal is to create a sustained fundraising effort for the purpose of providing books for every child in Laurel County ages birth to five in partnership with the Dolly Parton Imagination Library through a community-based coalition of Business, Individuals, and local non-Agency.

We use a ramp plan over 15 months to move the total number of participants in the program beginning with a max of 500 by end of October 2022 and managing the growth on our way to our max of 3670 participants by December 31<sup>st</sup>, 2023. This will be managed using the online management website and infrastructure provided by the Dolly Parton Imagination Library as a part of our partnership. This allows us to ensure that our fundraising has time to reach the level needed to supply the maximum number of participants while delivering books and working on our enrollment strategy.

We are launching a multi-pronged approach to enrolling participants that will include digital media, social media, television, Radio, and Newspaper media as well as Facebook live events and employee enrollment programs with our local business partners.

We can determine each month how many books will be mailed in the upcoming month and will use that to ensure that we grow both enrollment and fundraising along an equal axis.

In addition, we will be introducing a Multi-Year Pledge program targeted at Donors that will allow them to budget and participate while setting up fundraising for the years ahead.

The plan will be reviewed monthly by the Board of Directors and will be managed by appointed committees beginning in Jan 2023 with reviews by Board members no less than once a quarter.

The impact on the community is to raise the High School graduation rate and encourage our students to continue their education in a technical field or college to create a better educated workforce. Meeting these goals will eventually reduce the rate of incarcerated citizens along with building a strong workforce to welcome and enhance the growth of our business community.