



*** FOR IMMEDIATE RELEASE ***

QCV Supports Dolly Parton's Imagination Library in Greene County

Charlottesville, Virginia (9/2/2022) – QuickStart Tennis of Central Virginia, Inc. (QCV) is pleased to report it has made a Racquets for Reading!!! grant to the Friends of the Greene County Library to support the establishment of [Dolly Parton's Imagination Library](#) (DPIL) in Greene County. This contribution was made possible by the generosity of [The Power of Change](#), Rappahannock Electric Cooperative's program that helps local nonprofits improve communities in REC's service territory. The program is funded by REC member-owners, who voluntarily round up their electric bill to the next whole dollar each month, contribute a set amount each month or make a one-time donation. REC, one of the state's largest distribution electric cooperatives, and QCV serve seven counties in common – Albemarle, Culpeper, Greene, Louisa, Madison, Orange and Rappahannock. Five of the seven now have a DPIL program, and the other two are in process.



Pictured at left is Susan Bramley, President of the Friends of the Greene County Library, who has been instrumental in getting a DPIL program going in Greene.

Bramley says, “The Power of Change grant from REC was the real impetus for the Friends of the Greene County Library. It helped us see that bringing the Imagination Library to Greene County was possible. We were not starting from

scratch but were continuing to build on community support. Bringing the Imagination Library to Greene is exciting and we are so grateful to REC for getting us started.”

QCV's QuickStart Coordinator Lynda Harrill adds, “This has been quite a journey. We applied for a Power of Change grant before we approached anyone in Greene. Usually we find a local 501(c)(3) nonprofit that agrees to partner with DPIL, get a small, local advisory group together and then have to worry about finding funds, which can take a while and varies a lot by county. Many people are uncomfortable asking for money, even for critical needs like early childhood literacy, and get discouraged trying to raise funds (hearing ‘no’ is not fun, but it's a part of the process). Moreover, the amount of money they need to raise (we suggest three years' costs) can seem daunting. So I thought we'd try another approach when we heard about the Power of Change grant opportunity. QCV applied for the grant to cover the first year of DPIL costs in January 2022 and received the good news at the end of April.

"I met with the Friends of the Library in May and we set up a DPIL Advisory Committee that first met in early June. Fundraising has been very much a group effort. We found a very generous donor who agreed to a \$4,500 matching-gift challenge. Committee member Jennifer Murphy wrote personal letters to friends. Lots of phone calls were made and hundreds of emails were sent to potential donors. At the July meeting, I heard about Maybelle's on Main, a brand new café and ice cream shop in Stanardsville. I immediately contacted owner Todd Sansom, and a 'Dippin' for Dolly' event was scheduled for September 1. Now all we had to do was let everyone in Greene County know what DPIL was and that we were having a fundraising event in a month. We went from concept to 'dippin' in 32 days. The event was successful, with lots of kids and parents kids having a FUN afternoon eating ice cream and talking about reading."

Harrill adds, "The Dollywood Foundation is now processing the new DPIL program for Greene County and it should be up and running full speed by the end of September. For the official launch, we will have a 'Dolly Day at the Library' where volunteers will get kids enrolled in the program and have some FUN. Rumor has it that someone will be dressed up as Dolly at the kickoff (more on that later).

"All that progress thanks to The Power of Change and the generous member-owners. We are so grateful for organizations like Rappahannock Electric Cooperative that believe in philanthropy and understand how impactful they can be. We believe Greene County has accomplished exactly what the Power of Change intends."

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QuickStart Tennis of Central Virginia is an all-volunteer, grassroots Community Tennis Association established in 2009 as a 501(c)(3) charitable organization to promote, develop and grow QuickStart Tennis in the heart of Virginia for all beginners, especially underserved youth, using the kid-sized QuickStart Tennis format. QCV's service area includes, Amelia, Appomattox, Brunswick, Buckingham, Campbell, Charlotte, Culpeper, Cumberland, Dinwiddie, Fluvanna, Franklin, Greene, Greensville, Halifax, Henry, Louisa, Lunenburg, Madison, Mecklenburg, Nelson, Nottoway, Orange, Patrick Pittsylvania, Prince Edward, Powhatan and Rappahannock counties and the cities of Charlottesville, Danville and Martinsville, plus under a special arrangement, King George County. We currently serve 214 schools with 101,000 kids, 15 parks & recreation departments, three Boys & Girls Clubs and two YMCAs, in 31 Virginia counties and independent cities. We have also gotten tennis into PE classes in 37 additional schools with 16,000 students in Virginia communities outside our service area.

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For additional information, contact quickstartcentral@comcast.net.



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