



## OMG Books Awards: Answers to Submitted Questions

### Funding by State

#### **How were the 33 states and the funding in each state determined?**

First Book was selected by the Attorneys General of 33 states and territories to maximize the impact of the settlement received as a result of State of Texas, et al. Vs. Penguin Group (USA) Inc., et al., implementing an antitrust award unrelated to First Book but on the topic of access to books and eBooks. Award amounts for each state were set based on population levels and book / eBook purchases in each of the states involved in this settlement.

#### **Can you elaborate on the funding ranges by state?**

The funding ranges listed in the RFP represent the minimum and maximum amounts for book credit awards in each state. Amounts are state-specific.

For example, in Utah the range is \$15,000 - \$52,500. OMG Books projects should be scaled so that at least \$15,000 in book credits will be used. Projects can scale up to \$52,500 in OMG Books credits and beyond that if multiplier funds are applied to increase the number of total books distributed. First Book plans to award 1-3 organizations per state based on the criteria listed in the RFP.

#### **Do states with larger funding ranges receive more than 2-3 awards?**

No, First Book aims to award 2-3 awards per state regardless of the overall funding amount available in the state. However, depending on the overall quality of proposals submitted, First Book reserves the right to adjust the number of awards granted in each state.

#### **Is each organization that applies required to bring multiplier resources to the table?**

No, multiplier resources are not required. We encourage applying organizations to consider leveraging additional resources where possible to maximize the potential impact of an OMG Books award.

#### **If our organization has a partner willing to amplify our impact by contributing multiplier funding, how would that process work?**

Proposals that include multiplier funds for books through an OMG Books initiative should include a description of these additional resources and how they would be added to the project to increase impact. If applicable, a letter of support from partners is a value-add.



*Brief examples of how multiplier funding could work:*

The OMG Books award would allow Organization A to get XXXX books to XXX children. Multiplier funds from Partner B would allow for distribution of XXXXX books to XXX children.

*Or*

An OMG Books award would stock XXX programs with XX new books per classroom. Multiplier funds from Partner B would make it possible to get XXX books into each classroom.

*Or*

An OMG Book award would allow Organization A to reward XXX educators for registering with First Book with a gift credit of \$XX. Multiplier funds from Partner B would allow XXXX educators to receive a gift credit as a reward for registering with First Book.

***These examples are not exhaustive but meant to help paint the picture of how an organization could frame multiplier funds.***

## Applications

**Does the organization that submits the application need to directly serve children? Or, for example, can it be a convener organization that will directly work with organizations serving children to implement the proposed program?**

Convener organizations may apply for OMG Books awards. Proposals should describe how the convener (or other organization) would encourage its network to register with First Book and how an OMG Books award would support their collective work.

**Would all educators/providers/partners need to have an account before our application is submitted?**

All educators that will participate in your proposed program(s) do not need to register with First Book in advance, however the lead applicant must be a registered member of First Book prior to submitting an application for an OMG Books Award. In order to receive book credits, if your proposal is awarded, all educators or program leaders will need to register for First Book prior to receiving any books.



**Are awards more likely to go to larger initiatives – state or multi-state vs. community or regional within a single state?**

Awards will be determined based on the potential impact and the appropriate scale of your project, as well as how closely projects align to the OMG Books’ three key goals of activating educators and providers, getting books to children in high-need communities, and engaging stakeholders for ongoing partnership. We encourage community-wide, district-wide, state-wide and multi-state proposals.

**How can I create an enticing application if I’m a single school or program?**

Consider how the OMG Books opportunity allows you to develop and leverage collaborations with multiple stakeholders to increase reach and impact. Create a collective impact plan and include letters of support as an example.

### Multi-State Projects

**May one organization apply more than once? For example, if we apply for a multi-state award and are not awarded in Cycle II, may we apply as individual states in Cycle III?**

Yes. We encourage you to tune in to (for example) the Cycle III webinar to learn about any funding-level updates based on Cycle II awards.

**Can a multi-state proposal include states from each of the cycles?**

Yes, a multi-state proposal can encompass states from all three cycles. The open application period for multistate proposals opens on April 8, 2019.

**If submitting a multi-state proposal that includes ONLY states in Cycle I or ONLY states in Cycle III, do I still need to submit my application within the Cycle II timeframe?**

Yes, regardless of which of the 33 states you are applying for, multi-state proposals should be submitted during the open application period for Cycle II: April 8 – May 15, 2019.

**If submitting a multi-state proposal, do I need to apply for the same level of funding in each state?**

No, you can apply for different levels of book credits for each state. To determine the appropriate request amount for each state, consider the available funding and scale of your project in each state.

**If awarded a multi-state award, will I receive funding in each state I applied for?**

There is no guarantee that applicants will receive their requested book credit amounts in each state. Award levels will be determined based on the availability of funds and the scope and scale of the proposed initiative.



## Distribution of Resources

### **Are Playaways an eligible category of books for the OMG Books Award?**

Yes, OMG Books credits may be applied to Playaways/audio-books as well as eBooks and traditional books.

### **Can funding be applied to books in different languages?**

Book awards may be applied to all books and eBooks available through the First Book Marketplace and through special orders, based on availability with First Book publishing partners (approx. 90 imprints).

### **Will the book credit amount cover shipping costs?**

Standard shipping is included for all orders \$25 or more. Expedited shipping requests will incur additional charges based on order size and shipping location. See FAQs in the RFP for details on timelines on orders placed on the First Book Marketplace and special orders placed directly with publishers.

### **Can the books be issued in multiple cities within the state?**

Yes, if awarded, books can go to multiple locations within a state. However, books must be distributed in the state(s) that was identified in your submitted proposal. Please refer to the RFP for a list of all eligible states by Cycle.

### **Do books ordered through this funding have to go home with children, or could they stay on site to create a library, build a book nook, supplement classroom collections, etc.?**

Books can be used as you see fit in your work with children and families. You can send them home for kids to keep, you can add them to program bookshelves, you can create lending libraries in under-resourced communities, etc.

### **How do I go about creating my budget if I'd like to use the special-order option? Are costs for special orders the same as they are on the Marketplace?**

Book prices for special orders are comparable to prices on the First Book Marketplace. In some cases, if a very large quantity of a single title is requested, prices may be reduced slightly due to applicable volume discounts.

### **What do I do if I need specific titles in specific quantities?**

The First Book team will work with you to create the order and we will manage coordinating with the publishers and warehouse to get books shipped to your site(s).



**Do all credits need to be utilized under one account, or could an umbrella organization (such as a school district) distribute credits to sites (such as schools or teachers)?**

Awardee organizations may distribute credits to multiple educators or program sites. Recipients must be eligible and registered with First Book to redeem credits.

**Do the books need to be distributed within 6 months of the funding award, or just ordered?**

Books and eBooks must be distributed within six months so that the final report reflects stories and outcomes resulting from the book distribution.

## Reporting

**What documentation will be required for the wrap-up report?**

First Book plans to elevate findings and best practices from the OMG Books initiative nationally, across the social sector. We are finalizing the evaluation plan with an eye toward the nexus of robust data gathering and low-lift for awardees. Reporting templates will be designed to capture stories and outcomes in an easy to use format. We are working with experts in the field to finalize the reporting elements now.

Please refer to the RFP for additional details on the types of data that may be requested.

## Lessons from Cycle 1

**How competitive was Cycle 1?**

Cycle 1 was a very competitive process and we expect Cycle 2 and Cycle 3 will be as equally, if not more competitive, therefore we highly encourage applicants to submit well-thought out proposals that address the questions and goals as outlined in the RFP and in the online application.

**In Cycle 1 of awards what was the typical (or average) number of students served by each grant?**

The number of students served by each awardee varied depending on the size and scope of the programs awarded. In general, we are looking for proposals with impact and the budget amount requested should be reflective of the overall number of children you plan to serve and the size and scale of your proposed program.



## General Questions

### **Can I still work with First Book if I'm not in one of these 33 states? What are the benefits of registering with First Book beyond OMG Books?**

Yes. First Book members have 24/7 access to brand-new, high-quality books and resources, including coats, snacks, and sports equipment, at prices generally 50% to 90% below retail through the First Book Marketplace or for free through the First Book National Book Bank. Members also have periodic access to book credits sponsored by corporate or foundation partners. These credits generally range from \$25 - \$1,000 in value. Additionally, by registering with First Book, educators and providers can add their voice to the community of those serving children who are under-served, thereby elevating the need for high-quality resources in high-need communities to influencers, thought-leaders, and funders who care about educational equity.

Opportunities to access subsidized book credits are communicated through email, so make sure you are receiving First Book's emails. Once you are registered, if you're not getting emails from First Book, and you have checked your spam or junk folder please contact us to help you troubleshoot.

Have big ideas for partnership? Get in touch! We would love to start a conversation and explore possibilities with you. contact Member Services at (866) 732-3669 or [help@firstbook.org](mailto:help@firstbook.org).

### **Can First Book donate books to my organization?**

First Book is proud to be the only national clearinghouse for publisher-donated children's books. Each year we distribute more than 10M free books to educators in the First Book Network. You can access free books through the First Book National Book Bank via [www.fbmarketplace.org](http://www.fbmarketplace.org) 24/7. All books available through the Book Bank are free. Programs pay just the cost of shipping and handling – usually around \$.60 per book.

### **I missed the webinar. What should I do?**

It's not too late! [Click here](#) to access the recorded version of the webinar.