



REQUEST FOR PROPOSAL

OMG BOOKS AWARDS

OFFERING MORE GREAT BOOKS TO SPARK INNOVATION

SUMMARY

First Book believes that education is the way out of poverty for children in need. We aim to provide all children equal access to quality education by making books and other resources available to classrooms and programs serving children in need, from birth to age 18. As part of a rare and exciting opportunity, First Book is soliciting proposals for book distributions that will ultimately get more than 1.5 million free books and eBooks to kids in need across 33 states.

BID SUBMITTAL DEADLINES:

CYCLE I: FEBRUARY 15, 2019

CYCLE II/MULTI-STATE PROPOSALS: MAY 15, 2019

CYCLE III: AUGUST 15, 2019

FIRSTBOOK.ORG/OMGBOOKSAPPLY

TABLE OF CONTENTS

ABOUT FIRST BOOK	4
HOW WE ADDRESS EDUCATIONAL EQUITY	4
I. PROGRAM ABSTRACT (150 WORDS)	8
II. ORGANIZATION OVERVIEW (150 WORDS)	8
III. PROGRAM DESCRIPTION (2,000 WORDS)	8
IV. PLANS FOR ONGOING PARTNERSHIP (250 WORDS)	10
V. BUDGET (250 WORDS)	11
VI. SELECTION CRITERIA	11
VII. SUBMISSION REQUIREMENTS	11
VIII. CONTACT INFORMATION	12
APPENDIX A – AWARD AMOUNTS AND TIMELINES	13
APPENDIX B – FAQs	16

FIRST BOOK

1319 F STREET NW, SUITE 1000
WASHINGTON DC 20004
202-393-1222



January 10, 2019

Dear Educational Equity Champion,

[First Book](#) is announcing a rare and exciting opportunity that will allow us to get more than **1.5 million free books and eBooks to kids** in need across communities in your state. Through this competitive RFP process, eligible applicants will be selected to receive **OMG Books** awards to help you infuse your state or community with thousands of brand new books and eBooks for children from birth to age 18.

For you, these awards can provide an essential catalyst in the form of books that will help further your work and goals supporting children, families, and educators. For First Book, this funding is an equally important catalyst that boosts the rapid scaling of our goals: reaching the 1.3 million U.S. classrooms and programs serving children in need (we're about 33% of the way there now), expanding our deep and effective network of partner organizations and programs whose missions align with ours, and working together to ensure that children have access to the tools they need and the education they deserve to succeed and thrive in school and life.

You are receiving this RFP because you share our goal of equal educational opportunity for all children and young people. Whether you are an existing First Book Network partner or a potential partner we have yet to engage, we strongly believe this opportunity can further and strengthen our aligned work.

The attached RFP describes terms and requirements for projects and proposals. Awards will be designated as credits for books and eBooks only, and are allocated in varying amounts—based on population—across the 33 designated states listed within the attached RFP. While we are always here to provide you with access to free and low-cost books and educational resources, this exciting opportunity is well outside the way we normally work, as First Book does not traditionally have book credits to share at this magnitude. We hope that you will consider applying for an **OMG Books** award in your state. Thank you for your consideration. We look forward to engaging with you and to continuing the conversation.

Sincerely,



A handwritten signature in black ink, appearing to read "K Zimmer", with a long horizontal line extending to the right.

KYLE ZIMMER
PRESIDENT, CEO, AND CO-FOUNDER

ABOUT FIRST BOOK



[First Book](#) believes that education offers children the best path out of poverty, but access to quality education is far from equal. Significant barriers stand in the way for kids in low-income communities, including scarce books and learning materials in their homes and classrooms, and a lack of diversity and relevancy in the books that do reach them. Even the most basic essentials like food and clean clothes aren't met for these children.

First Book's mission is to remove these barriers. We have aggregated the largest and fastest-growing community of formal and informal educators serving children from low-income families, with a registered membership of more than 400,000 and growing by 1,000 new members every week. This army of advocates, that we call the First Book Network, includes one-third of the estimated 1.3 million professionals serving children in need. This vibrant Network trusts First Book to help them be more effective and reach more kids every day.

Through the award-winning First Book Marketplace, we have overcome the barriers of high price and low relevancy that have prevented learning materials from reaching these educators, leveraging their buying power to create market-driven solutions and technology platforms that directly address their needs. Since 1992, First Book has distributed more learning materials than any other program of its kind: 175 million books and educational resources, worth more than \$1.5 billion, reaching more than 5 million children annually.

First Book Research & Insights, First Book's unparalleled R&D platform, is a powerful knowledge bank of primary research drawn directly from those who know these kids best: teachers, afterschool program providers, and other caring adults. We've used these findings to collaborate with leading experts via the First Book Accelerator, developing research-based collections of books and teaching materials to address top concerns, such as family engagement and social and emotional learning. These innovative platforms speed knowledge to the field in months instead of years.

First Book's models are built not as a quick fix, but to systemically address educational inequity with lasting, permanent change — not simply in the life of one child who yearns to learn, but across our entire educational system.

HOW WE ADDRESS EDUCATIONAL EQUITY

OMG Books awards are an opportunity to collaborate with First Book as change agents for educational equity. We're looking to partner with innovators and thought leaders who are committed to transforming lives in under-resourced communities, and who see books as an essential key for unlocking possibilities for children from birth to age 18.

Books and educational resources are critical, but scarce, for kids in need. We all know that access to adequate resources is one of the greatest contributors to educational inequality in the United States. **OMG Books** awards are a chance for us to come together and create collective impact to level the playing field. **Together, we can more powerfully reduce barriers to education for children across the U.S.**



THIS OPPORTUNITY IS FOCUSED ON ACHIEVING THREE KEY GOALS. PROPOSALS SHOULD ADDRESS A PLAN TO SUPPORT EACH GOAL:



1
Register and activate **thousands of educators and providers** working in under-resourced communities.



2
Get **1.5 million relevant, high-quality, brand new books and eBooks** into the hands of kids in need.



3
Create a multiplier effect by engaging **stakeholders** to join this effort and amplify impact.



LET'S DO THIS!

We know—because thousands of educators and providers in the First Book Network tell us—that books are powerful tools for addressing a multitude of issues. What will books help you address? Examples of how we can work together to meet your goals and to address each of the initiative's three key priorities include—but are not limited to—activities like these:

1 REGISTER AND ACTIVATE

When educators and providers register with First Book, they have ongoing, sustainable access to free and low-cost books and resources as well as additional funded opportunities to help further subsidize the already very low cost of books and resources through First Book. Once connected, they will have the chance to join the national community of educators that we call the First Book Network, to reach more kids in need and collectively elevate their voices into the national conversation on educational equity. **Registration takes about five minutes online, is always free, and has no obligation.** If you are not yet registered, you can sign up with First Book here: www.firstbook.org/OMGbooks.

Some thought-starters about how you might fulfill goal one:

- Sign up every **Title I classroom teacher**, media specialist, and paraprofessional (K–12) in your network so that they can provide free eBook access to every student in their classroom or school.
- Provide **every afterschool provider serving children from low-income families** in your network with a gift credit on the First Book Marketplace so that they can update the STEAM-related books in their program.
- Connect **school social workers** in Title I schools with First Book and provide them with gift credits for books that support [social and emotional learning](#).
- Ensure that every **Head Start program and community library** in your state is registered with First Book and provide them with gift credits to boost [early childhood bilingual titles](#) on their shelves.
- Offer gift credits as incentives for **every provider** in your network who registers with First Book as a result of your project.
- Host a competition among regions/districts to register educators and providers with First Book and **offer books and eBooks as prizes**.

2

BOOKS TO KIDS

Some thought-starters about how you might fulfill goal two:

- Encourage [reading for pleasure](#) by offering one book per week to build home libraries for children participating in **summer programming**.
- Enhance the bookshelves in **youth services programs and juvenile detention centers** by providing gift credits to program librarians and educators for diverse and inclusive titles from [The Stories for All Project™](#).
- Provide [eBooks](#) via eReaders so children of all ages can read in classrooms and on buses.
- Stock the trunks of **police cars with book bins** so that officers can distribute new books to children when they patrol or respond in communities.
- Provide books for children visiting **federally qualified health centers** with their families.
- Create **lending libraries and reading nooks** in spaces like public parks, homeless shelters, WIC clinics, laundromats, police stations, social service agencies, community centers, housing authorities, etc.
- Coordinate **free book fairs** for students in Title I schools so that children and teens have books to read over school holiday breaks and over the summer.

3

ENGAGE STAKEHOLDERS

Some thought-starters about how you might fulfill goal three:

- Encourage **family engagement** by inviting families to take a book home for their child after attending a program-hosted event (teacher conferences, literacy night, fatherhood programs, 2Gen activities, etc.)
- Host **family fairs** in high-need areas. Invite community partners to engage with families around a shared community education interest. Work with First Book staff to place large special orders of high-interest titles so that participating families can take 1–3 books home with them.
- Support a **citywide/districtwide reading initiative** alongside elected officials by supplying specific titles to programs serving kids in need.
- **Leverage OMG Books as a multiplier opportunity** for programs in your network to get twice as many books into the hands of kids in need.
- Double the number of books available in program and classroom libraries by adding these credits to budgeted **Title I funds** earmarked for books.
- Bring this opportunity to a **Community Foundation or Chamber of Commerce** and offer them the chance to double/triple your impact by contributing **multiplier funding** to your project.



Fostering a
lifelong love
of reading



Strengthening
community
partnerships



Teaching
diversity and
inclusion



Engaging families
in their child's
learning



We hope that you are inspired to share your ideas and plans for how we can do great things together.

Following are guidelines for submitting your online proposal via the link below.

The online application form is simple and straightforward. The fields in the online application will reflect the requirements and descriptions below. Detailed descriptions in this RFP are meant to provide support for those who already know us, as well as those who may not be very familiar with First Book yet. We're excited to explore this possibility with you.

YOU GET THE POINT!

LET'S WORK TOGETHER
AS INNOVATIVE CHANGE MAKERS,
GROUNDBREAKING THOUGHT
LEADERS, EDUCATIONAL
EQUITY WARRIORS.

**WE WANT YOU TO JOIN US ON THIS JOURNEY.
LET'S GET SOME BOOKS TO KIDS!!!**

I. PROGRAM ABSTRACT (150 WORDS)

Tell us more about the content and scope of your proposed **OMG Books** program. We're interested in a brief background on the program, its context within your ongoing work, the purpose of your proposed program, and what activities will occur during this program period. What do you hope to accomplish using an **OMG Books** award and how will those results be used to further your work with children and families?

II. ORGANIZATION OVERVIEW (150 WORDS)

Please provide an overview of your organization, its mission, and who you currently reach through the organization's existing programming.

III. PROGRAM DESCRIPTION (2,000 WORDS)

Now let's dive a little deeper. We'd like to know how this opportunity will help you use books to bolster your existing program goals, increase the quality of education, and improve educational equity for the children, families, and educators in your purview.



SHELTERS & CLINICS



LIBRARIES & MUSEUMS



MILITARY FAMILY
SUPPORT PROGRAMS



FAITH-BASED
ORGANIZATIONS



EARLY CHILDHOOD
PROGRAMS



OUT-OF-SCHOOL TIME
PROGRAMS



AND MANY MORE!



SCHOOLS

**WHO CAN
SIGN UP WITH
FIRST BOOK?**

NOTE:

All awards will be distributed via *gift credits* for the [First Book Marketplace](#), or used toward large special orders placed directly with publishers through First Book (gift credits and special orders are described in more detail in the FAQs). Program descriptions should include which distribution mechanism(s) best fit your initiative.

Please describe how your proposed program meets each of the three **OMG Books** initiative goals and how you will capture impact/outcome data related to this program.

GOAL 1:

Plan to register educators/providers with First Book.

GOAL 2:

How will these books be used to fulfill a need in under-resourced communities/schools/programs?

How will these books support your program goals and amplify the impact of your work?

Timeline and implementation plan for conducting registration outreach and getting books to kids within 6 months of award date. Walk us through your vision.



GOAL 3:

Who else will be involved in the initiative? Do you plan to engage other partners to increase collective impact? Will these partners provide any additional multiplier resources to help you distribute additional books or resources in addition to those included through an **OMG Books** award? *Letters of support or commitment from partners may be uploaded into the online application form (optional).*

CAPTURING AND SHARING IMPACT:

OMG Books projects must be fully executed within 6 months of award date. Awardees will be required to submit a brief project report within 8 months of the award announcement. We encourage you to gather and share impact stories and outcomes from our collaboration as robustly as possible. You will also be asked to complete a survey or ask educators in your network who receive books to provide feedback when possible. They might be asked to complete a brief survey or share pictures, testimonials, anecdotes, etc. with us.

NOTE:

First Book strongly believes that **OMG Books** provides an important opportunity to elevate the insights and learnings generated through this initiative to the entire sector so that we may collectively work smarter for the children and families we serve. Following this initiative, First Book will produce an impact report to share with the field, highlighting best practices, lessons learned, and key findings.

IV. PLANS FOR ONGOING PARTNERSHIP (250 WORDS)



While **OMG Books** provides credits for books only, First Book offers a wide variety of low-cost resources that help to reduce a multitude of barriers to education for children in need. Over the past 25 years First Book has collaborated with partners to:

- ✓ Build Care Closets in schools and programs where children often need additional resources to meet their basic needs (check out this [brief impact video](#) highlighting our support for Baltimore schools.);
- ✓ Provide [backpacks](#) and [school supplies](#) for back-to-school events;
- ✓ Stock aftercare programs with engaging [sports and play equipment](#);
- ✓ Bolster early childhood classroom quality with [imaginative play materials](#);
- ✓ Supply classrooms and buses with [digital devices](#) like laptops and eReaders.

Once an educator or provider is registered with First Book, they have ongoing access to the full range of free and low-cost books and educational resources on the First Book Marketplace. The Marketplace can be an important tool for programs and educators to maximize limited resource budgets.

What other bold and innovative projects might we be able to pursue together? The lists throughout this document provide examples of how we've worked with partners on a variety of projects but they are just a few of the possibilities. How do you see an ongoing partnership with First Book developing?

How can we partner after this initiative is complete so that First Book's resource pipeline can continue to fuel your work? We get outrageously inspired by our relationships with the extraordinary educators and thought leaders in the First Book Network. From community-based programs and school districts, to statewide networks and national nonprofits—we love connecting with programs to ensure that kids get opportunities to read, learn, and succeed in life. You make us smarter, you inspire us, and many of you (you know who you are) are willing to dream big with us as we imagine a world where all children have access to equitable educational experiences.

Together, we're better.

IN ADDITION TO BOOKS, CLASSROOMS AND PROGRAMS CAN NOW ACCESS A VARIETY OF RESOURCES THROUGH FIRST BOOK TO HELP KIDS THRIVE, INCLUDING:



SCHOOL SUPPLIES



EDUCATIONAL GAMES



TEACHER RESOURCES



TECHNOLOGY
HARDWARE & SOFTWARE



CLOTHING



NONPERISHABLE
FOOD ITEMS



V. BUDGET (250 WORDS)

OMG Books will not distribute money to awardees; credits awarded for this opportunity will appear in full on your account on the First Book Marketplace where First Book's highly discounted books and resources are centralized in a user-friendly site. The credits you use will be restricted to subsidizing the costs for books and eBooks through First Book. Awardees have full control over the titles of books received for this project (subject to availability). In keeping with the requirements established by the funding source for this initiative, First Book is unable to provide additional support for overhead or other program materials. The online application will ask you to indicate that you understand this as the structure for **OMG Books** awards.

For budgetary purposes, we ask that you estimate the costs of the books and eBooks you plan to distribute and the level of funding you're requesting based on your program/initiative needs and the state allowances listed in Appendix A.

To help you estimate the budget cost for the number of books distributed through your initiative, please estimate \$3.50/book. Please note that hardcover, bilingual and some special content books may be higher than this average, so you can visit the [First Book Marketplace](#) and browse books in your content areas/age ranges of interest to confirm your estimate. Your proposal should describe how you arrived at the number of books and educators/children you plan to serve. The budget narrative should also include whether you plan to leverage additional multiplier funds or resources from other sources (not required) to increase the overall number of books and resources you can distribute.

VI. SELECTION CRITERIA

During the proposal review process, a panel of external reviewers will consider all finalist proposals. Evaluations will focus on the following criteria, which are considered pivotal to the success of this unique partnership opportunity with First Book:

- Connects eligible educators and providers to the First Book Network through registration;
- Provides innovative approaches to addressing educational barriers;
- Fills specific gaps in under-resourced schools, programs, districts, or communities;
- Amplifies your organization's goals and the work you are already doing with children and families;
- Will deliver books to programs, children, or families within six months from award date
- Includes a plan to share stories and impact with First Book following book distribution;
- Plans for ongoing partnership development.

Additional consideration will be given to proposals that include the following elements:

- Increases impact by bringing multiplier resources to the table;
- Incorporates eBooks;
- Reaches rural or Native American communities.

VII. SUBMISSION REQUIREMENTS

Fully completed **state-based proposals** should be submitted through the online portal at: www.firstbook.org/omgbooksapply by 11:59pm ET, **August 15, 2019** depending on the deadline applicable to your state (see Appendix A).

Proposals will not be accepted after that time. No paper or emailed proposals will be accepted. See Appendix A for schedule details.



VIII. CONTACT INFORMATION



We invite you to join the informational webinar on July 15, 2019 for a chance to connect with us live. You will receive an invitation on July 9, 2019.

To ask questions outside of the webinar, please submit them to omgbooks@firstbook.org by 11:59PM EST July 22, 2019. RFP recipients and organizations submitting questions will receive answers to questions on July 29, 2019.



APPENDIX A – AWARD AMOUNTS AND TIMELINES

CYCLE I AWARD AMOUNTS

PROPOSALS DUE FEB 15, 2019

State	Possible AWARD range
Alabama	\$15,000–\$82,000
Alaska	\$5,000–\$12,500
Arizona	\$15,000–\$115,000
Colorado	\$15,000–\$95,000
Idaho	\$15,000–\$29,000
Illinois	\$15,000–\$215,000
North Dakota	\$5,000–\$12,500
South Dakota	\$5,000–\$14,500
Utah	\$15,000–\$52,500

CYCLE I TIMELINE

January 10, 2019	RFP released
January 11, 2019	Webinar invitations sent
January 17, 2019	Informational webinar for RFP invitees
January 22, 2019	Question submission deadline: 11:59pm EST
January 29, 2019	Questions answered
February 15, 2019	Proposals due by 11:59pm EST
April 1, 2019	Awards announced
April 2–12, 2019	Kickoff calls/meetings with awardees (scheduled individually)
July 8–18, 2019	Milestone check-in calls/meetings (scheduled individually)
September 30, 2019	All Cycle 1 projects completed
November 30, 2019	Reporting and feedback deadline



APPENDIX A – AWARD AMOUNTS AND TIMELINES

CYCLE 2 AWARD AMOUNTS

PROPOSALS DUE MAY 15, 2019

State	Possible AWARD range
Delaware	\$5,000–\$16,000
District of Columbia	\$5,000–\$11,500
Louisiana	\$15,000–\$79,250
Maryland	\$15,000–\$102,500
Massachusetts	\$15,000–\$116,250
New Mexico	\$15,000–\$35,000
New York	\$15,000–\$335,000
Ohio	\$15,000–\$195,000
Puerto Rico	\$15,000–\$56,000
Texas	\$15,000–\$475,000
Vermont	\$5,000–\$10,500
West Virginia	\$15,000–\$30,500

Organizations submitting multi-state proposals will submit proposals in Cycle 2 by May 15.

CYCLE 2 TIMELINE

April 8, 2019	RFP released
April 9, 2019	Webinar invitations sent
April 16, 2019	Informational webinar for RFP invitees
April 22, 2019	Question submission deadline: 11:59pm EST
April 29, 2019	Questions answered
May 15, 2019	Proposals due by 11:59pm EST
July 1, 2019	Awards announced
July 3–14, 2019	Kickoff calls/meetings with awardees (scheduled individually)
October 8–18, 2019	Milestone check-in calls/meetings (scheduled individually)
December 30, 2019	All Cycle 2 projects completed
February 28, 2020	Reporting and feedback deadline



APPENDIX A – AWARD AMOUNTS AND TIMELINES

CYCLE 3 AWARD AMOUNTS

PROPOSALS DUE AUG 15, 2019

State	Possible AWARD range
Arkansas	\$15,000–\$50,000
Connecticut	\$15,000–\$60,500
Indiana	\$15,000–\$112,500
Iowa	\$15,000–\$52,500
Kansas	\$15,000–\$48,500
Michigan	\$15,000–\$168,500
Missouri	\$15,000–\$102,500
Nebraska	\$15,000–\$32,000
Pennsylvania	\$15,000–\$215,000
Tennessee	\$15,000–\$113,500
Virginia	\$15,000–\$142,000
Wisconsin	\$15,000–\$98,000

CYCLE 3 TIMELINE

July 8, 2019	RFP released
July 9, 2019	Webinar invitations sent
July 15, 2019	Informational webinar for RFP invitees
July 22, 2019	Question submission deadline: 11:59pm EST
July 29, 2019	Questions answered
August 15, 2019	Proposals due by 11:59pm EST
October 1, 2019	Awards announced
October 3–16, 2019	Kickoff calls/meetings with awardees (scheduled individually)
January 8–22, 2020	Milestone check-in calls/meetings (scheduled individually)
March 31, 2020	All Cycle 3 projects completed
May 31, 2020	Reporting and feedback deadline



APPENDIX B – FAQs

Who can apply?

Any organization, school, program, or agency eligible for First Book can apply for an **OMG Books** Award.

This includes but is not limited to:

- State agencies (Departments of Education and Health, library systems, CCR&Rs, etc.)
- Backbone children's advocacy programs
- School districts
- Nonprofit organizations
- Member-based associations
- Multi-agency alliances
- And more...

First Book will award credits for selected proposals to registered First Book members only. All programs receiving books must also register with First Book. Registration is always free. If you're not already registered with First Book you can sign up to create an account here: www.firstbook.org/OMGbooks.

Eligible recipients of **OMG Books** are programs and schools that meet at least one of the following criteria:

- A program where at least 70% of children come from low-income families
- Head Start
- Title I or Title I eligible School
- USDA Food and Nutrition Program
- Federally Qualified Health Center
- Title VII recipient
- Military family support program
- Library with an E-rate of 90
- A program primarily serving children with disabilities

What is the difference in process for a one-state proposal vs. a multi-state proposal?

State-specific funding will be issued in accordance with the cycles listed in Appendix A.

- Organizations applying to provide programming in **one state** should submit proposals during the appropriate cycle's open application timeframe.
- Organizations applying to implement multi-state initiatives should submit proposals in **Cycle 2** during the open application timeframe. Organizations applying for multi-state initiatives should provide one proposal that encompasses all proposed programming for states listed in Cycles 1, 2, and 3. **May 15, 2019 is the deadline for all multi-state proposals.** Multi-state initiatives will follow timelines for Cycle 2.

Single state AND multi-state initiatives must be fully executed within six months from the award date. **OMG Books** project reports will be due within eight months from the award date.



APPENDIX B – FAQs

How much should my organization apply to receive?

We recognize that programs and agencies reach varying numbers of children in need. In an effort to scale opportunities appropriately for the wide range of organizations receiving this RFP, First Book is offering awards based on the total funds available for each state. You will be asked to indicate which level is most appropriate for your **OMG Books** initiative, up to the maximum allowance in your state/each state included in a multi-state proposal. The most competitive proposals will request award amounts that align with the proposed **OMG Books** program scope and scale.

Can our organization submit a proposal for a project in a state other than where our offices are located?

Awardees are not required to reside in the eligible state, however the proposed program or activities, including book distributions, must take place in an eligible state during the designated program cycle. Applicants should submit their proposals for eligible states in the cycle for which that state(s) will be awarded, as noted in Appendix A. Proposals must be submitted for the cycle in which they are eligible. Proposals submitted outside of the designated cycle may not be considered.

How are the awardees chosen?

Award decisions will be made by a panel including First Book representatives, as well as outside advisors who are experts in education, equity, and other relevant fields.

How will award amounts be issued?

Awards will be issued only in the form of credits that can be used to select books through the First Book Marketplace. Awards may not be redeemed for a cash value and credits must be redeemed within 6 months of the award date. Applicants will be asked to indicate whether they will distribute books through gift credits or special orders, or a combination of the two.

METHOD

Gift credits

HOW IT WORKS

Gift certificates are created and distributed to individual educators/providers. They shop on the First Book Marketplace and apply the credits at checkout to subsidize the cost of books in their order.

CONSIDERATIONS

- Leaves choice in the hands of educators who know the children they serve.
- Is limited to the inventory selection and quantities available through the First Book Marketplace (thousands of high-quality titles).
- Books can be purchased in any quantity based on inventory availability through the First Book Marketplace.
- Books arrive within 7–14 business days from order placement.

Chart continues on the following page.



APPENDIX B – FAQs

METHOD

Special order

HOW IT WORKS

Awardees work with a First Book partner development manager to curate a specific list of titles. Books are ordered directly from publishers and sorted in the First Book warehouse to be shipped to awardee organization(s).

CONSIDERATIONS

- Books are centrally curated through awardee organizations and individual programs receive the books as selected by awardee.
- Books can include any titles published by the over 90 publishing imprints with which First Book partners and are not limited to titles currently offered on the First Book Marketplace.
- Special orders require a minimum quantity of 100 per single title AND a minimum of 500 books total.
- Special orders cannot include eBooks.
- Depending on the complexity of order bundling and the number of shipping locations, special orders can require 2–3 months (or more) to execute.

Combination of both

Awardees use some portion of credits to create gift certificates for individual programs to select books and also centrally curate a special order so that certain titles are received across selected sites.

See Above

Can an organization use credits for different types of resources on the First Book Marketplace?

Awards are limited to book and eBook purchases only, and credits may not be used to purchase supplies, basic needs items, digital learning devices, or any other non-book items. Additionally, First Book cannot guarantee the availability of specific titles or title quantities for selected awardee projects. For book titles or quantities unavailable on the First Book Marketplace, awardees may work with First Book to obtain titles directly from publishers via a special order, where applicable.



APPENDIX B – FAQs

How do special orders from publishers work?

When working with First Book to place a special order, there are several considerations to keep in mind. First Book staff will work closely with you to guide the process and provide collaboration for your initiative. Key considerations for planning initiatives that will require large special orders include:

- Special order titles can be sourced from First Book’s publishing partners—over 90 imprints in the U.S.—and are not limited to titles on the First Book Marketplace.
- First Book staff can provide curation and title selection options to support your initiative.
- Special orders require a minimum order of 500 books.
- Each title in a special order must be ordered in a quantity of 100 copies or more.
- Depending on the complexity of your order, turnaround time from the date of order placement once you have approved an invoice, is approximately 25–30 business days (see chart below for further details)

SERVICE	DESCRIPTION	TIMEFRAME
Preparing a Quote	First Book’s team will assess the availability of titles from publishers and then provide a quote for your review. Extensive title lists and curation requests may require additional time.	5-10 business days
Placing Orders with Publishers and Receiving Inventory	Once you have approved the quote provided for your order and submitted payment for your invoice (if applicable), First Book will issue a purchase order to publishers to procure the selected titles and receive them in our warehouse.	Up to 17 business days
Warehouse Order Fulfillment	First Book’s warehouse packs order(s) and schedules the shipping carrier for delivery.	5–10 business days
Order(s) in Transit	Once your order has been picked up for delivery, it will be in transit to your designated shipping location(s). First Book will share tracking information with you as you await delivery. Any extraordinary costs related to shipments and logistics will require discussion with the First Book staff prior to approval.	3–8 business days



APPENDIX B – FAQs

Can we build overhead into the proposal budget?

All **OMG Books** Awards must be used exclusively to purchase books and/or eBooks for programs and activities serving children in need. Awards will not cover overhead, capital expenditures, administrative, or other costs. Proposal budget requests should include credits for books and/or eBooks only. Awardees will be required to sign an MOU acknowledging these terms and conditions.

Are there any additional fees involved with placing book orders through First Book?

There are no fees associated with the OMG Books Awards. Supplemental funds (additional funding beyond the award amount) may be subject to some implementation costs, depending on complexity. First Book is happy to discuss on a case-by-case basis.

** First Book reserves the right to refrain from awarding any proposals in any state. State-specific awards may then be leveraged through existing initiatives or the members of the First Book Network at First Book's discretion.*