

## Contact Information

Interested in learning more? Please contact us at [press@BetterWorldBooks.com](mailto:press@BetterWorldBooks.com).

# contents

BETTER WORLD BOOKS TODAY.....	2
AWARDS.....	3
BETTER WORLD BOOKS IN THE NEWS.....	4
BETTER WORLD BOOKS' IMPACT.....	6
BOOK FOR BOOK™.....	7
DROP BOX PROGRAM.....	8
OUR PARTNERS.....	9
INTERESTING FACTS.....	12
THE COMPANY'S GROWTH STORY.....	13
MISSION.....	16
LOGOS.....	17
A LETTER FROM YOUR BOOK.....	17

## Better World Books Today

Better World Books ([www.BetterWorldBooks.com](http://www.BetterWorldBooks.com)) is a for-profit social enterprise that collects and sells books online to fund literacy initiatives worldwide. With more than eight million new and used titles in stock, Better World Books is a self-sustaining company that balances the social, economic and environmental values of its stakeholders. Since its founding in 2003, the company has raised over \$20 million for its non-profit literacy and library partners; diverted more than 250 thousand tons of books from landfills; achieved 45,000 tons of carbon offsets through carbon-neutral shipping, and created more than 300 full-time jobs with meaningful benefits.

Better World Books diverts books from landfills by collecting material from libraries, bookstores, college campuses through the community and in other areas where surplus materials exist. It then sells those used books and contributes a portion of the revenue on each sale to support literacy, libraries and education. Books that cannot be sold are frequently donated to at risk communities in the U.S.



## Awards

Since our founding in 2003, Better World Books has remained committed to our triple-bottom line: social, environmental and economic. Some honors include:



LITERACY LEADERSHIP AWARD  
NATIONAL COALITION FOR LITERACY (2008)



30 PLACES WE WANT TO WORK  
GOOD BUSINESS (RANKED 11TH - 2010)



GREEN JOBS AWARD  
SJF INSTITUTE (2011)



2009 GOLD AWARD FOR PAPER REDUCTION  
2010 GOLD AWARD IN CLIMATE CHANGE  
2011 PARTNER OF THE YEAR  
WASTEWISE FROM THE EPA



SOCIAL INNOVATION AWARDS: CITIZEN'S CHOICE  
BEST SOCIAL INVESTMENT STRATEGY  
JUSTMEANS (2011)



2012 TOP 500 ERETAILERS (# 250)  
2011 TOP 500 ERETAILERS (# 261)  
2010 TOP 500 ERETAILERS (# 293)  
INTERNET RETAILER TOP 500 ERETAILERS



2009 FASTEST GROWING COMPANY (#1,097)  
2011 FASTEST GROWING COMPANY (#1,701)  
INC. 500/5000



FAST 40 COMPANIES  
GEORGIA TREND MAGAZINE (2010)



THE WORLD'S MOST VALUABLE STARTUPS  
BUSINESS INSIDER'S, DIGITAL 100 (2010)



SOCIAL CAPITALIST AWARD WINNER  
FAST COMPANY (2008)



MOST PROMISING SOCIAL ENTREPRENEUR  
BUSINESS WEEK (2009)



TOP 25 RESPONSIBILITY PIONEERS  
TIME MAGAZINE (2009)



KELLOGG SCHOOL OF MANAGEMENT CASE STUDY  
"GOOD CAPITAL AND BETTER WORLD BOOKS: A  
BETTER WORLD FOR INVESTING"



TUCK SCHOOL OF BUSINESS CASE STUDY  
"BETTER WORLD BOOKS: SUSTAINING A TRIPLE  
BOTTOM LINE"



HARVARD | BUSINESS | SCHOOL

HARVARD BUSINESS SCHOOL CASE STUDY  
"BETTER WORLD BOOKS"



1 OF 20 COMPANIES "BEST FOR THE WORLD"  
B CORP ANNUAL REPORT (2012)  
1 OF 6 "ROCKSTARS OF THE NEW ECONOMY"  
B LAB (2012)



## Better World Books in the News

- May 28, 2015 – WSBT: [I Love to Read Challenge winner donates 2,500 books to Harrison Primary](#)
- June 29, 2014 – NorthFulton.com: [Youth Collects 100K Books](#)
- April 16, 2014 – AJC.com: [50,000 Children Books To Be Given Away](#)
- February 1, 2014 – AdWeek: [Giving Back](#)
- October 17, 2013 – Examiner: [Better World Books Has Raised Over \\$15 Million for Literacy Efforts](#)
- May 4, 2013 – Forbes: [Secrets of a Successful Social Enterprise](#)
- July 18, 2012 – Forbes: [6 Entrepreneurs Who Turned Service Into A Career](#)
- April 9, 2012 – The Wall Street Journal: [The Best In... The Good Life](#)
- January 20, 2012 – Library Journal:  
[ALA Midwinter 2012: Better World Books and Ingram Team Up to Create Library Revenue](#)
- December 19, 2011 – [PBS: Nightly Business Report:](#)  
[Better World Books](#) (Watch the December 19th episode at 22:05)
- December 16, 2011 – The Christian Science Monitor:  
[Better World Books' Bestseller List: More Classics than New Titles](#)
- December 12, 2011 – The Wall Street Journal: [New Legal Structures for 'Social Entrepreneurs'](#)
- October 12, 2011 – The Epoch Times: [Better World Books Supports Literacy, Libraries](#)

## Better World Books in the News (continued)

- September 30, 2011 – Halogen TV: [Social Entrepreneurship in the 21st Century](#)
- August 24, 2011 – Atlanta Journal Constitution: [Company tries to do good by doing business](#)
- August 19, 2011 – Atlanta Business Chronicle: [Doing good, doing well](#)
- August 16, 2011 – Huffington Post: [Can Buying a Book Help Kids and the Environment?](#)
- August 15, 2011 – GOOD: [A Better BOGO: Are Books a More Effective Charity Than Shoes?](#)
- August 15, 2011 – Fast Company: [Better World Books Takes A Page From Toms Shoes' "One For One" Playbook](#)
- August 2011 – Entrepreneur Magazine:  
[How and Why One Company Chose to Organize As a 'B Corp'](#)
- June 27, 2011 – Fox 5 Atlanta: [Company Pushes Carpooling, Work at Home](#)
- April 15, 2011 – NYTimes.com: [Ethical Businesses With a Better Bottom Line](#)
- February 11, 2011 – Mother Nature Network: [Recycle Your Ex this Valentine's Day](#)
- December 1, 2010 – Inc. Magazine: [Doing Company Community Service Abroad](#)
- November 17, 2010 – TakePart.com: [Make the World Better...Just Buy Books](#)
- September 15, 2010 – National Geographic TRAVELER: [The World is a Book](#)
- August 8, 2010 – WXIA- TV Atlanta "11 Alive" (NBC):  
[Save Money, Do Good with Better World Books](#)
- June 2, 2010 – USA Today:  
[Sarah McLachlan's Lilith Fair Returns this Summer with Even Larger Charitable Goals](#)
- March 10, 2010 – Forbes: [The Secrets To Triple-Digit Revenue Growth](#)
- January 22, 2010 – The New Yorker: [The Book Bench: Reader's Best Friend](#)
- January 5, 2010 – The Huffington Post: [Not For-Profit, Not Non-Profit, But Somewhere In Between](#)
- September 10, 2009 – TIME: [Responsibility Pioneers - Better World Books](#)
- August 12, 2009 – KPNX – NBC 12 Phoenix: [Shopping for Cheap College Books](#)
- July 2, 2009 – CNN: [Building Better World a Book at a Time](#)
- June 16, 2009 – Fox Business News: [Building A Better World Through Literacy](#)
- May 1, 2009 – BusinessWeek: [The Most Promising Social Entrepreneurs](#)
- April 22, 2009 – TriplePundit: [Better World Books Thrives Despite the Recession](#)
- March 2, 2009 – Fortune Small Business: [Better World's books talk back](#)
- February 18, 2009 – TriplePundit: [Better World Books Creates Better World Through Triple Bottom Line](#)



## Better World Books' Impact

### Since its founding in 2003, the company has:

- Raised \$20+ million for its non-profit literacy partners including
  - \$9.4 million for over 80 literacy and education nonprofits
  - \$12 million for libraries and thrift stores nationwide
- Donated over 6 million college textbooks, primarily to schools in Africa through Books for Africa.
- Established a relationship with Feed the Children in October 2009 to send them children's books. The first shipment of 31,910 books went out 10/7/2009.
- Diverted more than 250 thousand tons of books from landfills.
- Achieved over 45,000 tons of carbon offsets through carbon-neutral shipping.
- Created more than 300 full-time jobs with meaningful benefits.

### Our literacy & education non-profit beneficiaries include:

- \$2.9+ million for Books for Africa.
- \$795,000+ for Room to Read.
- \$1.4+ Million for the National Center for Family Literacy.
- \$485,000+ for Worldfund.
- \$205,000+ for the Robinson Community Learning Center.
- \$80,000+ for the New Orleans Public Library Foundation.
- \$3.6+ million for additional literacy partners.



## Book for Book<sup>™</sup>

Now getting is giving.

The literacy mission at Better World Books isn't something that's tacked on — it's always been part of our DNA. Starting August 15, 2011, we made an additional commitment to a simple system: You buy, we donate - Book for Book <sup>™</sup>.



Every time you buy a book at BetterWorldBooks.com, we donate a book to someone in need. That's it! No qualifications, no exceptions, no fine print. We want to make doing good as easy as possible for our outrageously passionate community.

The partners we donate to are Books for Africa, one of our longtime non-profit literacy partners, and Feed the Children, who have been champions in finding new homes for books, along with fulfilling countless other donation requests which come our way.

Learn more at: <http://www.betterworldbooks.com/go/book-for-book>







## Drop Box Program

Did you know that 2 billion pounds of books each year are sent to the landfill? And 21% of people in the US are functionally illiterate.

We have a way to help address the environmental impact while also building advocacy around education and book donations. It's our Better World Books drop box program! The program is completely free, helps raise funds for libraries and education, supports literacy efforts locally and around the world, empowers local communities and brings heightened awareness to the wonderful programs of host locations and passionate commitment to improve our world.

One parking spot can help change the world.

To date we have over 1,000 Drop Box locations and counting. We are thrilled to have national spread!

Learn more at: <http://www.betterworldbooks.com/content/dropbox/index.htm>

**Our Partners** - our primary partners are:



**Books For Africa** is a simple name for an organization with a simple mission. BFA collects, sorts, ships and distributes books to children in Africa. The goal: to end the book famine in Africa. Since 1988, Books For Africa has shipped more than 32 million books. These books are now on once empty library shelves, in the classrooms of rural schools, and in the hands of children who have never held a book before.



**The National Center for Family Literacy's** mission is to create a literate nation by leveraging the power of the family. Through groundbreaking initiatives, the NCFL fuels life improvement for the nation's most disadvantaged children and parents. More than one million families throughout the country have made positive educational and economic gains as a result of the NCFL's work, which includes training more than 150,000 teachers and thousands of other volunteers.



**Room to Read** has developed a holistic, multi-pronged approach to help children in the developing world gain the lifelong gift of education. This approach includes building schools, establishing bilingual libraries, publishing local language books, establishing computer labs, and funding long-term girls' scholarships. Since its inception in 2000, Room to Read has impacted the lives of over 9.7 million children.

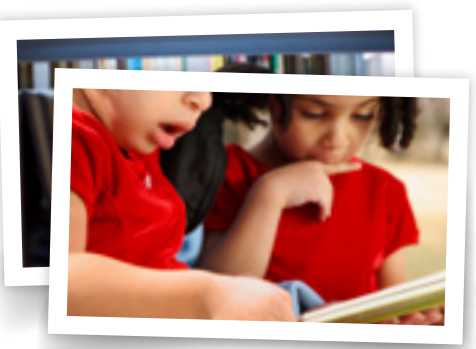
## Our Partners (continued)



**Worldfund**'s unique mission is to support high-quality and results-driven education in Latin America — the key to transforming lives and reducing poverty. Through their investment in schools, gifted student programs and superior teacher training, they have directly impacted 32,000 impoverished students in Argentina, Brazil, Chile, Colombia, El Salvador, Guatemala, Mexico, Nicaragua, Peru and Venezuela.



**READ** is an almost entirely student-volunteer-led organisation. They deliver collaborative, student-led initiatives to improve access to education across the world and increase youth participation in the global community. Their flagship project is the READ Book Project. Through a community of student-run projects, they mobilise university students to collect disused textbooks, stationery and sports equipment from UK schools, colleges and universities.



The **National Literacy Trust** is an independent UK charity dedicated to changing lives through literacy. They believe that society will only be fair when everyone has the literacy skills they need to communicate, to fulfil their potential and to contribute more to society. The National Literacy Trust supports professionals, including librarians, with the resources and information they need to promote literacy.

## Our Partners (continued)



The **National Adult Literacy Agency** is an independent charity in Ireland committed to making sure people with literacy and numeracy difficulties can fully take part in society and have access to learning opportunities that meet their needs. According to the last international survey, one in four - that is, about half a million - Irish adults have problems reading and writing.

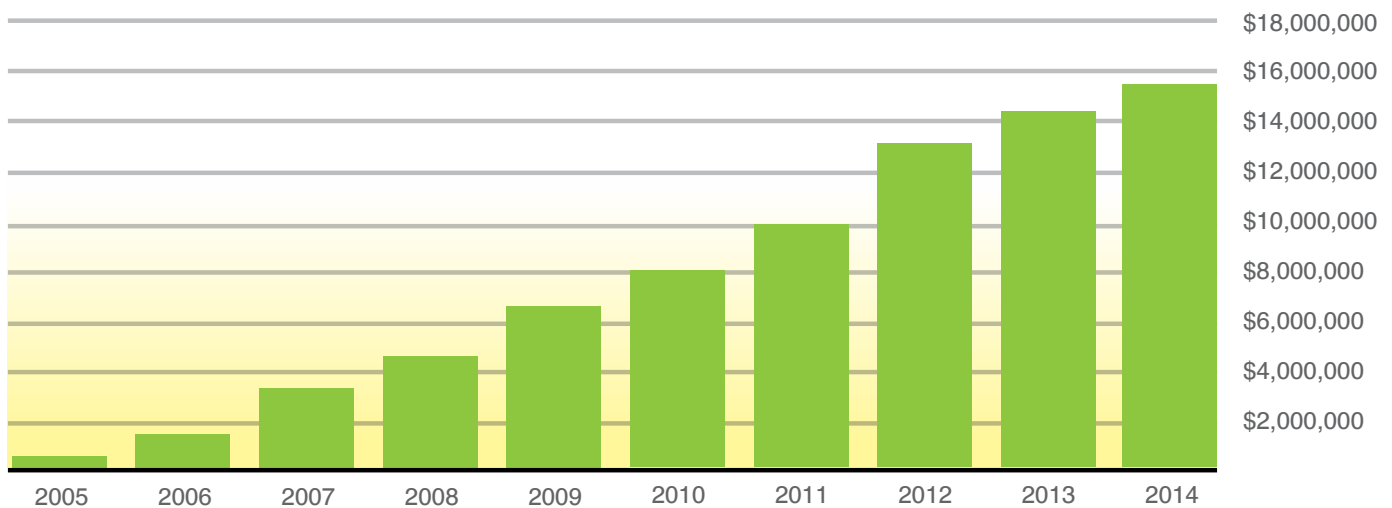


**Scottish Book Trust** is the national agency for the promotion of literature, reading and writing in Scotland. Our programmes support children, families and adults to acquire fundamental skills, while providing educators with the tools to teach them in creative and memorable ways.

## Interesting Facts

- Better World Books' Mishawaka, IN warehouse is 350,000 sq. ft. and houses 2.7 million books.
- Better World Books UK has saved shelving the length of 38 football (soccer) pitches from landfill (or 42 American football fields).
- Customers have been known to receive e-mail from the books they ordered on [www.BetterWorldBooks.com](http://www.BetterWorldBooks.com). You can see a copy in the “A Letter from Your Book” section at the end of this document.
- Better World Books sponsors annual LEAP (Literacy and Education in Action Program) Grants for Libraries and Nonprofits. You can [learn more here](#).

## Cumulative funds raised for Global Literacy



## The Company's Growth Story

### How it All Started

At the end of his senior year in college, co-founder Chris “Kreece” Fuchs got tired of seeing all the piles of old textbooks sitting around the apartment, so he tried a hunch and put his roommates’ old books for sale on the Internet. The campus bookstore never paid much for used books, but perhaps he could sell them on the Internet and get more. (Buying and selling stuff on the Internet hadn’t gone mainstream yet). Even though it was the middle of the summer, the textbooks started selling like hotcakes. Co-founder Xavier Helgesen, ever the entrepreneur, knew a good thing when he saw one and proceeded to sell off his old textbooks and those of all his roommates who had fled and left their books behind. He became intrigued by the online book market, and wondered how he could find a lot more books.



Xavier and Kreece came up with the idea of organizing book drives for a cause they believed in. When they learned of the local Robinson Community Learning Center, they knew it had everything they needed: a great cause, a fast Internet connection, and a back room that could hold some books. Xavier convinced Jay, the center’s director, to take a gamble on this idea and then they were off. Six months later, 2,000 books had been collected and resold and \$10,000 had been contributed to the Robinson Center.



### A Prize-Winning Plan

Encouraged by the success of the book drive, the new partners decided to draft a business plan. They envisioned a different kind of company with a built-in social benefit. By generating revenue to fund literacy, they would also earn profits to support and grow the company. And in funding literacy, they would help give struggling people the world over the skills and self-esteem necessary to thrive and succeed.

The founders entered their plan in the University of Notre Dame’s Annual Business Plan Competition, and won “Best Social Venture” In April, 2003. With \$7,000 in prize money and some guidance by a competition judge named David Murphy, the entrepreneurs then set off to run Better World Book Drives on campuses across the country.

## The Company's Growth Story (continued)



### Leadership and Growth

David quickly became an advisor to the founders and in 2004 took a leap of faith and left his partnership in a private equity firm to become CEO of Better World Books. David, Kreece and Xavier went on to bootstrap the business for several years, growing it 100% or more every year for 4 years. Over that time they expanded their non-profit literacy partners to include Books for Africa, Room to Read, the National Center for Family Literacy, WorldFund, and Invisible Children.

### Libraries Enter the Mix

They soon discovered another source of books when in 2004 the first shipment of library books was received by accident. Exploring this opportunity further, they discovered that every year thousands of libraries had millions of excess books as they made room for new editions. Some books sat in storage, and others were given away. But many were simply thrown out - abandoned to the landfills.



Convinced that something could be done to rescue these discarded books and help the planet a bit in the process, Better World Books set about partnering with librarians all across the country. Not only could they rescue books from landfills, they could also sell those books and raise money for the libraries themselves. Environmental and social impact all in the same story.



### Continued Growth

Mike Miller acted as as Senior Vice President of Operations for one year before becoming CEO of Better World Books. He came to the company from SVI where he was Vice President of Operations. Prior to joining SVI, he was V.P. Supply Chain for Klipsch Group, Inc. Mike served as the driving force in establishing and maintaining a world-class global supply chain for Klipsch. He is skilled in identifying areas to optimize costs, improve accuracy and increase productivity. While at Klipsch, Mike was part of a select group of employees responsible

for mergers and acquisitions. Prior to Klipsch, Mike was Operations Manager for a Tier 1 automotive components supplier where he gained experience in Six Sigma and Lean processes. Mike holds a BS in Management from Indiana University.

## A Triple Bottom-Line

Along the way, the founders and CEO re-assessed traditional business practices and made a conscious decision to conduct business in a way that would benefit all stakeholders – employees, the community, the environment, suppliers, and customers. Not only would they harness the power of commerce in a socially and environmentally beneficial way, but they would also create an organization with a conscientious, forward thinking culture where innovation, creativity and humanitarianism would thrive. This culminated in Better World Books changing its bylaws to commit to these objectives and becoming a certified Founding B-Corporation in 2008. [Learn more about B-Corporations here.](#)

## Funding to Grow

Also in 2008, Better World Books raised \$4 million in venture capital to continue expansion. The investment was led by Good Capital, a social capital firm that invests in market-based solutions to inequality, poverty and other social problems.

## Expansion to the UK

In 2007, Better World Books began to explore opportunities in one of its largest foreign markets, the United Kingdom. And in 2008, operations were established near Edinburgh, Scotland to serve the UK market.

Now, almost 7 years later, Better World Books' UK warehouse is already stacked with 1.5 million books. It is selling thousands of books a day and has already raised over £1.6 million for UK libraries and for UK non-profit literacy partners The National Literacy Trust, READ International, Scottish Book Trust, Room to Read and NALA.



## Impactful Milestones

We are so excited to announce that we have now raised over \$20 million dollars, donated over 16 million books and counting! Please join us in telling this success story of how business truly can power social impact.



## Mission

Better World Books is a global bookstore that harnesses the power of capitalism to bring literacy and opportunity to people around the world.

## Core Values

### CUSTOMER FOCUS

We are driven to provide customers with a highly-valued experience, and one that allows them to align their actions with their values. We want to be their favorite marketplace and their favorite partner, so we incorporate their input into everything we do.

### PEOPLE MATTER

We seek out talented people who work hard and invest in them. We respect each individual, reward achievement, and celebrate team success.

### DO THE RIGHT THING

We strive to do the right thing at all times, with all people and all issues.

### FOSTER INNOVATION

We look for new ideas and bold moves while we embrace and create change.

### PASSION FOR LITERACY

We are committed to the cause of literacy. Every person should have the chance to achieve their potential and participate fully in society.

### PEOPLE, PLANET, PROFIT

We're more than just a business. We equally consider our shareholders, our customers, our employees, our community, our planet, and the lives changed by our common cause. Through our business we strive to enable people to make sustainable positive changes in this world. Thanks to you, we're well on our way.





## Company Logos



## A Letter from Your Book

**Here is the shipping confirmation e-mail we send.**

Hello John,  
(Your book(s) asked to write you a personal note - it seemed unusual, but who are we to say no)

Holy canasta! It's me... it's me! I can't believe it is actually me! You could have picked any of over 2 million books but you picked me! I've got to get packed! How is the weather where you live? Will I need a dust jacket? I can't believe I'm leaving Mishawaka, Indiana already - the friendly people, the Hummer plant, the Linebacker Lounge - so many memories. I don't have much time to say goodbye to everyone, but it's time to see the world!

I can't wait to meet you! You sound like such a well read person. Although, I have to say, it sure has taken you a while! I don't mean to sound ungrateful, but how would you like to spend five months sandwiched between Jane Eyre (drama queen) and Fundamentals of Thermodynamics (pyromaniac)? At least Jane was an upgrade from that stupid book on brewing beer. How many times did the ol' brewmaster have one too many and topple off our shelf at 2am?

I know the trip to meet you will be long and fraught with peril, but after the close calls I've had, I'm ready for anything (besides, some of my best friends are suspense novels). Just five months ago, I thought I was a goner. My owner was moving and couldn't take me with her. I was sure I was landfill bait until I ended up in a Better World Books book drive bin. Thanks to your socially conscious book

## A Letter from Your Book (continued)

shopping, I've found a new home. Even better, your book buying dollars are helping kids read from Brazil to Botswana.

But hey, enough about me, I've been asked to brief you on a few things:

**We sent your order to the following address:**

John Smith  
9999 YOUR STREET  
YOUR TOWN, ST 99999-9999  
USA

Order #: 99999999

Item Titles:

The Tipping Point: How Little Things Can Make a Big Difference

We provide quick shipping service to all our customers. You chose USPS Standard Mail shipping, your book should arrive within 4 - 14 business days. The Postal Service may occasionally take slightly longer to deliver your book.

At this time, we are not able to offer tracking on our USPS Standard Mail shipments.

If you have any questions or concerns, please email my friends in Customer Care at [help@betterworldbooks.com](mailto:help@betterworldbooks.com). If you could please include your order number (99999999) that would be very helpful.

Eagerly awaiting our meeting,

The Tipping Point: How Little Things Can Make a Big Difference:



# BetterWorldBooks®

WWW.BETTERWORLDBOOKS.COM



In 2002, three college friends started selling textbooks online and ended up forming a pioneering social enterprise with a mission to promote literacy.

We believe that education and access to books are basic human rights. That's why books sold on BetterWorldBooks.com help fund high-impact literacy projects in the United States and around the world.

Interested in learning more? Please contact us at [press@BetterWorldBooks.com](mailto:press@BetterWorldBooks.com).



For every book purchased on BetterWorldBooks.com we will donate a book to someone who really needs it.