

*Can your books help*  
**CHANGE  
the WORLD?**

**We think so.**



**NO PRESCREENING!**

  
**BetterWorldBooks®**

Library Welcome Kit  
Discards and Donations Program

Better World Books Overview  
Discards and Donations Program Overview  
Book Guidelines  
Antiquarian, Rare and Collectible Books  
Literacy Partners

## CALLING ALL BOOK CHAMPIONS

As you may already know, Better World Books' business model is built upon the highest social and environmental aspirations. With every single book we sell, funding is generated to support worldwide literacy programs. By finding new homes for old books, we have created a sustainable solution for diverting tens of millions of books from landfills. Central to our growth and success are our close partnerships with libraries who, along with our nonprofit literacy partners, have earned over \$15 million through the program. We thank you for your continued support.

### **An Online Bookstore with a Soul**

Better World Books is a for-profit social enterprise that collects and sells books online with each sale generating funds for literacy initiatives in the U.S. and around the world. With more than 10 million new and used titles in stock, Better World Books is a sustainable company that balances the social, economic and environmental values of its stakeholders.

### **Book Collection for the Greater Good**

Better World Books partners with libraries, bookstores, colleges, businesses and communities across the country to provide a socially responsible outlet for used books. Book collection programs are tailored to fit the needs of each partner. Personalized reports with environmental metrics and sales provide a real-time glance at how each partner's program is helping the environment, supporting literacy and raising funds.

### **Together, We've Made a Big Impact**

In partnership with libraries, bookstores, colleges and others, we've chalked up several impressive accomplishments. Some include:

- Raised over \$15 million for libraries and literacy partners
- Reused or recycled over 120 million books
- Directly donated over 10 million books
- Achieved over 35,000 tons of carbon offsets
- Reclaimed over 900,000 pounds of metal shelving

The impact keeps growing! Visit

[BetterWorldBooks.com/impact](http://BetterWorldBooks.com/impact) for the latest figures.

### **Reuse, Recycle, Renew**

Better World Books is committed to the environment. We never, ever, ever throw away a book. Ever! Any book we can't find a proper home for is recycled. In 2010, Better World Books partnered with Sustainable Business Consulting to calculate our total carbon inventory and implement a plan to offset it. Among many other initiatives, we offer carbon balanced shipping and recycle over 90% of the materials generated by our operations.

### **A Better Way of Doing Business**

Better World Books is a certified B Corporation, a new type of corporation that uses the power of business to solve social and environmental problems. B Corporations must meet rigorous social and environmental performance standards as well as higher legal accountability standards to maintain their B Corporation status.

**Contact us** to learn more about our discards and donations program.

**[library@betterworldbooks.com](mailto:library@betterworldbooks.com)**  
**1 (888) 510-7103 x1706**



**BetterWorldBooks®**

FOR THE LOVE OF LITERACY

Having recently surpassed the \$15 million mark for libraries and literacy partners, we are very proud of the funding we have generated for our four main partners.



## RECOGNITION

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

**FAST COMPANY**

Social Capitalist Award  
FAST COMPANY

**BusinessWeek**

Most Promising Social  
Entrepreneur of the Year  
BUSINESSWEEK

**TIME**

Top 25 Responsibility Pioneers  
TIME MAGAZINE



Green Jobs Award  
SJF INSTITUTE



WasteWise Small Business Partner of the Year  
WasteWise Gold Award for Paper Reduction  
WasteWise Gold Award in Climate Change  
EPA



Literacy Leadership Award  
NATIONAL COALITION FOR LITERACY



Citizen's Choice and  
Best Social Investment Strategy,  
Social Innovation Award  
JUSTMEANS





 **BetterWorldBooks®**

**HELPING TO FUND**

**LIBRARY AND  
LITERACY INITIATIVES**

Why send us your library's discards and donations to be marketed around the world at no cost to you? You get "more bang for the book." On top of that, we donate a percentage of each sale to the non-profit literacy partner of your choice. Your library will be part of a network of over 3,000 libraries (across the U.S., Canada, the UK, and Ireland) that have partnered with us to find new homes for old books. We sell books for what they are truly worth, thereby optimizing revenue for you and a non-profit literacy partner. Leave the book selling to us and you'll have more time to spend around the library, in the community, or at home.

## ABOUT THE PROGRAM

### How It Works

This no-cost, no-prescreen program is simple and straightforward. You gather and box your surplus materials, and Better World Books coordinates and pays for items to be shipped to our warehouse in Mishawaka, Indiana for resale. Items are sorted and scanned, and each saleable item is listed on 54 marketplaces. Better World Books handles all aspects of inventorying, marketing, selling and shipping these materials, and you receive a commission from each sale.

### Reaping Rewards for Your Cause

What are the costs of the Discards and Donations Program? Zero! There are no sign-up, monthly or one-time fees. Your library and your literacy partner will be paid a percentage of net sales. Some of our partners earn \$25 a month, others earn \$25,000 a month. Net sales are defined as the sale price of the book minus any marketplace commissions. For example, a book sold on Amazon.com for \$10 would have a net sale price of \$8.50 (after Amazon's 15% marketplace commission).

### The Secret to Our Success

Our proprietary sales software showcases the material and sets unique rates on each site, optimizing sell-through rate.

### To Market, To Market

Which marketplaces does Better World Books utilize? As one of the largest online bookstores, Better World Books currently sells on 54 on and offline marketplaces. In addition to Amazon.com, Alibris.com, Half.com and eBay.com, books are listed on BetterWorldBooks.com where customers can fund literacy, care for the environment and get a fair price on the books they want.

### Track Stats on Your Portal

Created specifically for you, we have developed a web portal that will allow you to generate prepaid UPS labels, schedule pickups and run reports. Daily reports track the number of books in inventory, number of books sold, top sales, marketplace commission, upcoming payments and various environmental metrics.

### Join Our Affiliate Program

In partnership with Commission Junction, BetterWorldBooks.com now offers an Affiliate Program. This gives you the opportunity to set up a link directly from your website to BetterWorldBooks.com and earn a 5% to 8% commission on all purchases made through this link. Check with a representative to see if you qualify.

### What Matters for Libraries

Better World Books has over 100 libraries that participate in our What Matters for Libraries group, which consists of a range of online and offline ways to help us shape the programs and services we offer our library partners. Because what matters to you matters to us. If you are interested in being a part of our What Matters for Libraries group, please let a representative know.

Better World Books works with a large range of library types!

- Large
- Small
- Academic
- Public
- Special
- Corporate



## BOOK GUIDELINES

We are committed to making the donation process as simple as possible for you. Please box and send surplus materials that your library can no longer put to use.

### Books / Materials We Accept

- Ex-Library Copies
- College Textbooks (within last ten years)
- Antiquarian, Rare, and Collectible Books or No-ISBN Books
- Dictionaries and Thesauruses
- Children's Books
- Hardcover Fiction and Non-fiction
- Monographs
- DVDs and Books on CD
- Paperbacks
- Travel Books (within last 3 years)

- Foreign Language Books
- Many, Many Others

### As your library is able, please recycle these materials locally:

- Books in Poor Condition due to Water-Damage, Mold or Dirt, or Missing Covers or Pages
- VHS Tapes, Audio Cassettes, LP Records
- Encyclopedias, Journals, Periodicals
- Tax and Government Documents
- Magazines



## ASK ABOUT OUR DROP BOX PROGRAM

Get all of the benefits of book donations the easy way.

Better World Books will place a Drop Box in your parking lot, collect donations, and sell them to benefit you and your library. With two billion pounds of books becoming landfill each year, together we can find new homes for more of these old books.



## ANTIQUARIAN, RARE AND COLLECTIBLE (ARC) BOOKS

Better World Books loves Antiquarian, Rare, and Collectible (ARC) books. Our team of ARC specialists will properly identify, care for and market these books to ensure their value is maximized and they find their way to happy homes.

### **Can I Box My Rare Material With My Discards and Donations?**

Yes! Our sorting system is designed specifically to uncover antiquarian, rare and collectible material and separate for our specialists to evaluate and price.

### **Does Better World Books' ARC Department Accept Ex-Library Books?**

Of course. While we welcome ex-library volumes, we ask that library treatments are not removed and that any stamps are placed discreetly in a single location – perhaps on the library's bookplate or title page.

### **Will Better World Books Accept Foreign Language Books?**

Foreign language books are welcome, especially the Romance languages. Please contact us before sending books in Arabic, Cyrillic, Hebrew, etc.

### **Who Should I Contact If I Have Questions About ARC Books?**

Please contact your Account Representative if you have ARC-related questions or contact the ARC staff directly at [ARC@betterworldbooks.com](mailto:ARC@betterworldbooks.com).



ONCE UPON A TIME



This really cool company was started in 2003 by 3 college grads from Notre Dame who realized the true value of a used book. They started by selling textbooks online and ended up forming a pioneering social enterprise with a mission to promote literacy.

Better World Books became one of the first certified B Corps, companies that use the power of business to solve social and environmental problems.

We believe that education and access to books are basic human rights. That's why books sold on BetterWorldBooks.com are matched with a donation to someone in need, Book for Book™. Each sale also helps fund high-impact literacy projects in the United States and around the world.

Contact us to learn more about our  
discards and donations program.

**library@betterworldbooks.com**

**1 (888) 510-7103 x1706**



2009 WASTEWISE GOLD AWARD FOR PAPER REDUCTION  
2010 WASTEWISE GOLD AWARD FOR CLIMATE CHANGE  
2011 WASTEWISE SMALL BUSINESS PARTNER OF THE YEAR



Printed on Forest Stewardship Council certified 30% post-consumer recycled paper with soy-based inks.