



**FIRST BOOK MARKETPLACE**  
**The Stories for All Project 2014 Initiative**

**About First Book and the First Book Marketplace.** [First Book](#) is a 501(c)(3) nonprofit social enterprise that has distributed more than 115 million new books to children from low-income families. [The First Book Marketplace](#), [the First Book Canada Marketplace](#) and [the First Book Global Marketplace](#), are First Book initiatives that purchase new books from leading publishing houses and offer them at discounted prices exclusively to schools and programs serving children from low-income families. The First Book Marketplace aggregates this new market of more than 120,000 organizations and schools unable to afford books at retail prices, and enables First Book publishing partners to earn new profit from this previously untapped market segment.

*First Book is putting its money where its mouth is. We can't adequately address the need for diverse children's literature without a market that supports the publishing of diverse stories and perspectives.*

*—Kyle Zimmer, First Book President and CEO*

**Background on the Stories for All Project.** First Book launched the Stories for All Project in 2013 with a request for proposal asking publishers to submit their best books showcasing multicultural and underrepresented voices at their best possible prices. While initial plans called for First Book to award a \$500K purchase order to the winner, we selected two stellar publishers from the 26 who submitted proposals. HarperCollins Children's Books and Lee & Low Books each received a \$500K purchase order, meaning First Book purchased a total of \$1 million in of diverse children's books.

Last year's Stories for All Project purchases were merely the first in a range of First Book's strategies to increase the availability of content reflecting the diverse experiences of the children we serve. Sources like [the New York Times](#), [Kirkus Reviews](#), and [the Examiner](#) have praised First Book and the Stories for All Project, which was also incorporated into the organization's [Clinton Global Initiative commitment](#) in June of 2013.

The Stories for All Project is an example of First Book's dedication to our core mission and goals:

1. Lowering the barriers of access to educational materials for our country's hardest to reach children,
2. Providing the highest quality books at the lowest possible prices, and
3. Offering content that is relevant to and reflective of the children we serve.

**First Book Stories for All Project 2014 Initiative.** To continue to increase access to affordable children's books that represent the stories and experiences of all children, First Book is offering a new and unprecedented market-driven opportunity to its publishing partners across the United States and Canada. *First Book invites publishers (defined for this RFP as publishers of at least 20 traditionally published trade picture books per year) to submit for either or both of the following two opportunities:*

**Option One: 'Diverse Books from New Authors or Illustrators'** Publishers in Canada and the U.S. are invited to submit up to five F&Gs (or finished books, if available, or printed PDFs of manuscripts with illustration sketches) per publisher or imprint for forthcoming 2015 hardcover picture books that have not previously been published in any format.

- **These titles must:**

- Feature or focus on people typically underrepresented in children's literature (for example, the categories noted in the statistics on multicultural literature compiled by the [Cooperative Children's Book Center \("CCBC"\)](#), or characters living with physical and/or mental limitations, characters living in poverty, LGBT characters, or characters with backgrounds or experiences not commonly seen in children's books);
- Be available for a 10,000 unit custom paperback edition to be purchased by First Book and distributed exclusively to First Book's registered network of schools and programs serving children in need throughout the world (publisher will have the option of publishing a simultaneous trade paperback edition). These custom paperbacks will be purchased under net pricing terms (purchase price we are seeking is approximately \$2.00 per unit) and will include a special First Book logo/medallion on the front cover plus (if possible) additional messaging on the back or inside cover;
- Be available for distribution by First Book in the US, by First Book Canada in Canada and globally via the [First Book Global Marketplace](#) (publisher must have world English distribution rights or be able to secure world English rights to the title);
- Be scheduled hardcovers with 2015 publication dates; and
- Be the work of an author and/or illustrator who has not yet published a book for children or young adults through a traditional publisher and has not yet achieved recognition as an author of books for adults or as a celebrity.

- **Additional requests (not requirements):**

- Ideally, titles may also be published in a comparably priced ebook edition and made available via the First Book Marketplace (publisher will have the option of creating a generally available affordable ebook edition simultaneously);
- Ideally, the author and/or illustrator or a representative will be available for media opportunities related to the First Book Stories for All Project.

**Option Two: 'New to Trade Paperback'.** Publishers are invited to submit up to five published picture book titles (fiction or nonfiction, frontlist or backlist) per publisher or imprint.

- **These titles must:**

- Feature or focus on people typically underrepresented in children’s literature (for example, the categories noted in the statistics on multicultural literature compiled by the [Cooperative Children’s Book Center \(“CCBC”\)](#), or characters living with physical and/or mental limitations, characters living in poverty, LGBT characters, or characters with backgrounds or experiences not commonly seen in children’s books);
- Not be currently available or previously published in a trade paperback format;
- Be available for a 10,000 unit custom paperback edition to be purchased by First Book and distributed exclusively to First Book’s registered network of schools and programs serving children in need throughout the world (publisher will have the option of publishing a simultaneous trade paperback edition) under net pricing terms with appropriate logo, medallion and possible messaging placement. These custom paperbacks will be purchased under net pricing terms (purchase price we are seeking is approximately \$2.00 per unit) and include a special First Book logo/medallion on the front cover plus (if possible) additional messaging on the back or inside cover; and
- Be available for distribution by First Book in the US, by First Book Canada in Canada and globally via the [First Book Global Marketplace](#) (publisher must have world English distribution rights or be able to secure world English rights to the title).
- **Additional requests (not requirements):**
  - Ideally, submitted titles that are already available in ebook editions will be made available affordably via the First Book Marketplace;
  - Ideally, the author and/or illustrator or a representative will be available for media opportunities related to the First Book Stories for All Project.

**For both options, publishing house representatives who submit titles must:**

- Be employed by publishing houses that publish a minimum of 20 traditionally published trade picture books per year (no self-published submissions, please);
- Only submit books and/or F&Gs that meet the above stated content specifications;
- Only submit up to five trade picture book titles in one or both of the two categories (a maximum of ten titles, five in each category, is permitted) per publishing house or imprint;
- Agreed that, if a submitted title is chosen, their publishing house will publicize the selection of their title by First Book and promote and link to the First Book Stories for All Project through their social media and owned media channels.

**Deadline:** Please submit three copies of each trade picture book and/or F&G **by 5pm ET on September 5, 2014.**

**Submission Process:**

- Fill out the submission form (attached) and email it to: [sfap@firstbook.org](mailto:sfap@firstbook.org) by 5 pm ET on September 5, 2014, listing the picture book titles you are submitting for each option and providing the requested information.

- For Option One, send three copies of each F&G (or finished book, or printed PDF of manuscript and sketches) to arrive at First Book's office by 5 pm ET on September 5, 2014. ***Please do not email books as attachments, as they will not be considered.***
- For Option Two, send three copies of each book to arrive at First Book's office by 5 pm ET on September 5, 2014.
- Please note that submissions will not be returned.
- Send submissions to:

**The Stories for All Project  
First Book  
1319 F Street NW, Suite 1000  
Washington, DC 20004**

**First Book reserves the right to select zero or multiple titles from either category. We look forward to announcing the selected title(s) by November 1, 2014 or earlier. Specifics of all submissions will be kept confidential. If you have any questions please contact [sfap@firstbook.org](mailto:sfap@firstbook.org).**

**FIRST BOOK STORIES FOR ALL PROJECT 2014 INITIATIVE  
SUBMISSION FORM**

On behalf of \_\_\_\_\_ (name of publishing house and/or imprint), I am submitting titles for the First Book Stories for All Project 2014 Initiative (please chose one or both):

I am choosing **Option One (Diverse Books from New Authors or Illustrators)** and I will be submitting three copies each of the F&Gs (or finished books, if available, or printed PDFs of manuscript and sketches) for up to five picture book titles, listed below, that fulfill the content requirements of the Stories for All Project and that my publishing house has the right to publish in a trade paperback format but for which my publishing house has not yet exercised that right. I will send three copies of each book to First Book's offices to arrive on or before 9/5/14.

I am (also) choosing **Option Two (New to Trade Paperback)** and I will be submitting one to five picture book titles, listed below, that fulfill the content requirements of the Stories for All Project and that my publishing house has the right to publish in a trade paperback format but for which my publishing house has not yet exercised that right. I will send three copies of each book to First Book's offices to arrive on or before 9/5/14.

The **titles, authors, illustrators and ISBNs** of the books I will be submitting are (please provide this information below):

**Option One (Diverse Books from New Authors or Illustrators)**

- 1.
- 2.
- 3.
- 4.
- 5.

**Option Two (New to Trade Paperback)**

- 1.
- 2.
- 3.
- 4.
- 5.

Submitted by:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Publisher/Imprint: \_\_\_\_\_