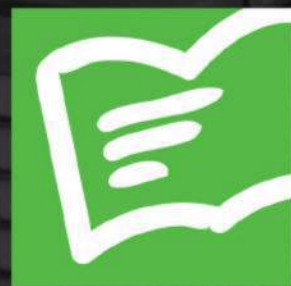


TEXTBOOKS FOR *Change*



INFORMATION PACKAGE 2015

TEXTBOOKS FOR *Change*



STEP 1.

Donated textbooks are collected in dropboxes and from student club collection drives. Information on dropbox locations can be found on our website.



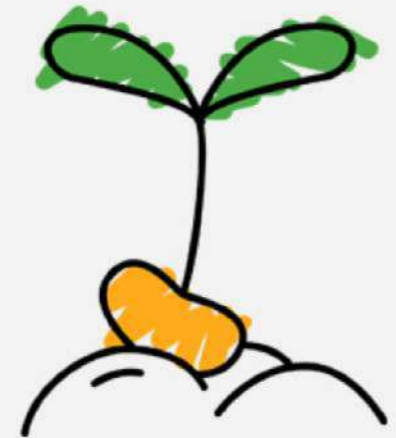
STEP 2.

Approximately 50% of donated textbooks are sent to African colleges and universities in dire need of high quality educational material.



STEP 3.

Remaining textbooks are either efficiently recycled or sold online at affordable prices to students all across Canada.



STEP 4.

50% of net proceeds from textbooks sold are distributed to either socially purposed student clubs or entrepreneurs in developing countries.

OUR VISION

We aim to reshape the educational landscape on both a local and global scale. We believe that students should not be deprived of quality educational resources based on socioeconomic status or geographic location.



OUR STORY

In summer 2013, Chris Janssen traveled to East Africa to teach business at the University of Finance and Banking in Rwanda. During this time there he realized first-hand that these students did not have access to the same quality educational material that students enjoy here in Canada. Libraries were essentially bare and multiple students would be required to share a single photocopied textbook.

After teaching at the university, Janssen then traveled through Kenya conducting research on small-scale entrepreneurship. He met with dozens of entrepreneurs with great business ideas, but very limited access to credit to scale their businesses. If these entrepreneurs had access to the much needed capital, they would then have the tools to grow their businesses and escape the vicious cycle of poverty they were currently in. Janssen gave a few trusted entrepreneurs microfinance loans and business mentorship to help further develop their ideas.

Janssen took these experiences and lessons learned back home to his business partner, Tom Hartford. They then planned to make Textbooks for Change a sustainable and scalable venture that created an impact across the world. Both founders decided to make this project a full-time effort in January 2014. Since this time they have developed essential partnerships with Goodwill Industries, The 39 Countries Initiative, Kiva, and Shinerama.

Textbooks for Change is now expanding across Ontario to continue to expand the impact they create. Within five years, Textbooks for Change hopes to donate over one million textbooks to African universities and distribute over two million dollars in microfinance loans and donations to socially purposed student clubs.



OUR IMPACT

TEXTBOOKS TO AFRICA

Through our initiative, we are able to send thousands of textbooks each year to African universities and colleges in dire need of quality educational resources.

With help from the 39 Countries Initiative, donated textbooks are gathered and packed into shipment crates that are destined for Africa. Upon arrival, these textbooks are distributed to universities/colleges for use in their libraries.

Our last shipment of textbooks was sent to Addis Ababa University in Ethiopia. Our next shipments will be sent to universities in Ghana and Kenya.

RECYCLING

The recycling and reusing of textbooks is an integral part of our model. After collecting textbooks from dropboxes and student club fundraisers, we ensure that our team finds an appropriate use for each textbook. This method allows us to recycle any textbooks that may be damaged or dated without having to dispose of the textbooks in landfills. Below are the environmental impact metrics we have created to date.



Books reused & recycled: 37,000

Trees saved: 732

Water preserved: 180,114 g

Green House Gases: 49,220 lbs

Landfill Space: 51 Cubic Yards

Kilowatts of Energy: 76.030



THE NUMBERS



**24,000
BOOKS TO
AFRICA**



**\$52,000
MICROLOANS
GIVEN**



**\$37,600
NONPROFIT
DONATIONS**

PARTNERSHIPS

Since the start of Textbooks for Change, we have been able to work with some extraordinary partners. Our major partnerships thus far have been with the 39 Countries Initiative, Goodwill Industries, Kiva, Shinerama and Youth Opportunities Unlimited.



MICROFINANCE

We invest a portion of our proceeds from textbooks sold in a loan portfolio dedicated to entrepreneurs in developing countries. Access to this capital gives these entrepreneurs the opportunity to escape the vicious cycle of poverty. Through the microfinance lending network, Kiva, we have sent hundreds of loans to entrepreneurs in 65 different countries across 14 different sectors.



STUDENT CLUBS

We provide university and college student clubs with the opportunity to fundraise for their respective initiatives. By partaking in textbook collection drives, students are also able to create a global impact, with a portion of their collected textbooks being sent to Africa.

After the textbooks are picked up by our team, they are sorted with the help of Goodwill employees and either recycled, shipped to Africa, or sold online to students in Canada. A portion of the proceeds from sales are then given back to support the club's socially purposed initiative/socially purposed student club.

B CORPORATION

In the summer of 2014, Textbooks for Change became the first registered B Corporation in London, Ontario. The B Corporation vision is simple yet ambitious: people using the power of business as a force for good. We consider the views of all stakeholders rather than solely those of our shareholders.

Textbooks for Change join Ben & Jerry's Ice Cream, Patagonia, Etsy, Warby Parker, and hundreds more worldwide to adopt this vision.

Certified



Corporation®

HOST A DROPBOX

HOW IT WORKS

1. THE SET UP

Once given approval, our team will assemble and deliver a dropbox to a convenient location at your university/college campus, bookstore, student center or library. Box dimensions are 46" L x 28.5" W x 23.5".

2. MARKETING

Our team will handle all of the marketing of your dropbox. We will spread the word and direct the student body to your location to make textbook donations.

3. MAINTENANCE

We ensure that our dropbox will not take up more space than originally allocated. We are able to ensure this by having an on-campus ambassador monitor the quantity of textbooks in the dropbox. Once full, our team will stop by to empty the dropbox.

4. IMPACT

Our team will keep you updated on the impact your hosted dropbox has made since installation. This includes an update on textbooks sent to Africa, microfinance loans distributed, and more.



BREAKDOWN

- **50% OF TEXTBOOKS COLLECTED ARE SENT TO AFRICAN UNIVERSITIES.**
- **20% OF TEXTBOOKS COLLECTED ARE RECYCLED.**
- **30% OF TEXTBOOKS COLLECTED ARE SOLD ONLINE AT AN AFFORDABLE PRICE TO STUDENTS ACROSS CANADA.**

*these percentages vary based on type of books collected

CURRENT LOCATIONS

WESTERN UNIVERSITY
HUMBER COLLEGE
MCMASTER UNIVERSITY
LAURIER UNIVERSITY
NIAGARA COLLEGE
FANSHAW COLLEGE

GOODWILL LONDON
GOODWILL GUELPH
GOODWILL CAMBRIDGE
GOODWILL WATERLOO
GOODWILL CONESTOGA