

VALUE ANALYSIS

\$1.45 Average Cost Per Book

\$0.65

Average Cost Per Book Bulk Discount / Nonprofit Postage

\$0.00

Average Cost Per Book

WITHOUT

Dolly Parton's Imagination Library Program

\$13.00

Average Retail Cost Per Book

\$2.60

Average Cost Per Book First Class Postage

\$2.75

Based on 1500 children using 15/85% admin cost ratio

TOTAL ANNUAL COSTS

BOOK

FULFILLMENT & POSTAGE

ADMINISTRATIVE COST

Database, Support,

Book Selection, Marketing, Etc

\$2.10 / **Book** × 12 Months

\$25

\$18.35 / Book x 12 Months

\$220

EXAMPLE COMMUNITY

 $1500 \times $25 =$

\$37,500 / year

 $1500 \times $220 =$

\$330,000 / year