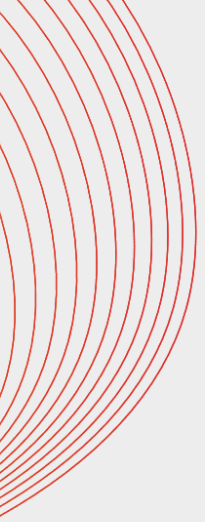




GUATEMALAN BOOK PROJECT **NON-PROFIT**





796 MILLION PEOPLE CANNOT READ OR WRITE

“Illiteracy costs the global economy more than USD \$1.19 trillion dollars”

(World Literacy Foundation, 2023)





SOCIETAL IMPACTS

- **CRIME – PRISON MAINTENANCE AND JUDICIAL SYSTEM**
- **WELFARE – SOCIAL SECURITY SYSTEM**
- **EDUCATION – ROLE OF THE FAMILY**
- **FUNCTIONAL ILLITERACY – BASIC FUNCTIONS**




MISSION STATEMENT




**“IMPROVING LITERACY IN IMPOVERISHED COMMUNITIES FOR
THE BETTERMENT OF HUMANITY”**

**DISSEMINATING KNOWLEDGE TO THE WORLD BY
AGGREGATING BOOKS AND DISTRIBUTING THEM TO
REMOTE REGIONS TO IMPROVE QUALITY OF LIFE ACROSS
THE GLOBE.**





SCOPE

- **PROMOTE LITERACY IN GUATEMALA OVER THE SPAN OF TWO YEARS BY ACQUIRING 1 MILLION BOOKS AND TRANSPORTING THEM TO FOUR REGIONS OF GUATEMALA WITH DRASTICALLY LOW LITERACY RATES.**
 - **THE BOOKS ARE TO BE DISTRIBUTED TO MULTIPLE GUATEMALAN LIBRARIES, UNIVERSITIES, AND SCHOOLS TO PROMOTE EDUCATION AND LITERACY IN IMPOVERISHED COMMUNITIES, THEREBY IMPROVING ECONOMIC DEVELOPMENT AND IMPROVING QUALITY OF LIFE FOR FAMILIES AND CHILDREN.**
 - **FUNDS ARE TO BE RAISED THROUGH MULTIPLE VENUES, AND VOLUNTEERS TO BE RECRUITED FOR MARKETING, COLLECTION, AND TRANSPORTATION.**
- 



DELIVERABLES



- **ACQUIRE 250,000 EVERY 6 MONTHS TO MEET THE TARGET OF 1,000,000 BOOKS**
 - **RAISE APPROXIMATELY \$240,000**
 - **ARRANGE 4 SHIPMENTS VIA SEA TO THE GUATEMALAN PORT OF PUERTO BARRIOS ON THE EAST COAST OF GUATEMALA**
 - **CONDUCT POST-PROJECT QUALITY SURVEY**
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STAKEHOLDER ANALYSIS



Latents:

- U.S. Department of Transportation
- U.S. Customs and Border Protection
- Guatemala Port Authority

Promoters:

- Executive Steering Committee
- Guatemalan Government

Apathetics:

- Shipping Companies
- Transportation Companies
- Storage Companies

Defenders:

- Donors
- Charitable Organizations
- Guatemalans
- North Carolina residents

TRIPLE CONSTRAINT ANALYSIS




	Time	Performance	Cost
Constrain		X	
Enhance	X		
Accept			X



PROJECT ROADMAP

- Project Planning - 5 days
- Project divided in 4 identical phases of 6 months each

Each phase will consist of the following:

- Funds and Books collection - first 3 months (Milestone)
 - Marketing and PR department will support book/fund collection from the start of the project and will continue playing its role until the end by requesting feedback and providing donor recognition
 - Tracking system will continuously monitor book tracking from collection point until delivery to the libraries/schools/universities
 - 12 Storage Units - Raleigh
 - Port of Debarkation - Charleston, South Carolina
 - Sea transport takes up to 25 business days
 - Books will be shipped to the Guatemalan port of Puerto Barrios
- 

WORK BREAKDOWN STRUCTURE



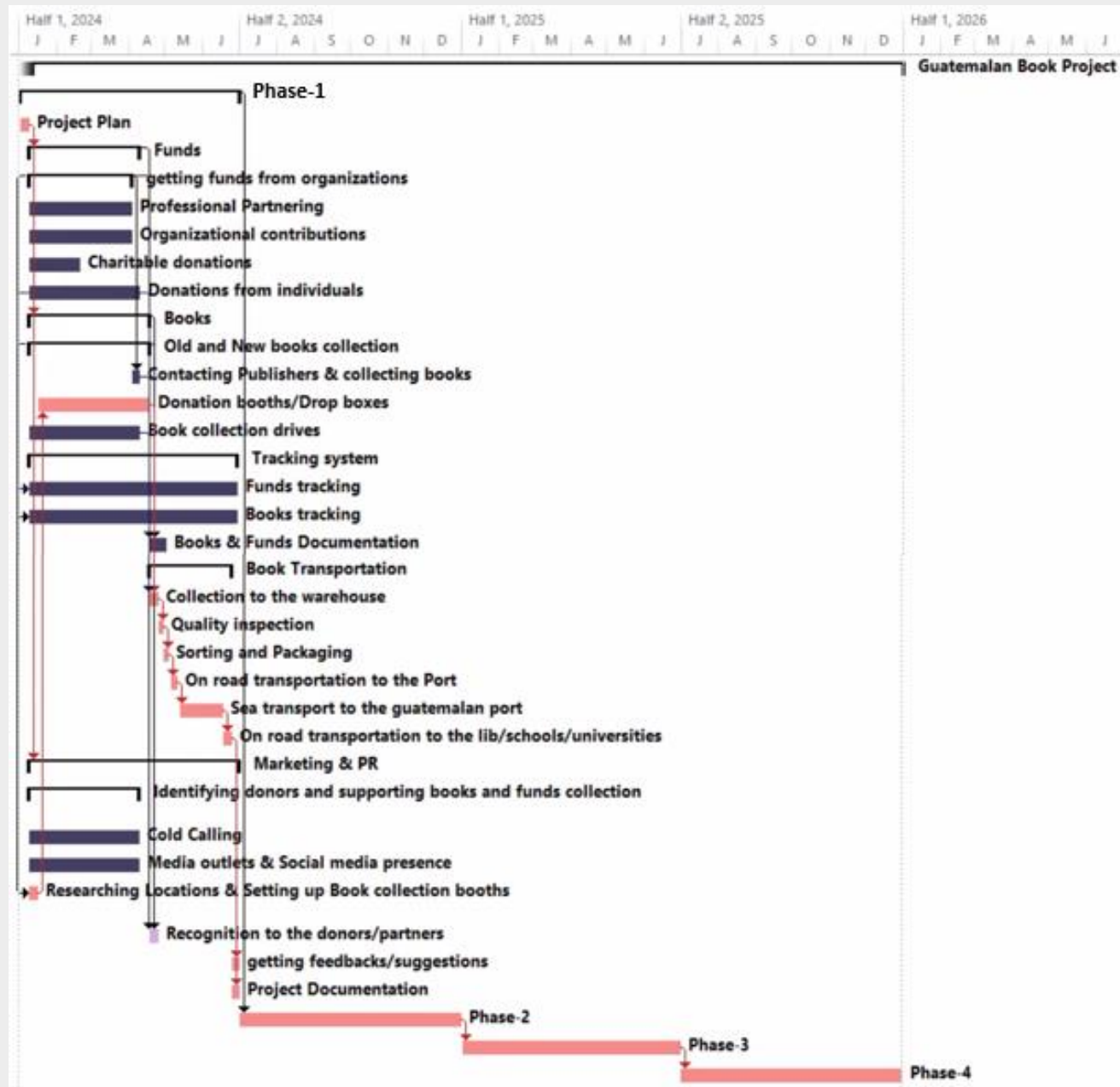
WBS	TASK NAME	DURATION	START	FINISH	PRED
1	Guatemalan Book Project	509 days	Tue 1/2/24	Wed 12/31/25	
1.1	Phase-1	129 days	Tue 1/2/24	Mon 7/1/24	
1.1.1	Project Plan	5 days	Tue 1/2/24	Mon 1/8/24	
1.1.2	Funds	66 days	Tue 1/9/24	Tue 4/9/24	3
1.1.2.1	getting funds from organizations	61 days	Tue 1/9/24	Tue 4/2/24	
1.1.2.1.1	Professional Partnering	61 days	Tue 1/9/24	Tue 4/2/24	
1.1.2.1.2	Organizational contributions	61 days	Tue 1/9/24	Tue 4/2/24	
1.1.2.1.3	Charitable donations	30 days	Tue 1/9/24	Mon 2/19/24	
1.1.2.2	Donations from individuals	66 days	Tue 1/9/24	Tue 4/9/24	
1.1.3	Books	72 days	Tue 1/9/24	Wed 4/17/24	3
1.1.3.1	Old and New books collection	72 days	Tue 1/9/24	Wed 4/17/24	
1.1.3.1.1	Contacting Publishers & collecting books	5 days	Wed 4/3/24	Tue 4/9/24	5
1.1.3.1.2	Donation booths/Drop boxes	66 days	Wed 1/17/24	Wed 4/17/24	30
1.1.3.1.3	Book collection drives	66 days	Tue 1/9/24	Tue 4/9/24	
1.1.4	Tracking system	123 days	Tue 1/9/24	Fri 6/28/24	
1.1.4.1	Funds tracking	123 days	Tue 1/9/24	Fri 6/28/24	5SS,9SS
1.1.4.2	Books tracking	123 days	Tue 1/9/24	Fri 6/28/24	11SS
1.1.4.3	Books & Funds Documentation	10 days	Thu 4/18/24	Wed 5/1/24	11,5,9

WORK BREAKDOWN STRUCTURE CONTINUED...

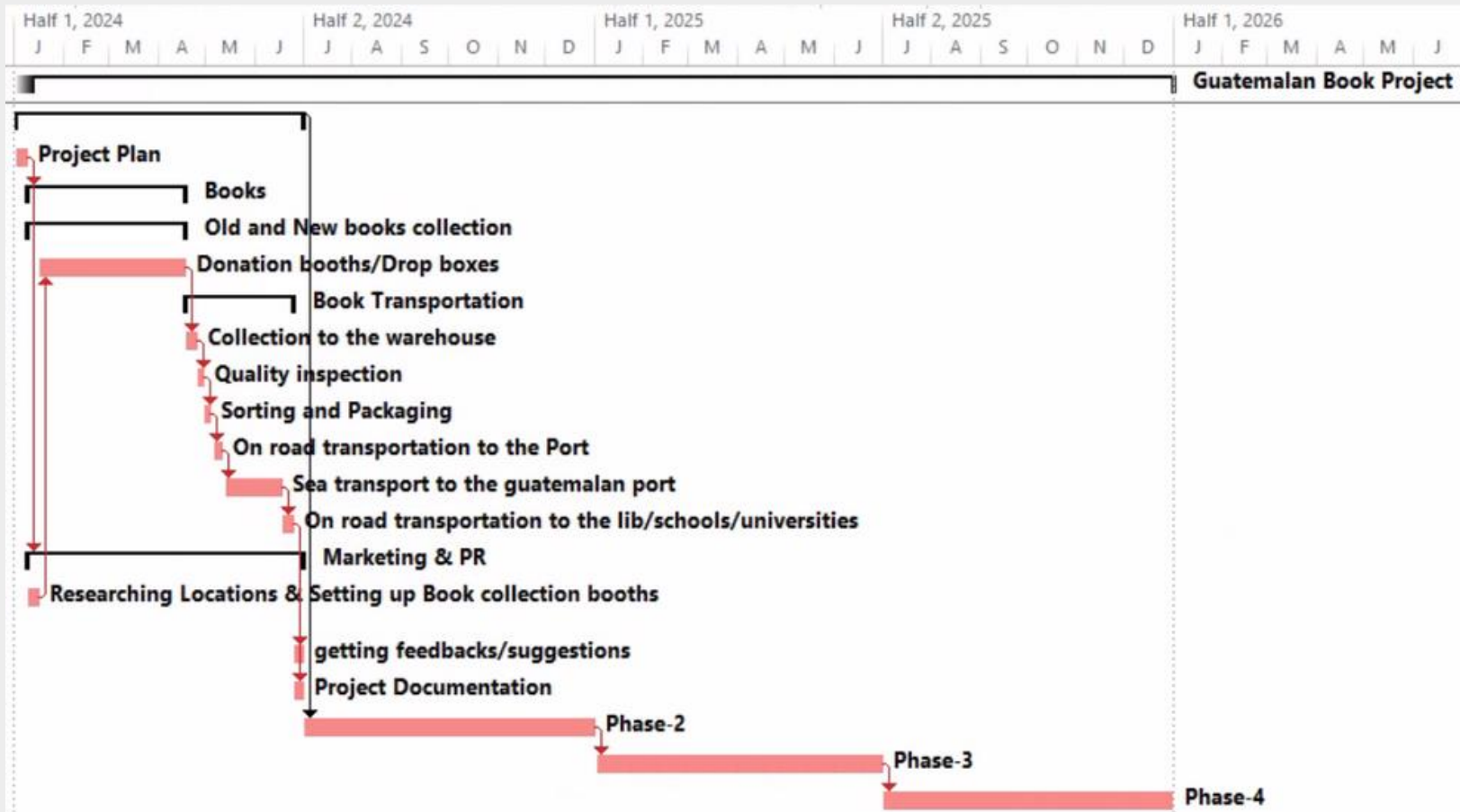


1.1.5	Book Transportation	47 days	Thu 4/18/24	Mon 6/24/24	
1.1.5.1	Collection to the warehouse	5 days	Thu 4/18/24	Wed 4/24/24	12,13,14
1.1.5.2	Quality inspection	3 days	Thu 4/25/24	Mon 4/29/24	20
1.1.5.3	Sorting and Packaging	4 days	Tue 4/30/24	Fri 5/3/24	21
1.1.5.4	On road transportation to the Port	5 days	Mon 5/6/24	Fri 5/10/24	22
1.1.5.5	Sea transport to the guatemalan port	25 days	Mon 5/13/24	Mon 6/17/24	23
1.1.5.6	On road transportation to the lib/schools/universities	5 days	Tue 6/18/24	Mon 6/24/24	24
1.1.6	Marketing & PR	124 days	Tue 1/9/24	Mon 7/1/24	3
1.1.6.1	Identifying donors and supporting books and funds collection	66 days	Tue 1/9/24	Tue 4/9/24	
1.1.6.1.1	Cold Calling	66 days	Tue 1/9/24	Tue 4/9/24	
1.1.6.1.2	Media outlets & Social media presence	66 days	Tue 1/9/24	Tue 4/9/24	
1.1.6.2	Researching Locations & Setting up Book collection booths	6 days	Tue 1/9/24	Tue 1/16/24	5SS
1.1.6.3	Recognition to the donors/partners	5 days	Thu 4/18/24	Wed 4/24/24	4,10
1.1.6.4	Getting feedbacks/suggestions	5 days	Tue 6/25/24	Mon 7/1/24	25
1.1.7	Project Documentation	5 days	Tue 6/25/24	Mon 7/1/24	25
1.2	Phase-2	126 days	Tue 7/2/24	Tue 12/31/24	2
1.3	Phase-3	128 days	Thu 1/2/25	Tue 7/1/25	34
1.4	Phase-4	126 days	Wed 7/2/25	Wed 12/31/25	35

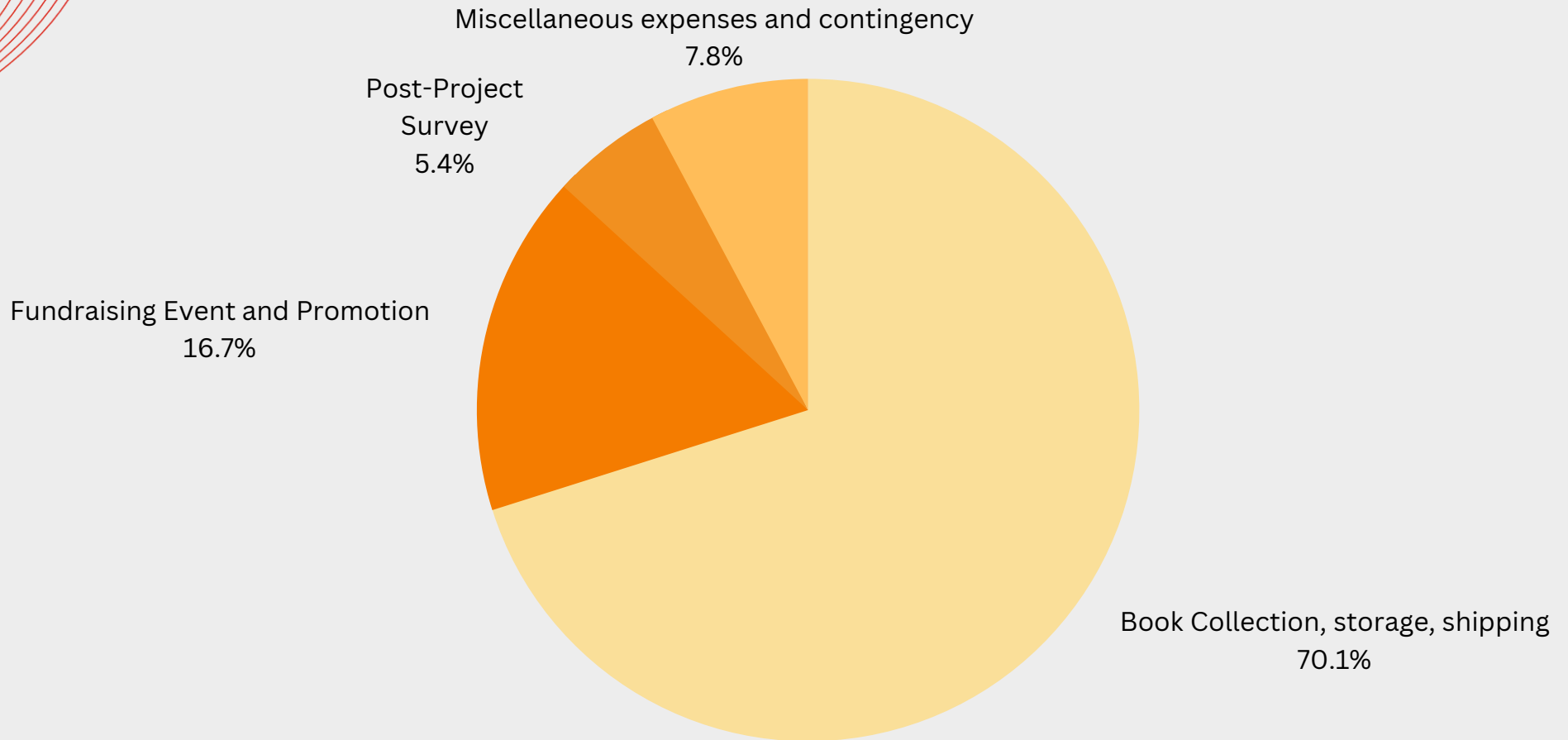
GHANTTT CHART



CRITICAL PATH



BUDGET ANALYSIS



BUDGET ANALYSIS

PHASE 1 SPAN



Sr No	Book Collection, storage, shipping	Price (\$)
1	Book Donation Drive Event management	\$3,750.00
2	Advertisement and Promotion	\$2,500.00
3	Collaborating with Publishers	\$2,500.00
4	Human Resources expenses	\$2,500.00
5	Set-up Book drop-boxes	\$2,500.00
6	Maintenance and Packaging	\$1,250.00
7	Transportation to Facility cost	\$2,500.00
8	Warehouse rent	\$4,320.00
9	Shipping Cost for 1 shipment	\$20,000.00
10	Transportation to 4 regions	\$250.00
	Total	\$42,070.00

Sr No	Post-Project Survey	Price (\$)
1	Surveying Children and local communities	\$750.00
2	Surveyor's Fees	\$1,250.00
3	Data analysis and reporting	\$1,250.00
	Total	\$3,250.00

Sr No	Fundraising Event and Promotion	Price (\$)
1	Fundraising Event Management	\$5,000.00
2	Marketing	\$1,250.00
3	Promotional Events	\$1,250.00
4	Media Outlet Collaboration	\$1,250.00
5	Social Media Management	\$1,250.00
	Total	\$10,000.00

Sr No	Miscellaneous expenses and contingency	Price (\$)
1	Miscellaneous Expenses	\$1,250.00
2	Unforeseen Costs	\$750.00
3	Incidentals	\$500.00
4	Contingency Funds	\$1,000.00
5	Emergency Reserve	\$1,180.00
	Total	\$4,680.00

BUDGET ANALYSIS

2-YEAR SPAN



Sr No	Book Collection, storage, shipping	Price (\$)
1	Book Drive Event management	\$15,000.00
2	Advertisement and Promotion	\$10,000.00
3	Collaborating with Publishers	\$10,000.00
4	Human Resources expenses	\$10,000.00
5	Set-up Book drop-boxes	\$10,000.00
6	Maintenance and Operations	\$5,000.00
7	Transportation to Facility cost	\$10,000.00
8	Warehouse rent	\$17,280.00
9	Shipping Cost for all 4 shipments	\$80,000.00
10	Transportation to 4 regions	\$1000.00
	Total	\$168,280.00

Sr No	Post-Project Survey	Price (\$)
1	Surveying Children and local communities	\$3,000.00
2	Surveyor's Fees	\$5,000.00
3	Data analysis and reporting	\$5,000.00
	Total	\$13,000.00

Sr No	Fundraising Event and Promotion	Price (\$)
1	Fundraising Event Management	\$20,000.00
2	Marketing	\$5,000.00
3	Promotional Events	\$5,000.00
4	Media Outlet Collaboration	\$5,000.00
5	Social Media Management	\$5,000.00
	Total	\$40,000.00

Sr No	Miscellaneous expenses and contingency	Price (\$)
1	Miscellaneous Expenses	\$5,000.00
2	Unforeseen Costs	\$3,000.00
3	Incidentals	\$2,000.00
4	Contingency Funds	\$4,000.00
5	Emergency Reserve	\$4,720.00
	Total	\$18,720.00

KEYS TO SUCCESS



- **Strategic Planning** - Proper strategies will enable us in achieving our mission
- **Marketing and Communication** - Right marketing strategy brings potential supporters
- **Volunteer Management** - Right recruitment and proper training of volunteers helps project to be successful
- **Fundraising** - Fundraising not just to have money but to build relationships
- **Tracking Management** - Transparent tracking system ensures trust of donors and public
- **Quality control** - Delivery of good quality books fulfills the purpose
- **Feedback and surveys** - Surveys and honest feedback helps in continuous improvement and meeting the mission efficiently



ANY QUESTIONS ?

