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(FOR IMMEDIATE RELEASE)

Book Industry Charitable (Binc) Foundation announces industry survey results

Ann Arbor, MI (July 21, 2014) - The Binc Foundation released findings today after analyzing results from the brand awareness survey given in the spring. Booksellers are in agreement that the current financial assistance program offered by Binc is a necessary safety net for booksellers. Many had helpful suggestions for making the Foundation even more useful to the booksellers it serves.

Raising awareness of the Foundation will continue to be a major focus. Although much has been done to raise awareness of the Foundation, booksellers said that more could be done. A small number of respondents were very familiar with the Foundation, and the vast majority of those people considered it a "very important" resource for booksellers. However many more were not aware of the Foundation and the assistance it provides, pointing out an area for continued effort. Pam French, executive director, noted that, "the feedback was valuable in many ways, particularly in reinforcing the need for continued and expanded efforts to raise awareness of Binc, and that those in the industry are very willing to support the Foundation through volunteering their time and making donations."

Expansion of programs also stood out. Given the feedback from those who took the survey Binc recently expanded its programs to offer matching grants, homelessness prevention grants and grants for funeral expenses. Binc will further analyze the data to see if other program expansion is relevant in the future.

Making it easy to get involved with the Foundation was another reoccurring theme. Booksellers overwhelmingly said they want to help colleagues facing financial challenges. In order to facilitate this, the Foundation has added the option of reoccurring payroll donations, corporate donations and in-store fundraising suggestions to its website. One of the best ways of helping the Foundation continue its mission is for booksellers to tell each other about the available programs and services.

The Binc Foundation would like to express their gratitude to everyone that participated in the survey. You can find out more about the survey results by visiting: <http://www.bincfoundation.org/survey-says-we-must-continue-to-raise-awareness/>

About The Book Industry Charitable (Binc) Foundation

The Book Industry Charitable Foundation is a 501(c)(3) nonprofit organization that coordinates charitable programs to strengthen the bookselling community. Established in 1996, the core program provides assistance to bookstore employees who have a demonstrated financial need arising from severe hardship and/or emergency circumstances. Since its inception, the organization has provided over \$5.2 million in financial assistance and scholarships to more than 6,900 families. Support for the Foundation's programs and services come from all sectors of the book industry.

The Book Industry Charitable Foundation's mission is to strengthen the bookselling community through charitable programs that support employees and their families. The Foundation was imagined and built by booksellers and proudly continues to be their safety net. It is our vision to be a caring community of book people.

Additional information can be found at <http://www.bincfoundation.org>.

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