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Book Industry Charitable (Binc) Foundation launches Campaign to Sustain

Ann Arbor, MI – The Book Industry Charitable (Binc) Foundation announced today that during the month of May, it will be seeking 50 new sustaining donors to provide ongoing support for bookseller assistance programs such as serious medical expenses, domestic violence, utility shut-off prevention and homelessness prevention. This national fundraising initiative, called the Campaign to Sustain, will ensure the Foundation can continue to assist booksellers experiencing financial hardships like these for years to come.

“With the upcoming launch of Binc’s Campaign to Sustain I am increasing my commitment to \$40 a month in celebration of SIBA’s 40th Anniversary, and I invite all of you to join me,” stated Wanda Jewell, the Southern Independent Booksellers Alliance (SIBA) Executive Director and current board member and sustaining donor.

For almost 20 years, the Binc Foundation has served as a safety net for booksellers facing unexpected personal financial hardships, and today 80% of all assistance grants are awarded to employees of independent bookstores. From the first assistance grant of \$323 given to a single mother struggling to pay her bills, the level of assistance has steadily grown, with the average grant today exceeding \$1,500. In order to continue to provide this increasing level of assistance to booksellers, the Foundation must raise funds for sustainable and lasting support.

Pam French, Binc Executive Director, noted, “Over the past three years the Foundation has focused on awareness while also working to determine if there is a need within the book industry for a Foundation of our type. In 2014, grant requests increased, and we received on average one request for assistance every week. To continue to meet grant requests, we are focusing on becoming sustainable and expanding our fundraising efforts. Booksellers are like a big, extended family and willing to help each other out, becoming a sustaining donor is one way for booksellers to ensure help is there when it is needed.”

To make a sustaining donation to Binc during the Campaign to Sustain, please visit the Binc donation page at: <https://secure.donationpay.org/bincfoundation/sustaining.php>

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>. ###