



Contact: Pam French  
Executive Director, Binc Foundation  
(734) 477-4789 or [pam@bincfoundation.org](mailto:pam@bincfoundation.org)

Date: May 1, 2017

### **Book Industry Charitable (Binc) Foundation announces third annual Campaign to Sustain**

**Ann Arbor, MI** – The Book Industry Charitable (Binc) Foundation announced Monday the start of its third annual Campaign to Sustain. To date, more than 170 generous contributors have added their support to Binc's programs by pledging to become monthly sustaining donors. This ongoing funding has ensured emergency financial assistance to help booksellers overcome challenges such as serious medical expenses, domestic violence, homelessness prevention and funeral expenses will continue to be provided by the Foundation.

The number of grant applications and the financial needs of booksellers continues to increase. In order to continue to provide this crucial safety net to bookstore employees across the country, Binc has set the goal of adding another 80 sustaining donors during the month of May.

"Our goal is to expand our funding so we will be able to assist an additional bookseller a month, every month of the year," Executive Director, Pam French said. "If 80 new sustaining donors join with a contribution of \$20 a month, we can strengthen our bookseller safety net immensely. When the literary community comes together, the combined contributions can make a huge difference."

Last year, authors Ann Patchett and James Patterson joined Binc as Co-Ambassadors. The two authors' hard work helped spur increases in demand and support for our bookseller safety net. In a nearly 50 percent increase over 2015, Binc was able to assist 36 booksellers and their families with more than \$81,000 in financial assistance. Binc's scholarship program provided higher education scholarships to 44 booksellers or their family members totaling \$117,000 in educational assistance. Meanwhile, book lovers from publishers to readers donated more than \$125,000 to ensure booksellers in need have a place to turn. So far this year, 10 booksellers have received grants totaling just over \$20,000.

To kick off this year's campaign, long-time Binc sustaining corporate donor Basil Software will offer new sustaining donors a chance to make an even greater positive impact. For each Basil Software customer who becomes a sustaining donor with a minimum gift of \$20/month, the company will make a one-time \$10 matching contribution.

Binc Co-Ambassador Ann Patchett will also offer an incentive for new sustaining donors. The first 80 new book lovers who join as a sustaining donor with a minimum gift of a \$20/month will receive an autographed hardcover copy of Patchett's latest award-winning novel, "Commonwealth."

"We're flattered by Ann and Basil Software's generosity," French said. "The additional support shows how caring and creative the people in the book industry can be."

If you are interested in making a donation to Binc's Campaign to Sustain, please visit the donation page: <https://secure.donationpay.org/bincfoundation/yearend.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 more than \$6 million in financial assistance and scholarships to more than 7,000 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>.

###