



Contact: Pamela French
Executive Director, Binc Foundation
734-477-4789 or pam@bincfoundation.org

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Book Industry Charitable Foundation to Begin Year-End Campaign on #GivingTuesday

The Book Industry Charitable (Binc) Foundation is joining other nonprofits in kicking off their year-end campaign on November 28, also known as #GivingTuesday. In light of the series of natural disasters and growing awareness of how Binc can help booksellers through emergencies, this year's campaign is called #MoreThanEver.

The #MoreThanEver fundraising campaign will begin on #GivingTuesday with a series of Facebook fundraisers aimed at earning a share of \$2 million in matching funds being offered by the Bill and Melinda Gates Foundation. After Tuesday, the campaign will continue through the rest of 2017, with the aim of raising \$20,000 to help booksellers in need of disaster relief, homelessness prevention and more.

#GivingTuesday is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. It began in 2012 and is held annually on the Tuesday after Thanksgiving (in the US) and the widely recognized shopping events Black Friday and Cyber Monday to kick off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

"We know people have a wide variety of wonderful charities vying for their support on #GivingTuesday," said Executive Director Pamela French. "We are incredibly grateful to our supporters who are using their voice on Facebook to strengthen the bookselling community. Just a few minutes to set up a fundraising post can make a world of difference to a bookseller in need."

In addition to the Facebook match fundraiser on Tuesday, the Binc Board of Directors and a founding member of the Foundation, are offering to match donations from individuals and stores up to a total of \$8,000. This #MoreThanEver match will be used to provide emergency assistance to help booksellers through crises big and small.

The #MoreThanEver campaign will match dollar to dollar for gifts from individuals and stores now through December 31.

However, Binc's corporate supporters, like Ingram Content Group, have also recognized the importance of supporting the bookseller's safety net during this year's unprecedented need. This is the second year Ingram has made a holiday donation on behalf of the publishers they serve. Support from bookselling industry leaders, including Ingram's generous holiday contribution, is the catalyst for tremendous good.

If your company would like to support Binc [click here](#) or call Director of Development Kathy Bartson at 734-471-0201

“We are facing unprecedented need in the bookselling community,” French said. “#MoreThanEver is our rallying cry to help booksellers when tough times hit. Their efforts to provide a hub for community and knowledge should be celebrated, and their livelihoods should be protected.”

If you would like to donate to the #MoreThanEver year-end campaign, click [here](#).

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 7,300 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>.