

**Your
Gratitude
Report
2018**

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“

It was like I could breathe again. Binc truly is, in the words of Pam French, a safety net for our tribe, our amazing book family. As she said 'This time you need the safety net, next time it will be someone else.'

—Jamie Hope A.

THANK YOU FOR HELPING 140 PEOPLE IN 2018

Bookstores provide the space for community that we all seek; the antidote to solitary screen time that seems to be ever-increasing in our lives. They continue to be places of discovery—from the child sitting on a bean bag, sounding out words in an early reader, to the teen finding new worlds of fantasy, to the weekend chef finding a new cookbook, or the book group members who've been meeting and reading for ten years or more.

None of that magic would happen without the hard work of booksellers who make sure that the perfect book is put into the right hands of those seeking information, entertainment, or escape. But bookselling can sometimes be a precarious profession. It is certainly a labor of love. So when unexpected difficulties come up, it is so important to know that many within the bookselling ecosystem have your back.

On behalf of the Binc Board of Directors and staff, thank you for your continued support of our work. The importance of bookstores has never been greater. In the past year, you have helped 140 people with over \$150,000 to pay unexpected medical bills, prevent homelessness, or keep a store open after a natural disaster. You have made terrible situations a little less difficult, and college a little more affordable. You have provided smart, motivated booksellers with scholarships to expand their industry knowledge at BookExpo, Winter Institute, and regional trade shows. But, like the bookseller who assists the customer to find that perfect novel, Binc is the conduit. We steward your funds and provide them to those who need them most. We are so grateful to be trusted with this job of supporting the important work of booksellers and look forward to continuing our efforts in 2019 and beyond.

Lori Tucker-Sullivan

Board President



Pam French

Executive Director



TESTIMONIAL

YOU MAKE SCARY MEDICAL SITUATIONS MANAGEABLE

“ My partner and I are both booksellers at a wonderful independent bookstore. A few months ago he went in for an eye exam, which led to the discovery of a large benign tumor in his brain. The news was devastating. It meant months of medical appointments, driving long distances to meet specialists, an intense surgery, medications, and a substantial recovery period. Needless to say, it was a stressful and financially threatening situation. Our work mentioned Binc as a resource to look into for receiving financial help while we were going through this. I contacted them and was amazed with the kind and quick responsiveness of their team. Once I provided all the information they needed in order to examine the situation and determine whether they could help, the swiftness of their response seemed almost immediate. They were kind, understanding, patient, helpful, and exceeded our expectations with the financial assistance they provided. When they confirmed they would help and at what level, I was immediately overcome with relief and a profound sense of gratitude. What was looking grim and terribly trying became a situation we could manage and navigate knowing our basic needs were met as we went through this experience. I am happy to say now the surgery was a success and recovery is going very well. Thanks to Binc, we made it through and were able to put our energy towards what was most important. Binc is there to help and they want to help. I cannot express enough how amazing this foundation is! Thank you, Binc for everything!”



" I do not ~~X~~
believe there is a wrong
way to buy BOOKS.

I think that the
best way to buy books
is from a local INDIE
bookshop,
if you have one."

↕ NEIL GAIMAN

OUR DONORS

LIST REFLECTS CONTRIBUTIONS MADE

INDUSTRY PARTNERS

Leadership to Sustain

\$25,000+

Chronicle Books
Hachette Book Group
Humble Bundle
Penguin Random House
John Wiley & Sons

Manuscript

\$10,000 – \$24,999

Entertainment One
Television USA, Inc.
HarperCollins Publisher
Ingram Content Group
Macmillan Publisher
Simon & Schuster

Opus

\$5,000 – \$9,999

ABA: American
Booksellers Association
Heartland Fall Forum
ICM Partners
Network for Good
PNBA: Pacific Northwest
Booksellers Association

Folio

\$2,500 – \$4,999

Baker & Taylor
AdventureKEEN
NAIBA: New Atlantic
Independent
Booksellers Association

Lexicon

\$1,000 – \$2,499

Basil Bookseller
Software
Bluffton Book Festival
Catapult, Counterpoint,
Soft Skull, & Black
Balloon Publishing
Charlesbridge Publishing
East/West Literary
Agency LLC
Follett Corporation
IBPA: Independent Book
Publishers Association
MPIBA: Mountains &
Plains Independent
Booksellers Association
NCIBA: Northern
California Independent
Booksellers Association
News Corp

Reed Exhibitions/Book
Expo
Scholastic Inc.
SIBA: Southern
Independent
Booksellers Alliance
Skyhorse Publishing
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All Other Industry Donors

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Causecast Foundation
Dart Frog Books
David R. Godine Inc
eBay Charity Donations
Exelon Foundation
General Electric
Gran Fondo NJ
Great Lakes Brewing Co.
JK Group
NEIBA: New England
Independent
Booksellers Association
The New Press
Parson Weems
Paz & Associates
Phaidon Press
Quirk Books

FROM JAN 1, 2018 – DEC 31, 2018

San Francisco Writers
Foundation

SCIBA: Southern
California Independent
Booksellers Association
Steinaway Services
The Symphony Space

IN-KIND DONORS

ABA: American
Booksellers Association
BookExpo
Diamond Comic
Distributors
Edelweiss
GLIBA
Google
MIBA
MPIBA
NAIBA
NCIBA
NEIBA
PNBA
Publishers Weekly
SCIBA
Shelf Awareness
SIBA

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Leadership to Sustain

\$25,000+

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Oakwood Foundation
Charitable Trust
Ann Patchett
James Patterson

Opus

\$5,000 – \$9,999

Judy Blume & George
Cooper
The Kids Fund Trust
Garth Stein

Lexicon

\$1,000 – \$2,499

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John Hart
Greg Iles
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Opus

\$5,000 – \$9,999

The Bookloft (Great Barrington)

The Book Stall

Lexicon

\$1,000 – \$2,499

Book Lovers Care

The King's English Bookshop

Literati Bookstore

Waucoma Bookstore

All Other

Bookstore Donors

[words] Bookstore

99 Trees

Afterwords Books

Another Chapter Bookstore

Avid Bookshop

Bank Square Books

Barbed Wire Books

Bard's Alley

Bartleby's Books

Beach Books

Beaverdale Books

Belmont Books

Bethany Beach Books

Between the Covers Bookstore (Telluride)

Book Ends

The Book Nook

Booked on 25th

Bookie's

Books & Crannies

Books Inc

Books on the Square

Books Unlimited

Books, ETC.

The Booksmith (Seneca)

BookStacks

Bookstore Plus

Bookworm of Edwards

Boswell Book Company

Broadside Bookshop

Brookline Books

Buffalo Street Books

Buttonwood Books & Toys

Buxton Books

Carmichael's Bookstore

Cavalier House Books

Centuries & Sleuths

Bookstore

Changing Hands Bookstore

Chapter One Bookstore

Chartwells Booksellers

Children's Book Cellar

City Lights

Clinton Book Shop

Coffee Tree Books

Content Bookstore

Copperfield's Books

Country Bookshelf

The Country Bookshop

Curious Iguana

Cypress Paperback

Book Store

Dragonfly Books

Dream on Books

Dudley's Book Shop Cafe

E. Shaver Bookseller

Eagle Eye Book Shop

East City Bookshop

Eight Cousins

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Galaxy Bookshop

Gallery Bookshop

Garden District Book Shop

Gatsby Books

Gibson's Bookstore

Greedy Reads

Green Apple Books

Green Bean Books

The Green Toad

Bookstore

The Haunted Bookshop

Head House Books

Horton's Books & Gifts

Innisfree Bookshop

Inscribed Books & Gifts

Ivy Bookshop

The Lahaska Bookshop

The Learned Owl

Book Shop

Let's Play Books

The Little Bookshop

Loganberry Books

Longfellow Bookstore

Main Street Books

(St. Charles)

Malvern Books

Maria's Bookshop

Merritt Bookstore
Midtown Reader
Monkey and Dog Books
The Morris Bookshop
Nantucket Book Partners
Next Page Books & Nosh
Northshire Bookstore
(Saratoga Springs)
Northwind Book & Fiber
Novel Experience, A
The Novel Neighbor
Once Upon a Time
(Montrose)
Orinda Books
Page 158 Books
Parnassus Books
Paulina Springs Books
Pegasus Books
Penn Book Center
Phoenix Books Vermont
Pioneer Book
Plot Twist Bookstore
Queen Anne Book Company
R Bookmark
Rakestraw Books
Readers' Books
The Red Balloon
Bookshop
Rediscovered Books
The River's End Bookstore
Riverwalk Books Limited
Roebling Point Books &
Coffee
Savoy Bookshop & Cafe
Schuler Books

Scout & Morgan Books
Scuppernong Books
Second Star to the Right
Books
Short Stories Community
Book Hub
Source Booksellers
Sparta Books
The Spotty Dog Books & Ale
Story on the Square
The Storybook Shoppe
Sunrise Books
Third Place Books
Third Street Books
Three Lives & Company
Time Enough Books
Toadstool Bookshop
Trident Booksellers
Turn of the Corkscrew
Valley Bookseller
Vermont Book Shop
Viewpoint Books
Village Lights Bookstore
Vintage Books
Watchung Booksellers
The Well Read Moose
White Birch Books
Whitelam Books
Winchester Book Gallery
Women & Children First
WORD Bookstores
Word Up Community
Bookstore
Anonymous
Zenith Bookstore

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George & Barbara
Mrkonic

Opus \$5,000 – \$9,999

Hochschild Family Fund
Pamela Pescosolido
Chuck & Deborah Royce

Lexicon \$1,000 – \$2,499

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'18 HIGHLIGHTS



BANK ON BOOKSELLERS

You made the Bank on Booksellers auction a huge success. You raised over \$25,000 in September '18 by bidding on piggy banks decorated by wonderful authors and illustrators from across the industry. A massive thank you to all the bidders out there. Due to your bids and shares, Binc helped eleven booksellers and their families.



ACHIEVED PLATINUM SEAL OF TRANSPARENCY

Transparency is important to us at Binc. We are proud to announce that we've achieved GuideStar Platinum status—the highest level of transparency for nonprofit profiles available on GuideStar USA. If you're interested in taking a deeper look at our numbers, goals, and metrics, it can all be found on GuideStar USA's website.



INDUSTRY FUNDRAISING

We played heads or tails at six regional trade shows in 2018, Children's Institute, and Winter Institute raising \$17,767 for booksellers and their families.

CARLA GRAY MEMORIAL SCHOLARSHIP FOR EMERGING BOOKSELLER-ACTIVISTS

"I'm so honored to be given this opportunity. I know Carla made an extraordinary impact in the bookselling world and, on behalf of Skylight Books, I am humbled by the chance to live up to her legacy over the course of the next year. I am truly grateful to the Binc Foundation."

—Scholarship Recipient Kelsey Nolan
of Skylight Books in Los Angeles, California

STILL LIFE BOOKS, HILO, HAWAII

Because of donors like you, bookstore owner Royce Wilson could reopen his bookstore, Still Life Books, in a new location after Hurricane Lane destroyed the building where his store was located. Royce could reclaim his identity as a bookseller and local business owner. We celebrated with the entire bookselling community when his bookstore weathered the storm and reopened after the hurricane.



WINTER INSTITUTE 2018 HEADS OR TAILS GAME



**JAMIE HOPE ANDERSON (WITH BOOKSTORE DOG, PIPER)
DUCK'S COTTAGE COFFEE & BOOKS, DUCK, NORTH CAROLINA**



TESTIMONIAL

WHEN DISASTER STRIKES, YOUR HELP MATTERS



In 2018, Downtown Books was having a great year: business was up, events were stellar, traffic all summer and into the beginning of fall was strong. Then Hurricane Florence triggered an evacuation of the Outer Banks costing me five full days of shoulder season business. No worries. Just tighten the belt a bit. Double-check the winter reserve fund I worked so hard to build up. Fall rolled on and then a downgraded Tropical Storm Michael became an extra-tropical cyclone and passed right over us sending an unexpected 24" of water into the store ruining \$11,000 worth of inventory; on top of the \$5,000 lost to Florence, I had to start siphoning from those hard won savings. In a resort area, those funds are the only thing that gets us through winter and to see them dwindling in November was petrifying. But then Binc reached out to me, and after much persuading, I put in an application for assistance for the store. Within 24-hours they had a check headed to my landlord to cover a few months rent. Now, as we near the end of the winter, I can honestly say Binc was a life-saver. I was able to get caught up in other areas (estimated taxes for one!) and had enough padding to sleep at night through the cold, dark days of February. Everyone was so lovely to work with—kind, calm, and understanding. I can never thank them enough—and that goes for every single bookseller and publisher who has ever donated money to their organization. The bookselling family is an amazing group—and for me, Binc is an important member of that tribe."

2018 GRANTS

\$193,796 IN FINANCIAL ASSISTANCE

02 UTILITY SHUT-OFF



09 SERIOUS MEDICAL



28 LOSS OF INCOME



07 HOMELESSNESS



02 FUNERAL EXPENSES



01 DOMESTIC VIOLENCE



12 MATCHING GRANTS



05 NATURAL DISASTER



PERSONAL

06 NATURAL DISASTER



BOOKSTORE



SCHOLARSHIPS

\$99,834 IN SCHOLARSHIPS

27

Higher Education Scholarships Awarded

28

Professional Development
Scholarships Awarded

Including:

1

Carla Gray Memorial Scholarship for Emerging
Bookseller-Activists Awarded

9

Macmillan Booksellers Professional
Development Scholarships



*Binc is an incredible foundation
that provides booksellers with
opportunities that wouldn't be
possible without their assistance."*

—Scholarship Recipient

A large, light-colored silhouette of a person wearing a graduation cap (mortarboard) and holding a diploma, positioned on the right side of the page.

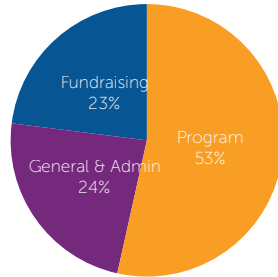
2018

FINANCIALS

Expenses

Program/Services	\$436,414
General & Admin	\$191,756
Fundraising	\$187,764
Total.....	\$815,934

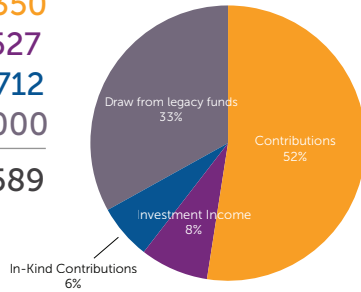
2018 Expenses



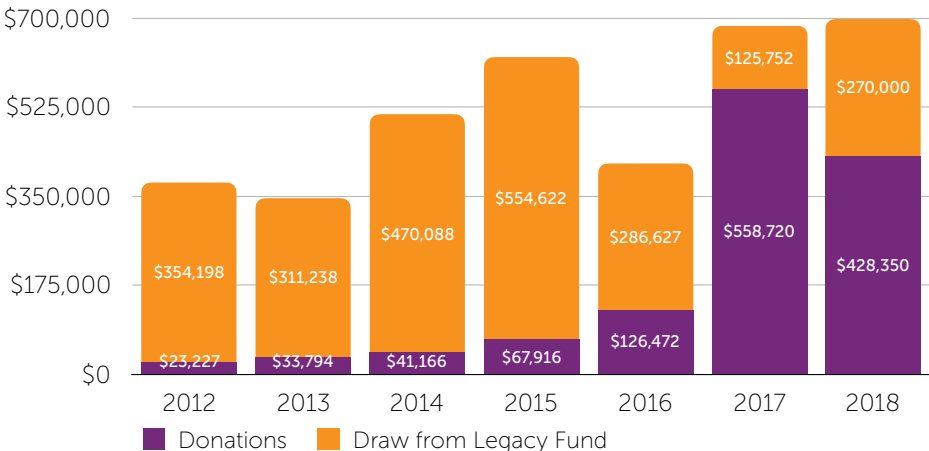
Operating Revenue

Contributions	\$428,350
Investment Income	\$65,527
In-Kind Contributions	\$52,712
Draw from Legacy Funds ...	\$270,000
Total.....	\$816,589

2018 Operating Revenue



Legacy Fund Draws & Donations Our Path to Sustainability



PAYING IT FORWARD

VOLUNTEER PROFILE • KIMBERLY BROCK

Binc Programs Committee • Bookseller at Joseph-Beth

What was your favorite book of 2018?

Friday Black by Nana Kwame Adjei-Brenyah

When did you first get involved with Binc?

In 2017, I was first a grantee. I learned on a Wednesday that I needed surgery in one week. I called Binc on the following day, and they helped me through everything.

What's your favorite part of volunteering for Binc?

Helping booksellers and bookstores in need. No one is a bookseller because of the money. We have a passion for books and we are vital parts of the community. It's a comforting feeling to know that someone has our backs when we are in need.



SUPER LEGIT!

BOARD MEMBER PROFILE

KEN WHITE

Query Books



What was your favorite book of 2018?

The Common Good by Robert B. Reich. Reich was part of three Presidential administrations as well as President-elect Obama's transition team. *The Common Good* is part philosophy, part economics, yet very conversational and common sense. Ever wonder why, if the economy is so great, so many stores are closing on your main street? Read this book! It's a good inoculation against reckless political grandstanding.

When did you first get involved with Binc?

It must have been about four years ago that I first got involved with Binc. Truth be told, when I first learned about Binc I thought it was too good to be true, but Binc turned out to be super-legit! I started on the Program Committee, which is mostly about the benefits that Binc provides, like emergency grants and scholarships. I'm so happy that I'm now also on the Board of Directors at this pivotal moment for Binc, where the organization has pretty much established itself in the industry and is starting to work towards long-term sustainability.

What's the best part about serving on Binc's board?

The best part of serving with Binc is the opportunity to work with such an awesome staff. They're approachable, sincere, and are working hard to provide booksellers with the safety net they deserve. And when a good bookseller can go back to work without financial burden, that's good for the whole industry.

"I'M A BIG FAN"

DONOR PROFILE • CHRIS MORROW

Northshire Bookstores

What was your favorite book of 2018?

The Labyrinth of the Spirits by Carlos Ruiz Zafón

When did you first get involved with Binc?

I first heard about Binc a couple of years after Borders went bust and have admired how it has evolved to serve the bookselling community.

Why is Northshire Bookstore a sustaining donor of the booksellers' safety net?

Bookselling is, unfortunately, lacking in possibilities for good remuneration. Anything we can do as an industry to support each other is key. And Binc has done such a great job—including with some of Northshire's staff who have had health emergencies or other issues. I am a big fan!



GET INVOLVED



BECOME A MONTHLY SUSTAINING DONOR

Join this special group of booklovers who as a community help THREE booksellers every month of the year. Become a sustaining donor today. Whether you give \$5, \$10, or \$100 a month—every dollar helps.



LEAVE A LEGACY

Your will affirms, honors, and protects what matters most in your life—your loved ones, your principles, and your values. Every bookseller deserves a safety net. Leave a legacy that honors what matters most to you. Your estate gift will change booksellers lives for the better.



FUNDRAISING FOR BINC

Booksellers can have as little as \$1 withheld from their paycheck every month. Stores can round up for booksellers at their point-of-sale, or donate 25 cents every time a customer doesn't need a bag. Our author, bookstore, and publishing partners come up with creative ideas every day. What ideas do you have? Let us know.

Contact Kathy Bartson, Director of Development
at kathy@bincfoundation.org or 734-471-0201



STAFF PICKS



▶ Allen ◀

◀ Mark ▶



Kelly →

* Hunter *

◁ Rachel ▷

◀ Jason ▶



b.

◁ Jonathan ▶

- Neil -

◁ Emma ▶



rin-

◁ Maria ▶

◁ Ali ▶

◁ Sarah L. ▶



ASSISTANCE MAP

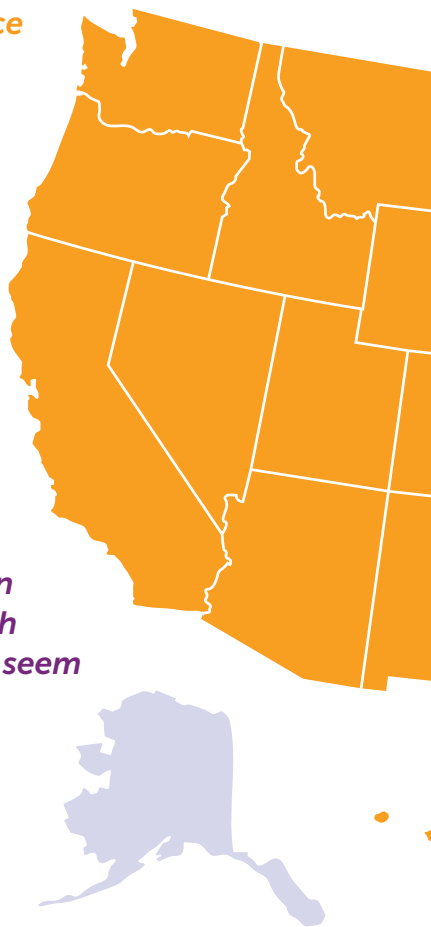
"We booksellers don't do this for the money, so in times of need it's so comforting to know that there is a place to turn. Thanks to Binc for helping me continue to do what I love."

"Binc is there to help and they want to help. I cannot express enough how amazing this foundation is! Thank you Binc for everything!"

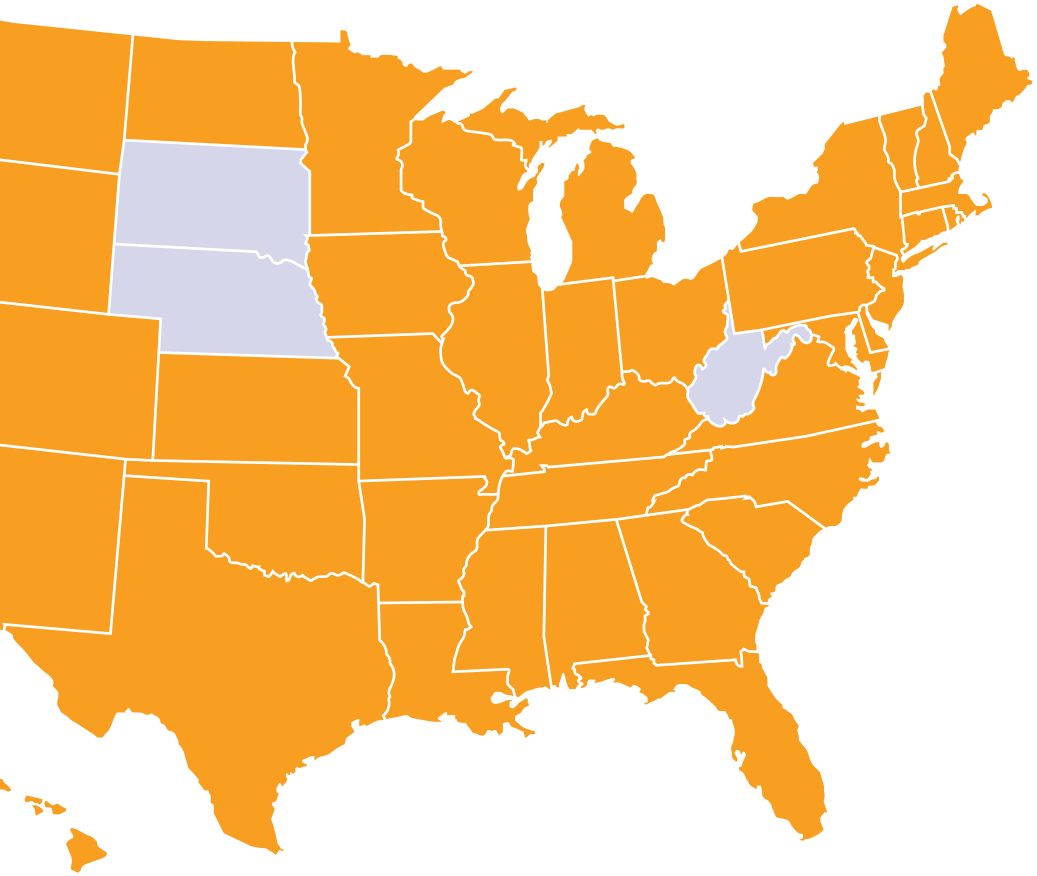
"I am forever grateful for this wonderful assistance at a real time of need. Thank you so much for your service."

"Because of Binc, I was able to focus on healing. Binc does everything with such grace and dignity. Thank you does not seem like enough, but it is all I have."

"I am truly grateful for their assistance. I was embarrassed about my situation, but they completely understood and never made me feel bad about myself. I cannot thank the Binc community enough for their assistance."



**ORANGE STATES ARE
WHERE YOU HAVE HELPED
BOOKSELLERS SINCE 2012**



YOUR '19 BOARD



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Associates

KEN WHITE

Query Books



Not Pictured: Rockelle Henderson

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PAMELA FRENCH

Executive Director

KATHY BARTSON

Development Director

KIT STEINAWAY

Programs Manager

JOAN NORICKS

Office Coordinator

KATE WEISS

Communications
Coordinator

Established in 1996, the Binc Foundation provides financial assistance to booksellers, who have a demonstrated need arising from severe hardship or emergency circumstances. Since its inception, Binc has granted over \$6.6 million to support more than 7,476 individuals and their families.

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Thank you to sustaining donor Carmichael's Bookstore in Louisville, Kentucky for letting us use photos of their bookshops in this report.

