Binc Launches Year-End Campaign with $10,000 Matching Gift

ANN ARBOR, MI–The need for emergency financial assistance within the book and comic community continues to grow and thanks to Macmillan Publishers, the Book Industry Charitable (Binc) Foundation will launch its year-end campaign Wednesday, Nov. 18, 2026, with a $10,000 matching gift challenge.

“Binc receives an average of 25 calls every week from book and comic people needing help with everything from medical and dental bills not covered by insurance to skyrocketing utility bills and mental health support,” said Binc CEO Pam French. “We’re incredibly grateful to Macmillan Publishers and Libro.fm for joining us in support of these heroes who keep the doors open to their community, bringing people together, providing safe spaces, and sharing ideas.”

The campaign–Stand with Book and Comic Stores–has a goal of raising $200,000 in donations before Dec. 31, 2026, to ensure it can continue its commitment to never turn a bookseller in need away. All gifts will be matched dollar for dollar, doubling the power and impact of donations received, up to a total of $10,000.

“Booksellers do so much for readers and their communities, and Macmillan is proud to support Binc and the work they do,” said Kelly Collins, VP, Communications & Community, Macmillan Publishers. “Binc provides a vital safety net for booksellers facing unexpected challenges. We’re grateful to play a part in that work and hope others will join us in giving.”

In addition, Binc supporters will get an audiobook of their choice from Libro.fm. Give $100 and get one audiobook credit; give $500+ and get three audiobook credits. This offer is available until Dec. 31, 2026.

To donate and have your donation matched for greater impact, click here.