



## Bookmarks

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### **The Winston-Salem Foundation's Grant Funding Leads to Increased Outreach for Bookmarks**

WINSTON-SALEM, N.C. (January 23, 2017)—Bookmarks, a literary arts nonprofit, hired two part-time employees in 2016 as a result of community grant funding from The Winston-Salem Foundation. Bookmarks hired Rachel Kuhn Stinehelfer, Education and Program Specialist, to aid with its Authors in Schools program, and Beth Seufer Buss, Website and Social Media Specialist, to help with the literary arts nonprofit's expansion.

Rachel Kuhn Stinehelfer holds a bachelor's degree from Wake Forest University and an MLIS from the University of North Carolina at Greensboro (UNCG). She has worked as an academic librarian at North Carolina State University and UNCG and gained experience with fundraising at Wake Forest University. She is a volunteer for the Back Pack Program at Bolton Elementary and is a Cub Scout Leader at Knollwood Baptist Church. Adding to Stinehelfer's experience is her love of reading and her efforts to ensure her three children love books too.

Thanks to Stinehelfer's work, over 7,000 students were reached through Bookmarks' Authors in Schools program this year with 14 of the 24 Forsyth County schools identified as never being visited by a Bookmarks' author now reached. The 2016 Summer Reading Program (in its second year) received responses from K-12 students representing 28 schools and five North Carolina counties with participation doubling. Further, eight new community partnerships with such groups as the Blue Door Group, the Junior League of Winston-Salem, and the YMCA were established to put more books in the hands of children. Past partnerships also continued with such groups as the Arts Council of Winston-Salem and Forsyth County, Knollwood Baptist Church, Texas Pete, and Wells Fargo. Stinehelfer will continue in this position in 2017.

Beth Seufer Buss earned her bachelor's degree from High Point University and a Master's in Library and Information Studies from UNCG. She worked as an academic librarian at ECPI University for 15 years and was promoted to Systems Librarian in 2005. Her technical experience includes managing library automation systems, designing websites and online training guides, collecting analytics and reporting on library collections, services, and usage. Seufer Buss has volunteered with Bookmarks since 2012, serving on the Programming and Planning committees as well as creating the annual Preface Party author video that announces its Festival line up in a visual and interesting way.

Thanks to Seufer Buss's work with the Bookmarks' website, a new platform went live in May of this year. The website is more user friendly with a 36.5 % increase in website page views this year to date. It also has resulted in increased book sales as well as opportunities to create wish lists for school book fairs, students, teachers, and individuals. Social media outreach also increased by nearly 30% under Seufer Buss's leadership.

The support of The Winston-Salem Foundation also helped Bookmarks from 2013 – 2015 when the hours of Ginger Hendricks, Executive Director, and Jamie Rogers Southern, Operations Director, were moved from part-time to full-time.

This expanded outreach helped 25,000 people participate in Bookmarks' programs in 2016. With the move to a new home in the summer of 2017 at 636 1/2 West Fourth Street, the nonprofit plans to double this outreach.

In January 2017, Beth Seufer Buss's position was expanded to full-time. As Community Outreach and Facilities Manager, Seufer Buss will oversee all aspects of Bookmarks' new home including book sales and facility coordination. She will also continue to increase our outreach efforts through social media and website development.

#### **About The Winston-Salem Foundation**

The Winston-Salem Foundation is a community foundation that supports charitable programs in the greater Forsyth County area. Founded in 1919 with a \$1,000 gift, it now administers over 1,300 funds and had total custodial assets of \$387.4 million at the end of 2015. In 2015, the Foundation granted \$26.6 million to charitable causes, \$2.4 million of which was through the Community Grants program. Learn more at [wsfoundation.org](http://wsfoundation.org).

#### **About Bookmarks**

Bookmarks is a literary arts nonprofit organization that fosters a love of reading and writing in the community. Our programming connects readers with authors and books and is achieved through the largest annual book festival in North and South Carolina, an Authors in Schools program, which reaches 7,000 students annually, and year-round events in our gathering space and nonprofit independent bookstore. Visit [bookmarksnc.org](http://bookmarksnc.org) for more information.

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