

BOOKSMILES: HELPING A LOCAL NONPROFIT GROW TO INDUSTRIAL SCALE



BookSmiles has been providing children and educators throughout the greater Philadelphia area with books since August 2019 – but in recent years, the 501(c)(3) nonprofit and its mission of promoting literacy and the joy of reading has become so popular, it was time for a new, larger space.

Founder and Executive Director Larry Abrams moved the organization from where it started (his garage!) into a new 4,300 sq. ft. facility in Pennsauken, N.J.



"In the beginning, we were receiving donations of new or gently-used books from school book drives or individual drives a child

might host," Abrams says. All books are organized and donated back to children and educators, with an emphasis on those representing Title I schools. "Now that we're importing on an industrial level, this newly expanded space allows for tractor trailer loads of used children's books."

"WHAT MHS LIFT GAVE US WAS INCALCULABLE IN VALUE, WE'RE NOW EQUIPPED TO HARVEST, SORT AND DISTRIBUTE 1 MILLION BOOKS A YEAR. AND WE'RE SAVING BOOKS FROM GOING INTO THE TRASH AND PULPERS. PEOPLE SAW NO VALUE IN THESE OLD BOOKS, BUT WE SEE 'BOOK-WEALTH.'" SAID LARRY ABRAMS, FOUNDER AND EXECUTIVE DIRECTOR.

Luckily, MHS Lift – BookSmiles' new neighbor in Pennsauken – stepped in and volunteered its services to help the growing nonprofit.

MHS Lift Co-President Andy Levin and Systems Engineer Drew toured BookSmiles' facility to assess the space and design an efficient shelving plan. Additionally, MHS Lift donated all shelving and a pallet stacker for the organization's new space.

"THEIR CUSTOMER SERVICE WAS WONDERFUL. MHS LIFT'S SENSE OF PROFESSIONALISM WAS WHAT I WANT OUR NONPROFIT TO LOOK LIKE." SAID LARRY ABRAMS, FOUNDER AND EXECUTIVE DIRECTOR.

MHS Lift team member Joe delivered the materials, and even made sure the BookSmiles team was OSHA-certified and trained on the pallet stacker.

