



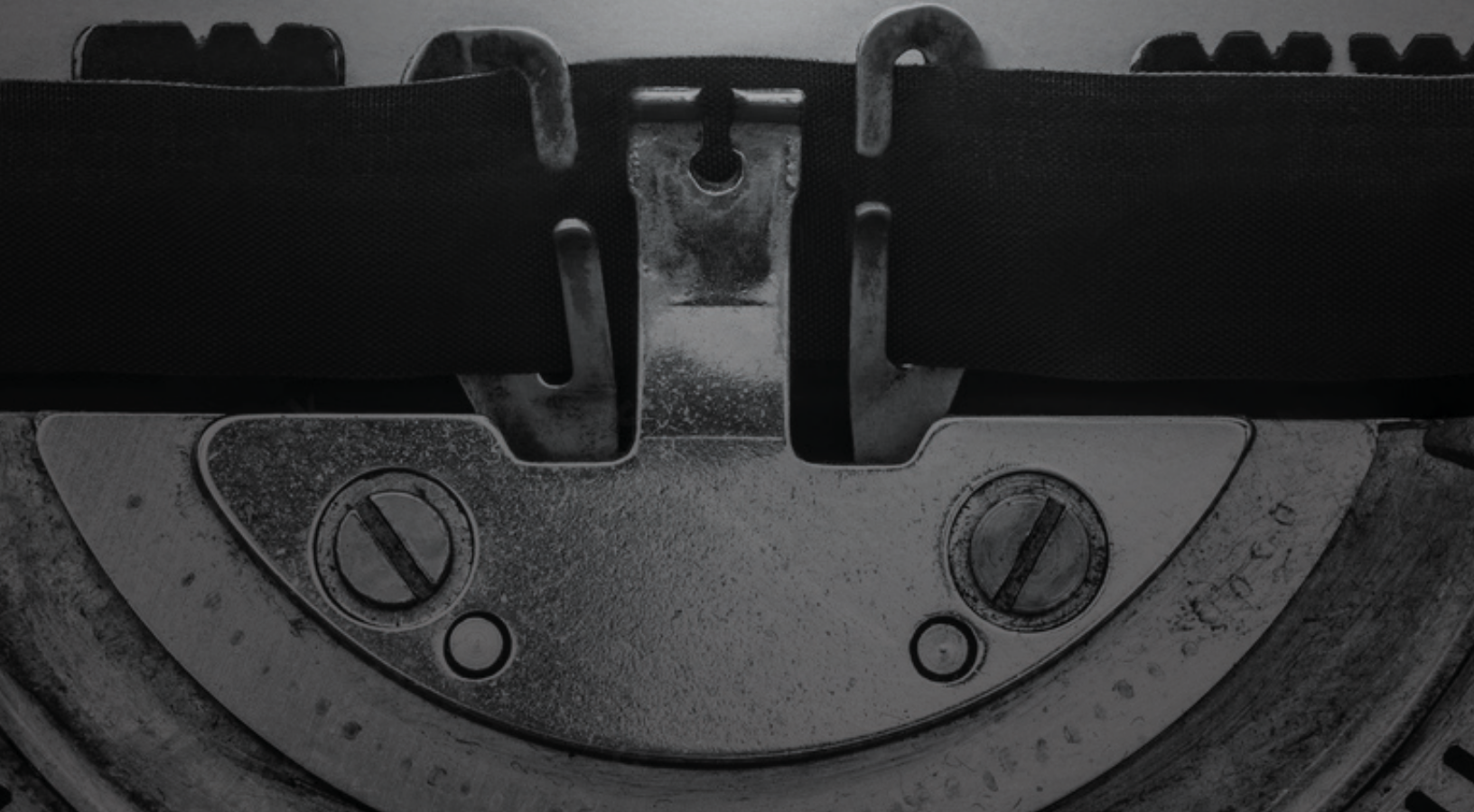
**ANNUAL  
REPORT  
2021**

SCBWI





Everyone Has a Story



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*Illustration by Maya Shakur,  
one of the 2021 Featured Illustrators*

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# A MESSAGE FROM OUR BOARD OF DIRECTORS



As a long serving member of the board of directors, I continue to be impressed by the joy and kindness, the camaraderie, intelligence, and sharing of SCBWI. The essential work of the organization remains at the core. SCBWI works to help build great writers and artists. That's done by providing a community that educates, collaborates, and supports its members.

SCBWI has taken steps to change leadership in a unique way that retains the wisdom of the founders while responding to demands for new approaches, more membership participation, and increased transparency. SCBWI will move to the next phase of new leadership. Leadership with fresh perspectives to carry on, augmenting the good work that came before it.

Recently SCBWI hired an outside diversity, equity, and inclusion firm specializing in these issues. We are in the process of working with them, reviewing our organizational structure, leadership, membership, outreach, and programming. We hired an outside law firm to advise. And another firm to assist with our transition. And while dealing with many challenges, we are finding opportunities for growth and excellence. The openness of the system has allowed helpful ideas to flow in all directions. We are a better stronger organization moving forward due to thoughtful engagement.

Trudi Ferguson  
Member, SCBWI Board of Directors



**SARAH BAKER**  
EXECUTIVE DIRECTOR



**JAMES  
DOBBS**



**TRUDI  
FERGUSON**



**LESLIE  
KING**



**STEPHEN  
MOOSER**



**DOROTHY  
PALMER**



**NETTA  
RABIN**

# A MESSAGE FROM THE ADVISORY COUNCIL CO-CHAIRS



To distinguish us from the Board of Directors, the Advisory Council has changed our name to the **ADVISORY COUNCIL**; as the name implies. We advise on initiatives and programs that benefit the Society of Children's Book Writers and Illustrators membership, making recommendations and decisions that keep the SCBWI on target with our stated mission.

The Advisory Council is drawn from creatives and experts in children's and young adult publishing, including publishers, art and editorial directors, authors, and illustrators.

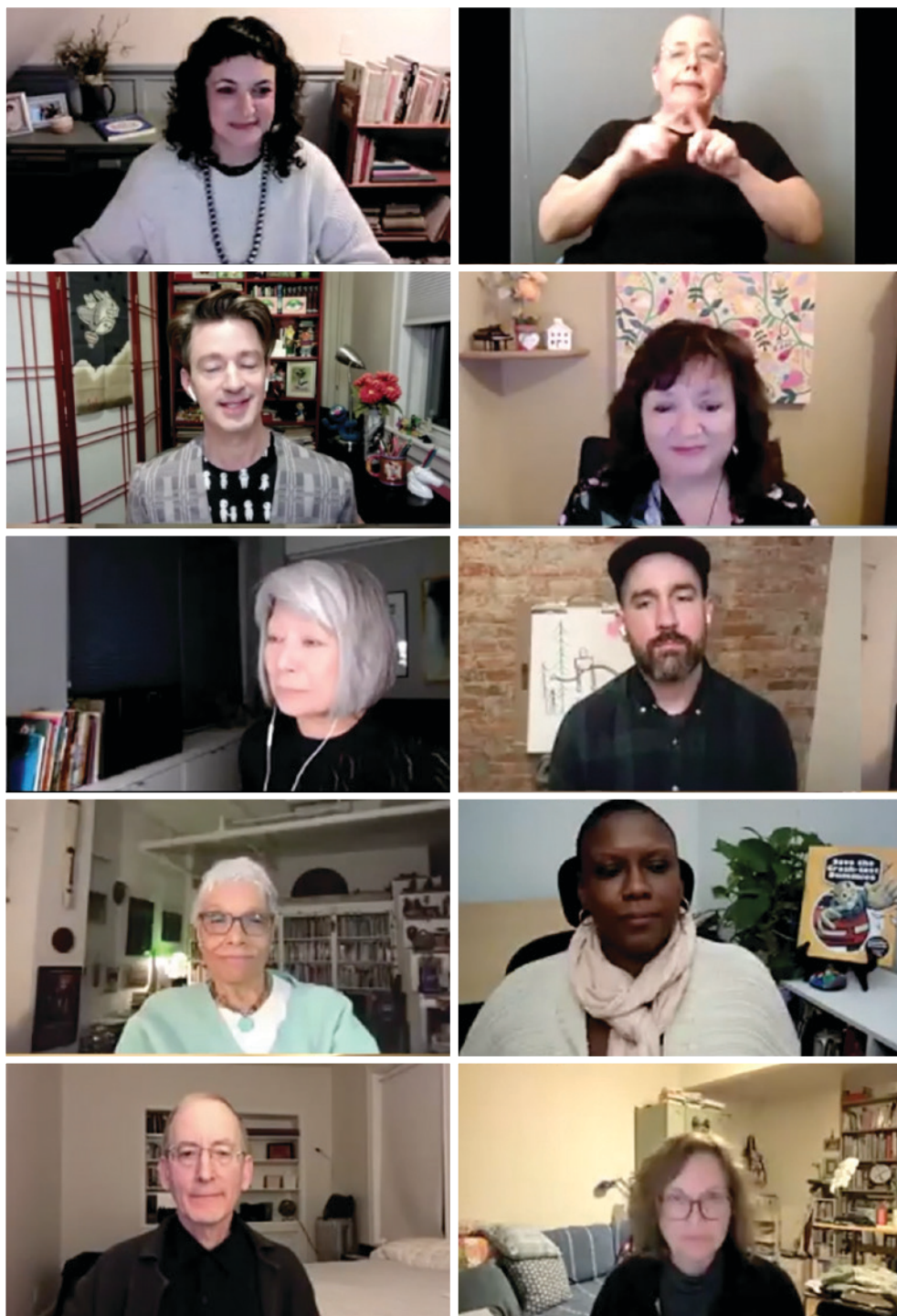
We usually meet in person after the Summer and Winter International Conferences, although last year, we rapidly transitioned to virtual meetings, which, for some of us, were held in the very dark hours and occasionally well rugged up for the cold.

## **Discussions this past year included:**

- Criteria for the Golden Kite Awards, as well as other awards
- New programs and initiatives, as well as enhancements to existing ones, including investigating more specialized conferences and self-publishing initiatives
- The Los Angeles and New York Conferences
- Reports submitted by US and international regional team leaders
- Organizational structure, including transparency and leadership transition
- How to best assist regional team members and the membership as a whole
- Expansion of diversity, equity, and inclusion (DEI) within the SCBWI and the formation of this and other Advisory Council subcommittees
- Overview of organization finances
- Relationships with other publishing associations and organizations

It's an honor for us to serve as co-chairs, along with our fellow Advisory Council members and of course the wonderful team at headquarters, to provide support and development, promotional opportunities, and exposure for writers, illustrators, and translators worldwide.

Christopher Cheng and Ellen Hopkins  
Advisory Council Co-chairs



*Members of the Advisory Council hosting a virtual event*

# OUR MISSION

The Society of Children’s Book Writers and Illustrators, a 501(c)3 non-profit organization, is the only professional organization specifically for individuals who write, illustrate, and translate books for children and young adults. Our mission is to support the creation and availability of quality children’s books in every region of the world.



Through our awards, events, and publications, we give established writers, illustrators, and translators the tools and resources to manage their careers, as well as educate those just starting out. SCBWI is also proud to serve as a consolidated voice for our members within the publishing industry.

Membership in SCBWI is open to anyone with an active interest in children’s literature, from picture books to young adult novels. We welcome aspiring and published writers, illustrators, and translators as well as librarians, educators, artists, students, dramatists, musicians, filmmakers, and others. A passion for children’s literature is our number one criterion.

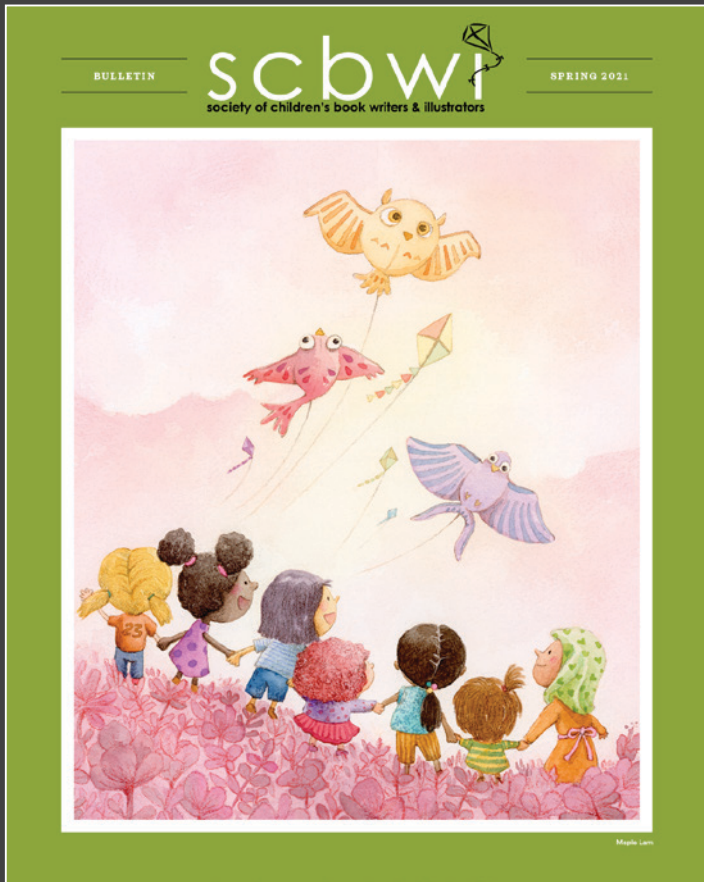
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The largest conference faculty ever of 120 professionals was present at our 50th anniversary event.

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Cover illustrations by members Maple Lam and LeUyen Pham

# OUR HEADQUARTERS STAFF

*(as of November 2021)*



**LIN OLIVER**



**SARAH BAKER**



**TAMMY BROWN**



**KIM TURRISI**



**BRANDON  
CLARKE**



**SARAH  
DIAMOND**



**CHELSEA HALL**



**AVERY  
SILVERBERG**



**JOSHUA  
SMITH**



**LAURIE  
MILLER**

## OUR REGIONAL LEADERSHIP

Ugo Anidi  
Tracy Barrett  
Priscilla Burris  
Dana Carey  
Christopher Cheng  
TeMika Grooms  
Elisabeth Norton  
Melanie Rook Welfing  
Patricia Wiles  
Mina Witteman

California,  
Texas and New York  
all have FIVE or more  
local regions.

The NEWEST  
regional chapter was  
established in Nigeria  
in 2019.

SCBWI  
has 64 US based  
and 27 global  
regions.

SCBWI  
has regional  
chapters on FOUR  
continents:  
North America,  
Africa, Asia,  
and Europe.

## OUR ADVISORY COUNCIL

Bonnie Bader	TeMika Grooms
Tracy Barrett	Ellen Hopkins
Judy Blume	Arthur Levine
Peter Brown	Alvina Ling
Priscilla Burris	Laurent Linn
Dana Carey	Susan Patron
Christopher Cheng	Ruta Sepetys
Lesla Cline-Ransome	Melanie Rook Welfing
Bruce Coville	Patricia Wiles
Pat Cummings	Lisa Yee
Matt de la Peña	Cecilia Yung
Emma D. Dryden	Paul O. Zelinsky

*Retired from the Council August 2021: Kathleen Ahrens, Laurie Halse Anderson, Meg Medina, Linda Sue Park, and Melissa Stewart.*

# FINANCES



## EXPENSES HIGHLIGHTS

Member benefits are a priority, and the budget is allocated to producing The Bulletin, the Recommended Reading List, Insight, Pro Insider, and The Book: An Essential Guide to Children's Publishing, along with other benefits. This also includes judging for the over 40 awards and grants and putting on two annual global conferences per year with faculty and speaker honorariums. SCBWI devotes a large amount of its budget to providing 25,000 members with a wide array of services and resources.

## TOTAL FY21 JANUARY - DECEMBER 2021

 **40%**

Membership Cost

 **20%**

Conference Costs

**2,900,000**

Total Expenses

 **15%**

General  
Administration

 **15%**

Awards & Grants

 **10%**

Publications

## OPERATING INCOME HIGHLIGHTS

The bulk of the operating income comes from membership dues and conference registration for the annual winter and summer events produced by SCBWI headquarters. Generous donations for the awards and grants come from Brian Selznick for the Amber Brown community grant, Meg Medina for the Volemos grant, Martin and Sue Schmitt of the 455 Foundation for the Emerging Voices award for writers or writer-illustrators, Ann Whitford Paul for writers of promising picture book manuscripts, The Ezra Jack Keats Foundation for the Ezra Jack Keats Showcase Prize for Illustration, which is awarded to a promising BIPOC illustrator, and more donations from a wide-ranging group of donors. The Authors Coalition of America, LLC also bestowed on SCBWI a generous annual award to support programs which benefit professional children's book writer and illustrators.

## TOTAL OPERATING FY21 JANUARY - DECEMBER 2021



**3,400,000**  
Total Operating Income

*These amounts are unaudited and subject to change.  
The 2021 audit will not be completed until 2022.*

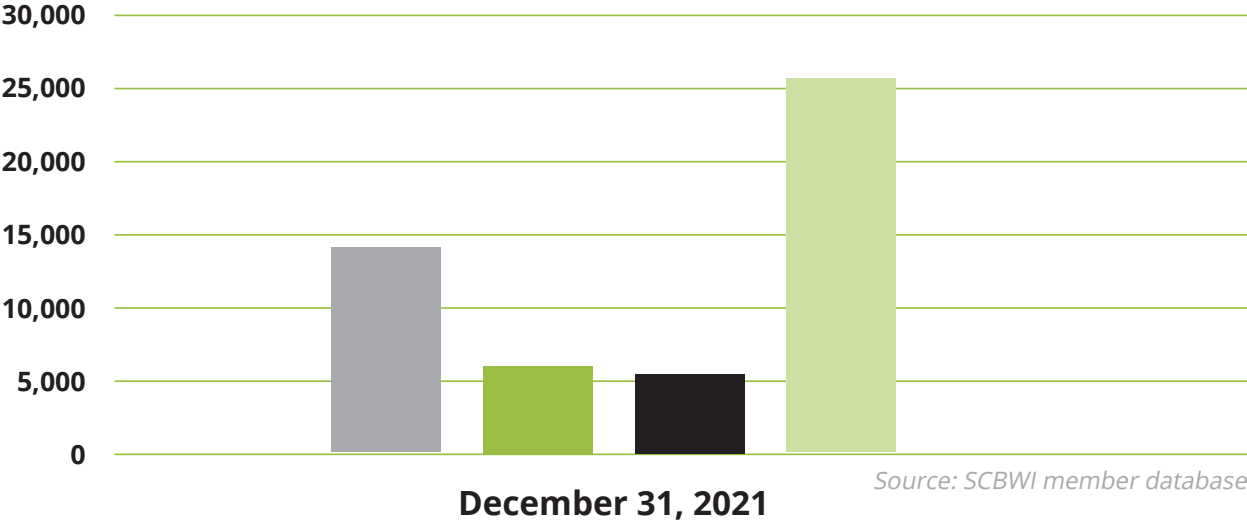
# MEMBERSHIP



2021 saw a 3% drop in overall membership from 2020, as there were slight declines in all categories.



## MEMBERSHIP 2021:





Claudia Ravalli



Xin Li

## AWARDS AND GRANTS

SCBWI awards and grants saw over 1,500 entrants across the wide range of opportunities available to members and nonmembers. These included the BIPOC scholarships to our New York and Los Angeles Conferences; the Golden Kite Awards for traditionally published members; Emerging Voices, the award that fosters new inclusive voices in children's books; the New Voices in Nonfiction Award; the Student Writer Scholarship; the Student Illustrator Scholarship; the Spark Award for independently published books; and the Book Launch Award, which provides funding to help market and promote newly published works.

*Other prominent awards, grants, and prizes endowed by the generous support from friends of SCBWI can be found in Appendix 1.*

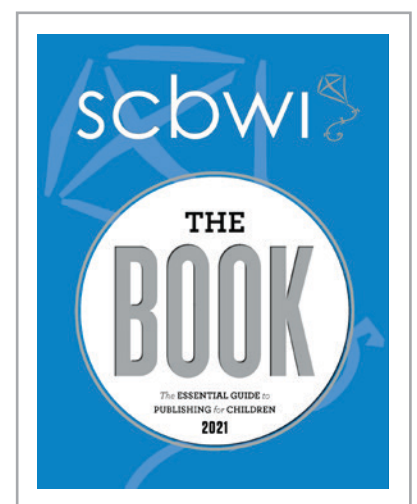
# ONLINE RESOURCES & MEMBERSHIP PROGRAMS

SCBWI makes a wide range of resource materials and promotional opportunities for our members. The focus is on those that help members learn more about their craft and expose their work to book readers and buyers.

Adding another slate of craft-centered **digital workshops** and continuing agent and editor **manuscript reviews** and art director **portfolio reviews** at our headquarters-run **online conferences** all helped give members the access and engagement with industry decision makers they've come to expect with their membership.

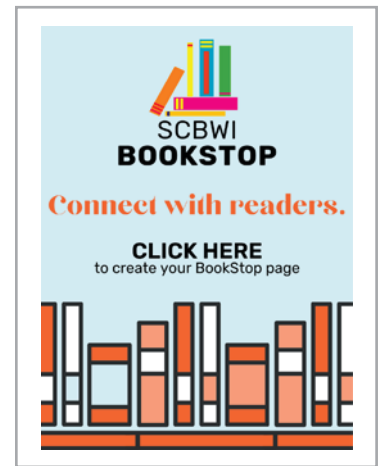
The **Illustrator Gallery** garnered over 225,000 page views of captivating artwork over the course of 2021 from people looking to connect with our illustrator members.

Our annual publication, **THE BOOK: The Essential Guide to Publishing for Children**, provides a wide array of information about the publishing business, market surveys, legal information, and Spanish language information. The Bulletin quarterly periodical takes a deep journalistic dive into the children's literature business. Both are available to current members only.





Our annual online member book promotion, **SCBWI BookStop**, brought in over 50,000 page views. More than 1,000 members browsed both traditionally and independently published titles, including picture books, middle grade and young adult books, nonfiction books, chapter books, and board/novelty books. We were also excited to see increased interest in graphic novels, leveled readers, resource books, audiobooks, and apps.



The **Recommended Reading List** switched to a monthly theme based on genre, identity, or societal topic. The goal was to put a more focused spotlight on these books. Topics included disability awareness, Hispanic Heritage Month, science fiction, world kindness, and more.

The **SCBWI podcast** saw substantial growth in 2021. The podcast garnered nearly 60,000 downloads, up from 25,000 in 2020—a 130% increase. Last year's guests included award winners Jacqueline Woodson, Daniel José Older, and Jane Yolen along with publishing industry professionals and creatives.



We hope to resume the popular **SCBWI Books for Readers** program in the near future. It's an opportunity for our PAL ("published and listed") members to donate their books to deserving nonprofits that focus on literacy and bringing high-quality books to kids and teens.



BOOKS FOR READERS donation event, Wisconsin

*More information on these resources and programs can be found in Appendix 2.*

## REGIONS

SCBWI is over 25,000 members strong with 64 active regional chapters in the United States and 27 international chapters. During the pandemic and through 2021, the regions shifted to virtual events to keep members engaged and moving forward professionally. With these high-quality events meeting the members' needs for craft and inspirational content, the regions proved once again that they're the backbone of SCBWI.



## UNITED STATES

The US Regional Advisors (RAs) continued to provide excellent guidance and leadership and create programming to assist members in their writing, illustrating, and translating endeavors. The regional online events were creatively planned, taking advantage of the flexibility provided by the internet to furnish education, foster community spirit, and support our members' literary careers in the second pandemic year. Given the low cost of online events, RAs were able to reduce registration fees, making their events accessible to more attendees. Even with many low-cost and free events, some made enough revenue to then donate funds to regions with small treasuries.

## INTERNATIONAL

Our international regions have adapted to extraordinary circumstances in extraordinary ways. Smaller regions hosted online socials and directed members to virtual offerings from headquarters and around the world, providing regular content and connection. Other regions started low-cost online programs that will continue even after in-person events resume. And some regions have turned lemons into lemonade, like Australia West: When COVID-19 prevented interstate travel for their retreat, they turned to "homegrown" talent and had local book creators give talks and workshops. Saving on flights allowed more speakers than usual, and members called it one of the best retreats ever!

BOOKS FOR READERS-Dakotas (2018)



BOOKS FOR READERS-Virginia (2019)



BOOKS FOR READERS-Florida (2018)

## MARKETING AND EVENTS

Our social media reach of over 96,000 followers promoted our member authors, illustrators, and translators as well as awards and grants, programming and content, and publishing industry news.

Both global conferences included inspirational keynote presentations, industry panels, and an opportunity to virtually pitch to editors and agents. The SCBWI Winter Conference and The Big Five-Oh! celebratory 50th anniversary conference saw a large range of authors and illustrators that attracted a worldwide audience.

We hosted thirteen digital workshops, free to all members. The digital workshops delivered craft-centered content presented by some of the biggest names in children's publishing. We also hosted Spanish-language webinars that attracted dozens of our Spanish-speaking members as well as nonmembers who were interested in SCBWI and learning more about the children's publishing market.

SCBWI joined Bookshop.org to create an affiliate online bookstore devoted to books from our conference and digital workshop faculties, member spotlight selections, Golden Kite and Sid Fleischman Humor Award winners and nominees, and Crystal Kite Award winners.

# APPENDIX 1: 2021 AWARDS & GRANTS

## FOR AUTHORS:

A.Orr Fantasy Grant  
Ann Whitford Paul Award  
BIPOC Scholarship  
Emerging Voices Award  
Karen Cushman late Bloomer Award  
General Conference Scholarship  
New Voices in Non-Fiction Award  
Out from the Margins Award \*  
Sue Alexander Award  
Student Writer Scholarship  
Volemos Grant  
Work in Progress Award

## FOR ILLUSTRATORS:

Art Spot  
Bologna Illustrator Gallery (B.I.G)  
Don Freeman Work In Progress Grant  
Draw This!  
Ezra Jack Keats Showcase Prize  
Featured Illustrator  
Narrative Art Award  
General Conference Scholarship  
New Voices in Non-Fiction Award  
Out From the Margins Award  
Portfolio Awards  
Student Scholarship  
Member of the Year Award

## PAL PUBLISHED:

Book Launch Award  
Crystal Kite Awards  
Golden Kite Awards  
JaneYolen Mid-List Author Grant  
Lee Bennett Hopkins Award  
Magazine Merit Awards  
Martha Weston Grant  
Sid Fleischman Award  
Tomie dePaola Award  
Member of the Year Award

## INDEPENDENTLY PUBLISHED:

The Spark Award  
Member of the Year Award  
Independently Published Book  
Launch Grant \*  
Pre-publication Grant \*

## STUDENTS:

Students Illustrator Scholarship  
Student Writer Scholarship

## COMMUNITY GRANTS:

Amber Brown Grant  
Disability Fund  
Emergency Fund

*\*New for 2021*

*Further information on all awards and grants here: <https://www.scbwi.org/awards-and-grants-new/>*

# APPENDIX 2: ONGOING RESOURCES

## **The Book: Essential Guide to Publishing for Children (Annual)**

<https://www.scbwi.org/online-resources/the-book/>

## **The SCBWI Bulletin (Quarterly)**

<https://www.scbwi.org/the-scbwi-bulletin/>

## **INSIGHT (Monthly)**

<http://www.scbwi.org/insight/>

## **La Cometa boletín en español (Bi-Monthly)**

<https://www.scbwi.org/la-cometa-digital-bulletin/>

## **Podcasts**

<https://www.scbwi.org/alli-indie-authors-magazine/>

## **Masterclass**

<https://www.scbwi.org/masterclasses/>

## **NEW FOR 2021**

The Indie Author (Quarterly)

## **MEMBER COMMUNICATIONS AND PROGRAMS**

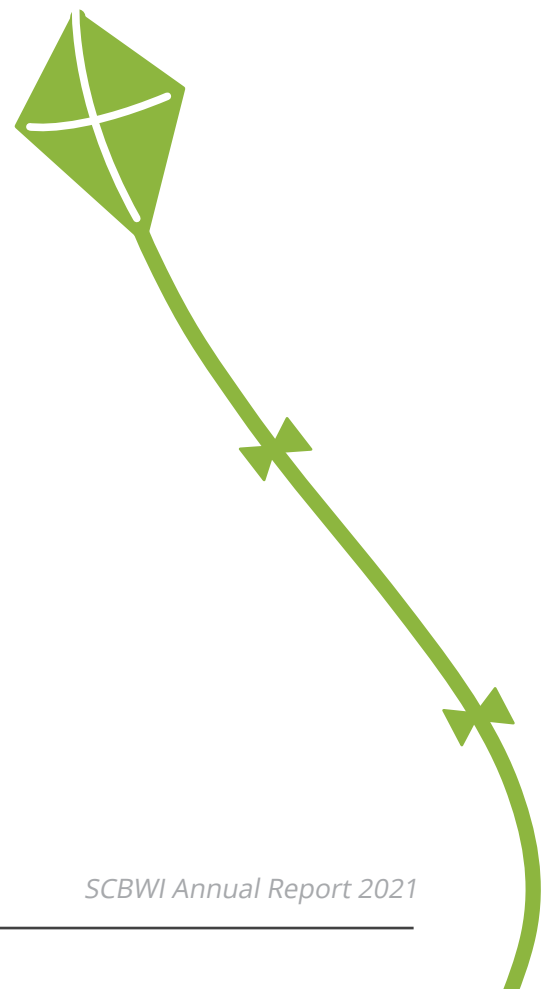
Insight (monthly)

PRO Insider (Bi-Monthly)

Recommended Reading List

SCBWI BookStop

Conference communications





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