Everyone Has a Story
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*Illustration by Maya Shakur, one of the 2021 Featured Illustrators*
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

SCBWI Annual Report 2021
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.

The largest conference faculty ever of 120 professionals was present at our 50th anniversary event.
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 regional chapters on FOUR continents: North America, Africa, Asia, and Europe.

OUR ADVISORY COUNCIL

Bonnie Bader
Tracy Barrett
Judy Blume
Peter Brown
Priscilla Burris
Dana Carey
Christopher Cheng
Lesa Cline-Ransome
Bruce Coville
Pat Cummings
Matt de la Peña
Emma D. Dryden

TeMika Grooms
Ellen Hopkins
Arthur Levine
Alvina Ling
Laurent Linn
Susan Patron
Ruta Sepetys
Melanie Rook Welfing
Patricia Wiles
Lisa Yee
Cecilia Yung
Paul O. Zelinsky

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.

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## TOTAL FY21
**JANUARY - DECEMBER 2021**

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<th>Category</th>
<th>Cost</th>
<th>Percentage</th>
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<tr>
<td>Membership Cost</td>
<td>$1,160,000</td>
<td>40%</td>
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<tr>
<td>Conference Costs</td>
<td>$580,000</td>
<td>20%</td>
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<tr>
<td>General Administration</td>
<td>$435,000</td>
<td>15%</td>
</tr>
<tr>
<td>Awards &amp; Grants</td>
<td>$435,000</td>
<td>15%</td>
</tr>
<tr>
<td>Publications</td>
<td>$250,000</td>
<td>10%</td>
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Total Expenses: $2,900,000
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

<table>
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<th>Membership Dues</th>
<th>Conference Registration</th>
<th>Donations &amp; Gifts</th>
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<tr>
<td>65%</td>
<td>20%</td>
<td>15%</td>
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$3,400,000 Total Operating Income

These amounts are unaudited and subject to change. The 2021 audit will not be completed until 2022.
2021 saw a 3% drop in overall membership from 2020, as there were slight declines in all categories.

MEMBERSHIP 2021:

Source: SCBWI member database
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.
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.

*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!
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
- Jane Yolen 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