

SCBWI

SOCIETY OF CHILDREN'S BOOK
WRITERS AND ILLUSTRATORS

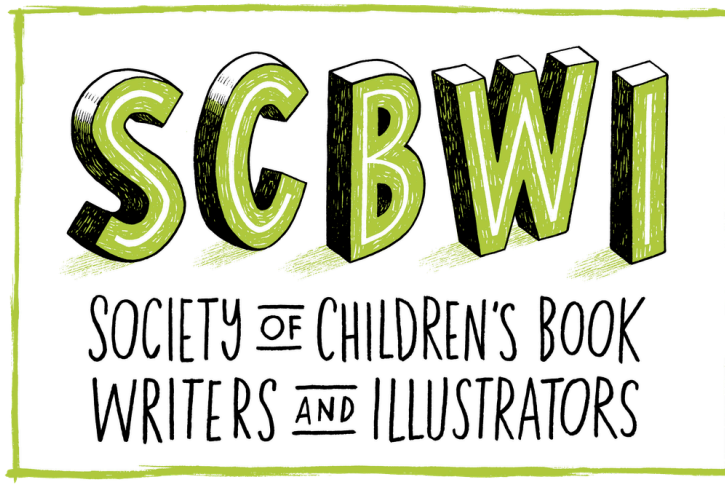


**2024 & 2025
Annual Report**

SCBWI Annual Report 2024-2025

Table of Contents

4	Message from Executive Director
6	Message from the Board of Directors
9	SCBWI Global Regions Team
10	Message from the Advisory Council
12	Membership and Member Benefits
15	SCBWI Global Regions
17	Financials Report
20	Partner Updates
22	Partnerships & Sponsors
23	Conferences & Programming
25	Awards and Grants
26	2024 Marketing & News Coverage
27	2025 Marketing & Public Engagement
28	Social Media Report
29	Impact and Legacy Fund
30	Outreach
31	Member Messages



Mission Statement

The Society of Children's Book Writers and Illustrators (SCBWI) is a 501c3 nonprofit and the preeminent membership organization for children's book creators. We are a global community of writers, illustrators, translators, publishers, librarians, advocates, and other industry professionals working to establish a more imaginative and inclusive world through the power of children's literature.

Our mission is to support the creation of an abundance of quality children's books, so that young people everywhere have the books they need and deserve.

Vision Statement

We believe there can never be too many good children's books, and this simple belief guides everything we do. We are committed to breaking down barriers and opening doors for everyone with a story to tell. By harnessing the collective power of this vibrant global community, we make the children's publishing industry more inclusive and elevate the art of children's literature.

Values

Creativity We take children's books seriously as an art form, and provide a range of tools, content, education, and events that nurture the limitless imaginations and creativity of our members.

Connection No one does this alone. We celebrate the power of connection and strive to ensure our members find lasting and meaningful community through our organization.

Professionalism We conduct our business with integrity. Guided by principles of transparency and accountability, we set standards that members can rely upon, follow through on our commitments, and take responsibility for our actions.

Message from our Executive Director

SCBWI represents over 20,000 members worldwide whose creativity and drive inspire us every day. Our mission is to support them in the most effective and meaningful ways we can imagine.

This is a global effort. Everyone—from staff to volunteer leadership—is dedicated to seeing our members succeed. I'm proud of this work, and over the last two years, I believe that SCBWI has solidified its values and strengthened its programs so we can remain the premier children's book organization for the foreseeable future.

Thank you to our members for your inspired participation. This work is a calling: we make things of lasting and limitless value for young people, and it has never been more challenging. We appreciate your trust in us as a partner on this mission.

Supporting our membership also means defending creative and intellectual freedom, promoting broad inclusivity, and celebrating human accomplishment. SCBWI has been privileged to push back against censorship and generative AI in children's literature on behalf of our community of varied and diverse individuals.

And that's what we are: a community. No one better embodies that powerful community spirit more than the volunteers on the Regional Teams. They are the heart of SCBWI, fostering creative communities around the world and spreading the joy of children's literature.

The story continues. In the coming months and years, we'll be introducing new member benefits, deepening connections across our membership, and offering expanded support and advocacy through our growing network of partners.

We're excited to keep building this work so you can continue doing what you love. I can't wait to see what you create next.



Sarah Baker
Executive Director





Sarah Baker
Executive
Director



Kim Turrisi
Vice
President



Tammy Brown
Director, Marketing
and Communications
Strategy



Patricia Wiles
Director,
Regional Team
Management



Sarah Diamond
Associate Director, Digital
Content and Awards



TeMika Grooms
Manager,
Design and Illustration



Chelsea Hall
Manager,
Social Media



Laurie Miller
Manager,
Events
and Special Projects



Laura Burris
Member Support
Associate



Joy Jones
Administrative
Assistant

SCBWI Headquarters Staff

Message from the Board of Directors

For 54 years, SCBWI has been a cherished creative and professional home for writers, illustrators, and translators. And at the heart of it all is our singular global SCBWI community, filled with talented and visionary creators. From small regional connections to large international conferences, not only are we a community for members, but for all in the children's publishing world.

The importance of our member community is one of the guiding lights for us on the Board of Directors. Through the many ups and downs over the past years, we have been in awe of the impressive programs, opportunities, and connections our volunteer Regional Teams have created, building and strengthening these communities in such positive ways. Seeing how you come together to craft meaningful stories and art for all children and teens brings hope. Our volunteers and members inspire all of us at SCBWI.

Since I joined the Board of Directors in 2024, it has been an honor to see the dedication and ingenuity of the SCBWI staff up close, each bringing their own unique talents to what they do. The Board's focus over the past two years has been to build upon SCBWI's solid foundation. We are making sure our organization has a secure base on which to grow and stay current in needed and important ways—all while being true to what makes SCBWI so unique: our members.

Thank you for being such an important part of our special community!

Laurent Linn

SCBWI Board President



Laurent Linn
Board President



Netta Rabin
Board Member



Jon Cawthorne
Board Member



Sarah Baker
Board Member/
Executive Director



Laurent Linn
Board President

Laurent is an art director and designer for picture books, middle grade, and teen novels with both celebrated and new illustrators. He is also the author/illustrator of the YA novel, *Draw the Line*. Laurent is the President of the SCBWI Board of Directors and is Co-chair of the SCBWI Advisory Council. He is also Artistic Advisor for the Original Art exhibit at New York's Society of Illustrators. Laurent began his career as a puppet designer/builder in Jim Henson's Muppet Workshop for shows including the Muppet Christmas Carol and Muppet Treasure Island films, eventually becoming Creative Director for the Sesame Street Muppets, winning an Emmy Award.



Netta Rabin
Board Member

Netta is the Kid's Publisher for Phaidon Books, where she creates award-winning books, working with many of the world's most influential writers and illustrators including Tomi Ungerer and Herve Tullet.

She began her publishing career in a small design studio before moving on to both major and independent houses, including Reader's Digest, Penguin Random House, and Workman Publishing. Before Phaidon, she served as the Publisher and Creative Director of Klutz, a division of Scholastic.

Throughout her career, Netta has been dedicated to creating beautiful, thoughtful books that inspire and engage children of all ages. She has collaborated with renowned artists, innovators, and writers, including Eric Carle, R.J. Palacio, and Jordan Matter.

While she has developed and launched hundreds of products, her greatest achievements remain performing as a professional belly dancer for Beyoncé's 21st birthday—and being a mom to three amazing boys.



Jon Cawthorne
Board Member / Treasurer

Dr. Jon E. Cawthorne is currently a Librarian IV (tenured). He is the co-founder and president of Healthy Leadership Ecosystems, a consulting firm dedicated to leadership development improvements in organizational cultures. He recently served as the dean of Wayne State University Library System in Detroit, Michigan, where he presided over administrative leadership and vision for five libraries, including the medical and law libraries, and the Walter P. Reuther Library of Labor and Urban Affairs, which houses the world's largest labor archives. Cawthorne also leads the ALA-accredited Wayne State School of Information Sciences, the only Master's-only program nationally ranked in the top 25 Library and Information Studies Programs by U.S. News & World Report. His published research bridges the realms of diversity, libraries, organizational culture, and leadership with a shared focus on models that anticipate and plan for rapid change and the future through strategic capacity building and workforce development.



Sarah Baker
Board Member/
Executive Director

Sarah Baker is the Executive Director of SCBWI, where she leads the SCBWI staff and works closely with the Board of Directors, the Advisory Council, and the Global Regional Teams. She joined the SCBWI staff in 2011. Sarah graduated from the University of California, Santa Barbara, with a major in Studio Art and began her career in children's book publishing at Penguin Young Readers Group, where she designed children's books. Sarah is also a children's book illustrator, with her debut illustrated picture book, *Becca & Bubbe's Bucket List*, written by Laura Gehl and published by Rocky Pond Books, coming out in May 2026.

SCBWI regions are run by dedicated volunteer leaders who coordinate communications, activities, and events so our members can enjoy the benefits of belonging to a creative community.

Members of the Global Regional Leadership Team are volunteers with many years of combined experience as regional leaders. Along with volunteer training and support, their insight, counsel, and collective wisdom help SCBWI establish policies and guidelines for regional operations.



Patricia Wiles
Director,
Regional Team
Management



Melanie Rook Welfing
Global Regions
Coordinator -
International



Elisabeth Norton
Assistant
International Advisor



Ugo Anidi
Assistant
International Advisor



Avery Fischer Udagawa
Global Translator
Coordinator



Jerry Bennett
United States Illustrator
Coordinator



Dana Carey
International Illustrator
Coordinator

SCBWI Global Leadership Team

Message from the Advisory Council

SCBWI's Advisory Council is made up of a cross-section of the children's book community and includes authors, illustrators, translators, publishers, editors, art directors, and agents, as well as SCBWI volunteers from the Global Leadership Team.

As the Advisory Council, we provide guidance to Headquarters on a variety of topics, both local and global, including censorship and book bans, regional initiatives, and SCBWI policies. In this way, the Advisory Council provides support for SCBWI's mission to promote the creation and availability of quality children's books in every region of the world.

In 2024, it was decided to no longer hold an Advisory Council meeting at the Winter Conference. Instead, we now hold the meetings twice a year virtually so that more Advisory Council members can attend. This year we met in March and October.

Our meetings included updates from Headquarters and the Board of Directors. We discussed the international conferences (in-person and virtual Winter Conferences, virtual Summer Conference), as well as SCBWI's presence at the Children's Book Fair in Bologna, Italy. We celebrated the launch of SCBWI University and heard highlights from our regions around the world, as well as challenges facing our Regional Teams in the USA and abroad.

In early 2025, we took stock of our Advisory Council subcommittees. Our subcommittees allow us to take advantage of the tremendous depth of knowledge and experience of the Advisory Council members to approach specific challenges, such as the impact of Generative AI on our industry. At our meeting in October, the various subcommittees reported back on their activities. These included exciting plans for our illustrator members, updates on special awards and grants, and recommendations for supporting our members in the changing landscape of publishing, especially with regard to the rise of self-publishing. We also celebrated the SCBWI Stephen Mooser Member of the Year – Congratulations to Debbie Ridpath Oh!

The SCBWI Impact and Legacy Fund, created to support the charitable activities and community purposes of SCBWI, reported back on their wonderful initiatives to tangibly support schools, libraries, and small independent bookstores struggling in the current climate.

We are honored to serve as co-chairs on the Advisory Council, supporting SCBWI, its volunteers and members around the world.



Laurent Linn

Board President, Advisory Council
Co-Chair



Melanie Rook Welfing

Global Regions Coordinator-
International, Advisory Council Co-Chair

SCBWI Advisory Council



Ugo Anidi
Assistant International Advisor



Dana Carey
International Illustrator Coordinator



Jerry Bennett
US Illustrator Coordinator



Christopher Cheng
Author



Bruce Coville
Author



Pat Cummings
Author, Illustrator



Matt de la Peña
Author



Emma D. Dryden
Author, Editor



Ellen Hopkins
Author



Alvina Ling
Editor



Laurent Linn
Art Director, Author, Illustrator,
Co-Chair, Advisory
Council



Stephen Mooser
Co-Founder, Author



Elisabeth Norton
Assistant International Advisor



Debbie Ridpath Ohi
Author, Illustrator



Lin Oliver
Co-Founder, Author, Managing
Director of Impact and Legacy
Fund



Lesa Cline Ransome
Author



Ruta Sepetys
Author



Avery Fischer Udagawa
Global Translator Coordinator



Melanie Rook Welfing
Author, Global Regions Coordinator -
International, Co-Chair, Advisory
Council



Cecilia Yung
Art Director, Illustrator



Paul Zelinsky
Author, Illustrator

Membership and Member Benefits

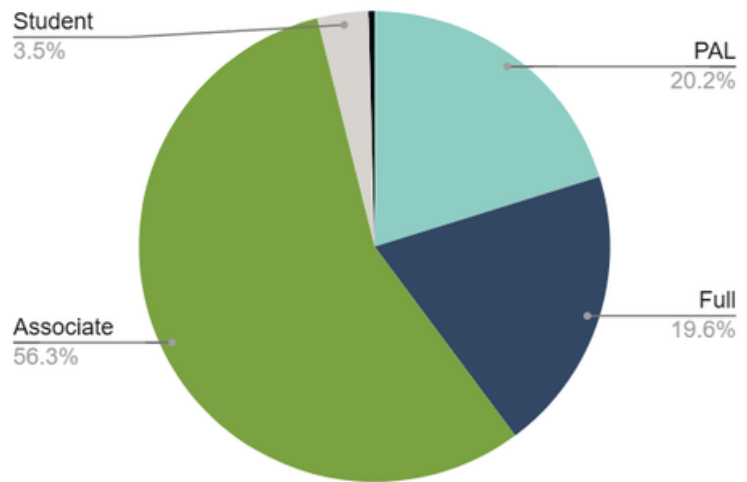
2024 Membership

Although the Society of Children’s Book Writers and Illustrators is headquartered in the United States of America as a non-profit 501 c3 organization, we have members all over the world and a presence in 76 Global Regions worldwide. Our diverse membership includes writers, illustrators, translators, agents, editors, art directors, and various industry professionals and children’s book advocates. We all share the belief that fostering community, honing skills, and maintaining professionalism are fundamental to the creation of exceptional books for young readers.

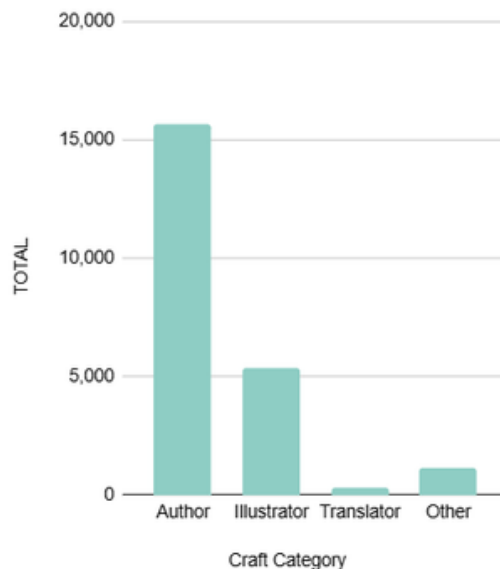
Premium	TOTAL
PAL	4,547
Full	4,413
Associate	12,661
Student	790
LDC	93
CATEGORY TOTAL	22,504
Craft Category	TOTAL
Author	15,696
Illustrator	5,347
Translator	295
Other	1,166
CRAFT TOTAL	22,504

The Craft Category labeled as “Other” includes memberships for industry professionals and the ecosystem system of book sellers, librarians, educators, students, and those who select the membership category of “Other” upon registration.

2024 Membership



2024 TOTAL vs. Craft Category



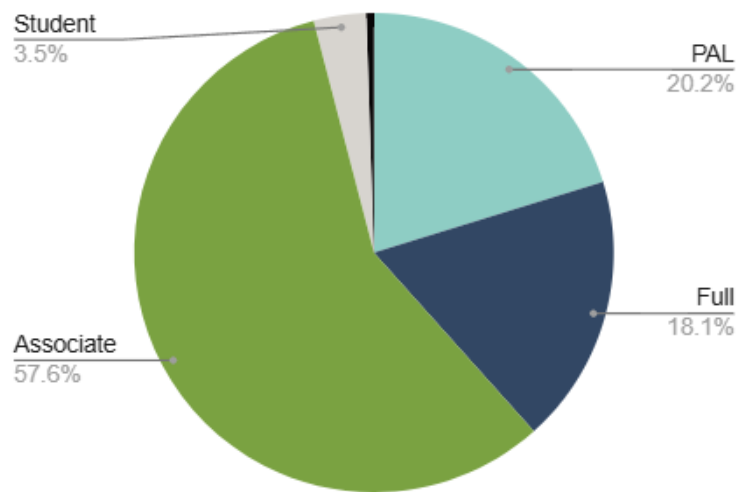
Membership and Member Benefits

2025 Membership

Premium Category	TOTAL
PAL	4,447
Full	3,989
Associate	12,656
Student	778
LDC	113
CATEGORY TOTAL	21,983
Craft Category	TOTAL
Author	16,570
Illustrator	5,381
Translator	256
Other	-224
CRAFT TOTAL	21,983

The Craft Category labeled as "Other" includes memberships for industry professionals and the ecosystem system of book sellers, librarians, educators, students, and those who select the membership category of "Other" upon registration.

2025 Membership



2025 TOTAL vs. Craft Category



Membership and Member Benefits

SCBWI Global Regions

We are fueled through the efforts of 250 Regional Team Leaders and their local volunteers who are the touch points for our members at a geographic level. They lead with passion and purpose as they support a community that is creating children's books for the next generation of readers.

[Click here to view the full list of SCBWI Global Regions](#)

Benefits of Joining SCBWI

Global Access to the World of Children's Book Publishing

SCBWI membership benefits include access to workshops and conferences that offer opportunities for professional networking. The organization provides several awards for writers, illustrators, and translators that shape the trajectory of children's book careers. Our members have opportunities to share their work in portfolio showcases, on SCBWI.org Illustrator Gallery and Member Bookstore, in-person and online critiques, and professional portfolio, manuscript, and website reviews at our events. SCBWI is a global non-profit organization supported by regions that develop events across the globe. All Premium Members, no matter where they are located in the world, have access to online events.

These touchpoints give our aspiring creatives and published members opportunities to build industry connections and contribute to a global community of children's book creators.



SCBWI Global Regions

Patricia Wiles, Director, Regional Team Management

SCBWI spans the globe with 78 regions, each run by a group of dedicated, volunteer leaders called the “Regional Team.” These teams host events and activities for their local members, and are the creative and logistical hubs for their local children's book communities. Members are encouraged to select a home region in their online portfolio on scbwi.org, which lets them stay current with all the latest news from their region. Members can also "follow" other regions they're interested in.

Regional Teams are led by Regional Advisors (RAs), and are supported by Assistant Regional Advisors (ARAs). Illustrator Coordinators (ICs) specifically support the region's illustrator members. Translator Coordinators (TCs) support the region's translator members.

Regional Teams receive support and guidance from the Global Leadership Team, composed of high-level volunteers with years of Regional Team service and experience. They are led by SCBWI's Director of Regional Team Management.

243 Regional Team members serve around the world

- 99 RAs/Co-RAs
- 72 ARAs/Co-ARAs
- 70 ICs/Co-ICs
- 2 Translator Coordinators

[Click here to see the list of all Global Region locations and leadership on our website](#)



SCBWI Global Regions (continued)

Region Highlights:

- There are 27 global regions, including International Central, which serves SCBWI members without a geographically defined region.
- In 2025, the British Isles region was restructured into five new regions: Scotland, England North, England Midlands, England South and London, and Wales, with members from Northern Ireland officially folded into the already-active Ireland region.
- 2025 marked the first year a Regional Advisor was officially appointed to oversee the International Central region. Previously, the region was overseen by a member of the Global Leadership Team.
- In 2024, testing began on a new financial model for regions that would lessen the administrative burdens of Regional Advisors, and allow regions to host paid events. Following this success, implementation began across all regions in 2025 with complete coverage by the close of the year.
- In 2025, a new website feature launched allowing premium members to select their geographic home region, and to follow other regions of interest to them.
- Thousands of local volunteers assist the Regional Teams. They curate newsletters, social media accounts, and website content.
- Between April 2024 and December 2025, regions from around the world hosted 292 virtual events, providing high-quality educational programs at fair, affordable prices.
- Our regions also hosted hundreds of in-person gatherings, such as retreats, conferences, and local networking events.
- SCBWI's Regional Teams work tirelessly to foster a welcoming and broadly inclusive community where writers, illustrators, and translators are supported as they develop their careers and unique gifts for the benefit of young readers.



Financial Report

Fiscal Years ending December 31, 2024 and 2025 Breakdown of non-personnel program expenditures

As a global organization, we are proud to celebrate the talented writers, illustrators, and translators who make SCBWI membership so meaningful. Over the past two years, our leadership has been focused on building a stronger financial foundation by prioritizing the hiring of qualified fiscal personnel, refining financial procedures, and modernizing organizational practices. Our annual external audits continue to demonstrate that SCBWI's financial practices are well aligned with nonprofits of comparable size, giving our members and us confidence in our stewardship.

The charts offer a high-level overview of revenue and expenses for 2024 and 2025. Alongside these figures, we are pleased to share several strategic decisions that have meaningfully improved our financial position during this period.

A significant highlight is our New York Conference's move to the Marriott Marquis, beginning in 2026 through 2030, which is expected to considerably reduce conference operating costs over the coming years. On the technology front, ongoing enhancements to our website include a new payment system with improved tools that make membership renewals easier for our members. We are also genuinely excited about growth in both our global and student memberships, a true reflection of the value our community continues to find in SCBWI.

Taken individually, each of these achievements represents meaningful progress. Together, they paint an encouraging picture for the future and set the stage for continued positive reporting in the years ahead.



Jon Cawthorne
Board Member / Treasurer

Financial Report (continued)

Fiscal Years ending December 31, 2024 and 2025 Breakdown of non-personnel program expenditures

SCBWI REGIONS

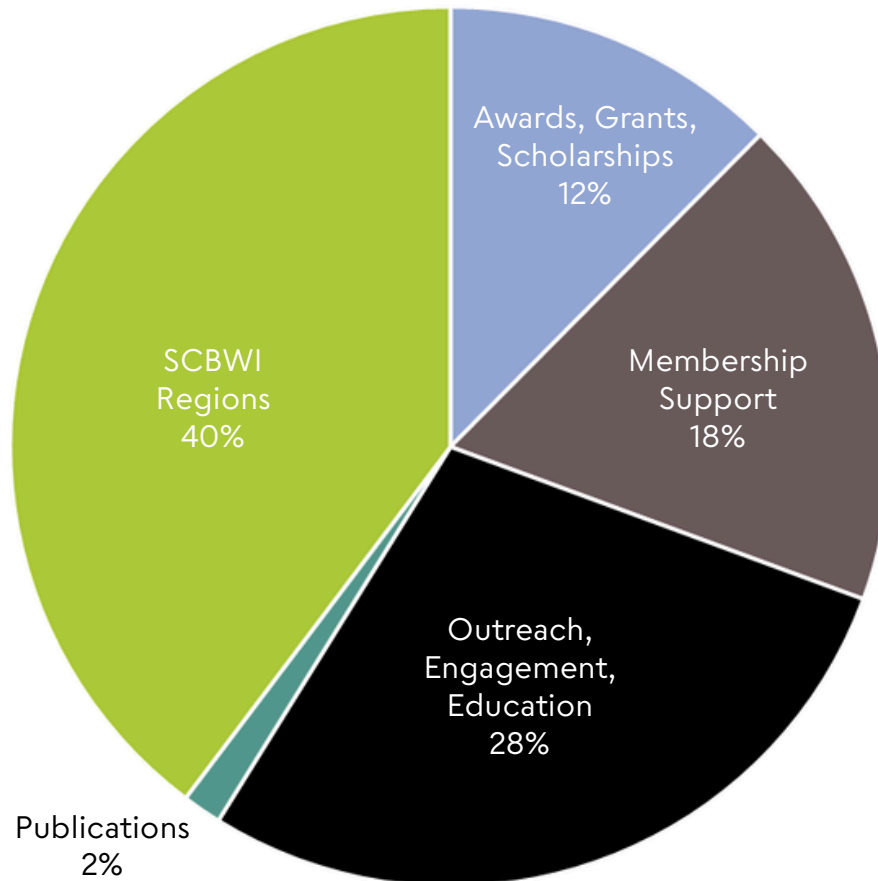
Funding provides 80 regions with valuable tools required for programming, outreach, administration, and a centralized finance system. Regions also receive grants to support their in-person and virtual programs.

AWARDS

Donor and in-house funding make awards and grants possible. These funds are available to members to help them elevate their craft.

MEMBERSHIP SUPPORT

Funds provide regions with tools required for programming, and HQ with Zendesk communications system.



PUBLICATIONS

Support for design, production, and guest article writers.

OUTREACH

Podcast production, NCTE PAL panel support, Bologna Book Fair exhibit costs, SCBWI Blog guest writers and production

Financial Report (continued)

Fiscal Years ending December 31, 2024 and 2025 Breakdown of non-personnel program expenditures

Statement of Financial Position

Society of Children's Book Writers and Illustrators
As of December 31, 2025

TOTAL		
	As of December 31, 2025	As of December 31, 2024 (PY)
Assets	\$2,999,945.46	\$2,979,789.76
Liabilities and Equity		
Liabilities	\$1,282,172.29	\$1,417,499.98
Equity	\$1,717,773.17	\$1,562,289.78
Total for Liabilities and Equity	\$2,999,945.46	\$2,979,789.76

Statement of Activity

Society of Children's Book Writers and Illustrators
January-December, 2025

TOTAL		
	Jan 1 - Dec 31 2025	Jan 1 - Dec 31 2024 (PY)
Income	\$2,969,885.89	\$2,868,142.16
Gross Profit	\$2,969,885.89	\$2,868,142.16
Expenses	\$2,762,460.96	\$2,976,840.80
Net Operating Income	\$207,424.93	-\$108,698.64
Other Income	-\$51,058.43	\$52,443.36
Other Expenses		
80000 Depreciation	883.11	2,370.35
Total for Other Expenses	\$883.11	\$2,370.35
Net Other Income	-\$51,941.54	\$50,073.01
Net Income	\$155,483.39	-\$58,625.63

Partner Updates

At SCBWI, we believe that forging partnerships with other organizations enhances our ability to make a meaningful difference in the children's book industry and the lives of our members, as well as young people around the world. We are proud to share our expanding list of official partners, each carefully selected to resonate with SCBWI's mission, vision, and values.



The Children's Book Council (CBC) is the nonprofit trade association of children's book publishers in North America, dedicated to supporting the industry and promoting children's books and reading.



Association of American
Literary Agents

The Association of American Literary Agents is the preeminent organization of and for professional literary agents in the United States. The AALA is dedicated to advocating for its members in a fast-changing publishing environment, and helping its members develop and maintain their professional skills. For authors, AALA provides a searchable database of members for writers seeking representation. All AALA members must adhere to the Canon of Ethics, meaning that authors can be confident that our agents pledge to follow the highest standards of professional conduct in serving the needs of their clients.



Authors Coalition of America, LLC

The Authors Coalition of America LLC (ACA) is twenty-three American organizations, representing over 85,000 authors, artists and photographers, united to receive foreign reprographic royalties and direct them to benefit every American creator.



The Diverse Books for All Coalition is a national consortium of nonprofits and membership organizations working together to increase access to affordable, high-quality children's books by and about diverse races and cultures.



SCBWI members get a special 20% discount on IBPA membership if they join. Receive access to over a hundred benefits that are specially designed to help members thrive as an independent publisher, as well as tools to help sell books into key sales markets.



Unite Against Book Bans is a national initiative to empower readers everywhere to stand together in the fight against censorship.

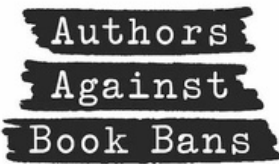
Partner Updates (continued)



The Latinx Kidlit Book Festival is a FREE virtual celebration of Latinx KidLit authors, illustrators, and books for all students, educators and book lovers around the globe. The Festival offers a combination of educational materials and virtual literary content in the form of panels, craft sessions and illustrator draw-offs with best-selling and award-winning Latinx authors and illustrators of picture books, middle grade, young adult, graphic novels, comic books and poetry. The sessions are geared toward all schools, educators, students and book lovers, not just those identifying as Latinx. Everyone is welcome!



Lee & Low Books is the largest multicultural children's book publisher in the country. We are also one of the few minority-owned publishing companies in the United States.



We are Authors Against Book Bans. We stand united against the deeply unconstitutional movement to limit the freedom to read. We unequivocally support the availability of diverse voices on our library shelves, in our schools, and in our culture. We pledge to band together against the oppression of literature, to speak when our voices are silenced, to go where our bodies are needed, and to fight as one to ensure this freedom.



Every generation of Americans faces new and significant challenges to free expression. For almost 50 years, NCAC has acted as a first responder to protect this freedom, which is both a fundamental human right and a keystone of democracy in the ever-changing American nation. We promote freedom of thought and inquiry and oppose censorship. When controversy occurs, we encourage and facilitate dialogue between divergent voices and perspectives, including those that have historically been silenced.

Partnerships & Sponsors

Tammy Brown, Director, Marketing and Communications Strategy

Throughout 2024-2025, SCBWI strengthened its impact by initiating partnerships with organizations and institutions whose mission, vision, and values overlap with our own. These partnerships compounded our efforts in advancing the fundamental "freedom to read" principle—a core tenet of intellectual and creative freedom—while also expanding opportunities for our members.

An essential initiative in this work is UNbanning Books, SCBWI's ongoing video series featuring publishers, leading free speech advocates, and frequently challenged authors. 2024's inaugural program was produced in partnership with Authors Against Book Bans, the Diverse Books for All Coalition, the American Library Association's Freedom to Read Foundation and Unite Against Book Bans, Levine Querido, and the National Coalition Against Censorship. In 2025, the follow-up event, UNbanning Books: Bold Creators Take a Stand focused on creators' firsthand experiences with censorship, featuring authors Jerry Craft and Gayle Forman alongside librarians, publishers, and advocates.

Through this series—free and open to everyone—SCBWI works to amplify urgent conversations about censorship both for its members and the wider community. Recordings of SCBWI's related advocacy programming are available on our YouTube channel.

SCBWI also brought these partnerships to our New York conference where representatives engaged with attendees, highlighting the urgency of fighting censorships, and providing tools for direct, community action.

Additionally, support from new sponsors helped expand access to timely information, professional insight, and practical guidance across both our conferences and year-round education programs. Their partnership—including Hollins University, the New School's MFA program in children's literature, BookBaby, and OnPress Printing—is vital to SCBWI's commitment to learning, craft development, and long-term career sustainability.



These partnerships compounded our efforts in advancing the fundamental "freedom to read" principle—a core tenet of intellectual and creative freedom—while also expanding opportunities for our members.

Conferences & Programming

Kim Turrisi, Vice President

Every year, SCBWI produces one in-person international conference, and two virtual conferences held in the winter and summer. These virtual conferences, and our year-round virtual programming, significantly expanded inclusion and lowered access barriers for our members. Every virtual session is available on-demand for 30 days post-event.



2024 Highlights

A sold-out success, over 800 people attended our flagship in-person conference in Manhattan, New York featuring:

- Keynotes by UK Poet Laureate Joseph Coelho, James Ransome, and a live interview with Cece Bell.
- Sixteen craft intensives led by creators such as Catia Chien, Kate Messner, and Emily X.R. Pan.
- One-on-one critiques with editors, agents, and art directors.
- Networking events and social gatherings.

The Virtual Winter Conference brought global participation and featured:

- Keynotes from Kate DiCamillo and Felicita Sala.
- Industry panels focused on career growth and authenticity.
- Thirty-six break-out sessions across targeted tracks.
- Round Table pitch sessions, plus "Bonus Pitch Day."

The Virtual Summer Conference continued the momentum with:

- Keynotes from Lisa Yee, Frank Morrison, and Caldecott Medalist, Doug Salati.
- Twenty-seven break-out sessions.
- Roundtable pitch sessions with agents and editors.

Ongoing programming in 2024 included:

- Four *Drawn to Words* events with PEN America, featuring Angie Thomas and Elana K. Arnold. In collaboration with PEN America.
- Six digital workshops, including one in Spanish.
- Five special events for regional teams
- Marketing summit with editor Deborah Halverson.

Conferences & Programming (continued)

2025 Highlights

The Winter in-Person Conference in New York sold out once again with:

- Keynotes from Erin Entrada Kelly and Sophie Blackall, plus an on-stage interview with Peter Brown.
- One-on-one critiques with editors, agents, and art directors.
- Sixteen craft intensives.
- Portfolio Showcase exhibiting the work of over 200 illustrators for industry professionals.
- A special event at Society of Illustrators.

The Winter Virtual Conference featured:

- Keynotes from Torrey Maldonado and Vanessa Brantley-Newton.
- Contemporary industry and craft panels.
- Deep Dive intensives with celebrated creators.

We also launched SCBWI University (SCBWIU), a new and exclusive program for members with three tracks: The Picture Books Series, The Artist Series, and the Non-Fiction Series.

- SCBWIU met with instant success and became a valuable new revenue stream.

Free Digital workshops throughout 2025:

- Marketing summits, publishing training, and a Spanish language session.

We also made our presence felt at the Bologna Book Fair, hosting a lively panel, and throwing the party of the season at Libreria Trame.



Awards and Grants

Sarah Diamond, Associate Director, Digital Content and Awards

2024 - 2025 Awards and Grants

SCBWI offers thirty individual awards and scholarships for authors, illustrators, and translators at all stages of their careers. In addition to free conference tuition and exclusive benefits, SCBWI offers a combined total of \$34,600 in cash prizes every year. Our recent Bologna Scholarship provides one talented illustrator with a trip to the Bologna Children's Book Fair in Italy. Other popular awards include the Work-in-Progress Award, which exists to launch writers with strong unpublished manuscripts, and the Emerging Voices Award, for creators from an underrepresented community. SCBWI also hosts the Golden Kite Awards, annually awarding the best books published by SCBWI members in seven categories, with the winners announced at a live broadcast ceremony.

View all SCBWI award and grant opportunities here: <https://www.scbwi.org/awards-and-grants>

FOR WRITERS:

- A.Orr Fantasy Grant
- BIPOC Scholarship
- Emerging Voices Award
- Karen Cushman Late Bloomer Award
- General Conference Scholarship
- Volemos Grant
- Work In Progress Award

FOR ILLUSTRATORS:

- Bologna Illustrator Scholarship
- Don Freeman Work In Progress Grant
- Draw This!
- Ezra Jack Keats Showcase Prize
- Featured Illustrator
- Narrative Art Award
- General Conference Scholarship
- Portfolio Showcase Awards
- Student Illustrator Scholarship

PAL PUBLISHED:

- Book Launch Award
- Crystal Kite Awards
- Golden Kite Awards
- Sid Fleischman Award

INDEPENDENTLY PUBLISHED:

- The Spark Award
- Independently Published Pre-publication Grant

COMMUNITY GRANTS:

- Amber Brown Grant
- Member of the Year Award



2024 Marketing & News Coverage

Tammy Brown, Director, Marketing and Communications Strategy

SCBWI's marketing and publicity efforts focused on mission-driven storytelling to amplify our values, strengthen member engagement, and advance advocacy for children's literature. Our work emphasized public-facing advocacy, professional development, and increased visibility for our membership worldwide.

Advocacy in Action

- Partnered nationally to oppose books bans and defend access to children's literature.
- Centered inclusion, creative growth, and the freedom to read in public messaging.

National Council of Teachers of English (NCTE) Partnership

- Supported PAL members' proposals for the NCTE Boston conference, and secured acceptance with the talk titled *Teaching with Books that Open Hearts, Offer Hope, and Provide Connection Around Mental Health*.

Conference Sponsorships

- Featured partnerships with Hollins University, The New School Creative Writing Program, and BookBaby.
- Sponsorship revenue: USD\$6,500.

Independent Publishing Resources

- Expanded partnership with the Independent Book Publishers Association through a joint membership program.
- Increased resources for self-published creators.

Member Benefits Video Series

- Launched a short video series highlighting core member benefits, including awards, conferences, discounts, and showcases.

Piranha Pit Marketing Competition

- Hosted at the Virtual Summer Conference with executives from Macmillan Children's Publishing Group and Levine Querido.
- Open to all members; USD\$1,000 grand prize awarded.

SCBWI at the White House: Hallo-READ

- Led by Sarah Baker, SCBWI helped produce the Biden administration's Hallo-READ, bringing award-winning creators to the White House for live storytelling.



2025 Marketing & Public Engagement

Data & Digital Strategy

- Implemented enhanced analytics and email tracking to better measure engagement, retention, and acquisition.
- Completed a content audit of scbwi.org to improve SEO and member discovery.
- Strengthened outreach to website preview users as part of new member recruitment.

Content & Community

- Welcomed Justin Campbell as Blogger-in-Chief, bringing renewed focus to craft, community, and publishing trends.
- Introduced paid advertising on SCBWI Podcast for mission-aligned partners.

News & Advocacy Highlights

- Partnered with Unite Against Book Bans for Right to Read Day 2025.
- SCBWI advocates, such as Ellen Hopkins, spoke publicly on censorship issues, including national legal and policy developments.
- Sarah Baker was featured in Publishers Weekly discussing the impact of generative AI on children's literature.
- The Amber Brown Grant reached US educators through a partnership with NCTE.

Looking Ahead

- SCBWI will continue to focus its marketing and publicity efforts on supporting members, strengthening partnerships, and defending creative and intellectual freedom.

Visual Identity

- Introduced a new logo by NY Times bestselling illustrator, John Hendrix.
- The refreshed identity reflects SCBWI's evolution while honoring its legacy.

Conference Partnerships & Visibility

- Expanded sponsor and partner engagement at 2025 Winter Conference.
- OnPress Printing highlighted services for self-publishers.
- Hollins University and The New School connected with members around MFA programs, craft, and professional development.
- The New School sponsored the Equity & Inclusion Meetup with Andrea Davis Pinkney.
- Welcomed anti-censorship partners Unite Against Book Bans, the National Coalition Against Censorship, and Authors Against Book Bans.

Partnerships & Member Resources

- Continued sponsorship of the Latinx Kidlit Book Festival.
- Expanded member resources through partnerships with School Library Journal, The Horn Book, and Constant Contact.

SCBWI's 2025 marketing and publicity work focused on clearer communication, stronger partnerships, and increased member engagement.

Social Media Report

Chelsea Hall, Manager, Social Media

SCBWI's social media strategy focuses on three goals: Increased awareness of SCBWI and its mission; Highlight member benefits and opportunities; and Foster an engaged, creative global community.

Content is tailored by platform, with an emphasis on video, member artwork, and professionally designed visuals.



Strategic Pillars

1. Community and Creative Participation

SCBWI uses social platforms to invite members into visible, low-barrier creative participation.

- Draw This!: Monthly art prompt featuring member submissions, with selected artists highlighted in INSIGHT and social media.
- SCBWI Artober: Annual October challenge with 31 daily prompts, promoted heavily on Instagram and Stories, providing broad visibility for participants.
- Member artwork regularly featured across Instagram, Bluesky, and SCBWI channels.

2. Education and Member Value

Social media supports professional development by amplifying learning opportunities and benefits.

- SCBWI University: Three-session online courses promoted across platforms.
- Awards and Grants: Submission periods promoted via member feeds and social channels, extending our reach beyond current membership.

3. Advocacy and Public Voice

SCBWI uses public media to reinforce its role as an advocate for creative and intellectual freedom.

- Coordinated partner messaging during Banned Books Week.
- Shared partner content and staff book recommendations to encourage discussion and visibility around censorship issues.

Platform Growth & Performance

Instagram

- New logo announcement: 16,000+ views, 1568 likes
- Winter Conference content: 10,000+ views, 800+ likes

Facebook

- Advocacy post on Dr. Carla Hayden: 5,000 likes, 800 shares

Bluesky

- Joined November 2024
- Rapid growth to 4,000 followers
- Focused on early adoption and community presence

Content & Voice

- Increased use of short-form video on Instagram and TikTok, particularly around conferences and events
- Platform-specific tone, balancing professionalism with warmth and humor.
- Visual identity supported by custom graphics and illustration.

Looking Ahead

SCBWI's social media efforts will continue to prioritize member visibility, creative participation, and advocacy, using data-informed content strategies to grow engagement while strengthening SCBWI's public voice.

Impact and Legacy Fund

Lin Oliver, SCBWI Co-founder, Managing Director Impact And Legacy Fund

- The ILF creates, implements, and supports programs that center children's books and their creators as a driving force behind equity, literacy, and freedom of expression for readers and storytellers alike. Established by SCBWI co-founder Lin Oliver in 2022, this arm of SCBWI delivers programs for both members and non-members, with an emphasis on social justice and honoring the storied history of children's books.
- The ILF has a steering committee of 15 authors, illustrators, translators, and editors and is staffed by two employees: Lin Oliver, Managing Director and Moira Peckham, Program and Communications Manager

2024

- We ran another successful year of our three foundational awards and grants:
 - The Russell Freedman Award for Nonfiction for a Better World
 - The Charlotte and Wilbur Award for Compassion for Animals
 - The Encouragement Fund
- In the Spring, we hosted the Children's Book Changemakers Special with appearances by Goldie Hawn, Barbara Kingsolver, Tami Charles, and many more, for over 1,200 live viewers on Zoom.
- Fully funded our school library support program, All Readers Welcome. This literacy-building program has brought over 1700 current books into 37 school libraries, reaching over 37,000 students across the United States.
 - Our 2025 cycle of All Readers Welcome was fully funded by more than \$20,000 of donations on Giving Tuesday 2024.
- We received a \$15,000 grant from Phil Rosenthal to produce and pilot a program on food and cross-cultural understanding in children's books.
- Continued our partnership with the National Coalition Against Censorship, working with the Student Advocates for Speech Program to pair high school activists with mentors to produce original critical and creative works on banned books.

2025

- We have closed our three major awards and grants, and plan to announce winners in spring of 2026.
- Took over the Ann Whitford Paul and Writers' Digest Most Promising Picture Book Manuscript Award, giving out \$1,500 cash prizes to 2 of the 1,200 applicants, made possible by the generous support of Ann herself, who has funded the award for a minimum of five years
- Launched a pilot grant program for independent bookstores, called the SCBWI ILF Independent Bookstore Grant, in which we gave \$1,000 grants to three bookstores in Wisconsin, Nebraska, and New York. The bookstores are using the money to bring a children's book creator to their store for special events.
- Supported school libraries with All Readers Welcome, and successfully fundraised for the entire 2026 cycle of the program through Giving Tuesday and external grants.
- Hosted another successful Children's Book Changemakers Special, with appearances from actor-author-activist Maulik Pancholy, Ann and Ben Brashares, and the wonderful students from the NCAC Student Advocates for Speech program.
- We have completed the pilot program, Let's Eat: Food, Books, and Culture, which, through a donation from Phil Rosenthal, provides packages of ten picture books, a curriculum guide with activities, and ten author cooking videos to classrooms and libraries free of charge.

Outreach

Tammy Brown, Director, Marketing and Communications Strategy

The joy of writing, illustrating, and translating children’s books extends beyond SCBWI’s membership. Readers, educators, and book lovers are often eager to understand how children’s books are made, and SCBWI’s outreach helps meet that curiosity by opening a window into the creative process and the professional world behind books for young readers.

Through SCBWI Podcasts, the public has the opportunity to hear directly from best-selling and award-winning authors, illustrators, and translators about what motivates their work and inspires the stories young readers love. Guests such as Erin Entrada Kelly, Kate DiCamillo, Vashti Harrison, James Ransome, Stephanie Garber, and Brian Selznick have informed and captivated audiences. Hosted by Theo Baker, the podcast explores both the artistry and the business of children’s publishing—offering an engaging, behind-the-scenes look at the challenges, craft, and joy of creating books for young people.

The SCBWI Blog further extends this public-facing mission with insights, ideas, and perspectives from a wide range of creators and champions of children’s literature. Led by blogger-in-chief Justin Campbell, the blog features contributors who reflect the diversity of our community and the evolving world in which we create. The result is a vibrant collection of voices that illuminates what shapes creative work today, from artistic influences and professional journeys to the ongoing importance of advocacy, reading access, and resisting censorship.

In 2024, SCBWI expanded its outreach through UNbanning Books, a video panel discussion series featuring voices on the front lines of book challenges and bans. These conversations bring together authors, publishers, librarians, and advocates to examine the real-world impact of censorship and to affirm the importance of protecting the freedom to read.

Together, these platforms strengthen SCBWI’s connection to the broader book-loving public, celebrate the creators who make children’s books possible, and underscore the ongoing need for diverse stories for every young reader.



Member messages

The Society of Children's Book Writers and Illustrators is a network of creators making their way through the publishing process with the support of a local and global community.

"In 2013, I came to an SCBWI conference, wanting to get into children's books and not knowing anything...I came back in 2014, even more determined, and I put my portfolio into the Portfolio Showcase, and that is where I got my big break. My agent, Rebecca Sherman, found me along with some others. I found lifelong friends at the conference that I'm still so close with, and I feel like I've really found my family here at SCBWI."

— Ruth Chan, 2025 Golden Kite Winner



"It was my honor to be the SCBWI Bologna Scholarship winner. Being back in Italy—home of the best children's book Festival and gelato—made the experience unforgettable."

— Rashin Kheiriyeh,
Recipient of the 2025 Bologna Scholarship



"I've met many of my clients at SCBWI conferences and through portfolio reviews. They are a wonderful source for exciting new talent!"

— Adrianna Domiguez, Aevitas Literary Agency
Partner and Agent



"Thank you for creating an environment where community, inspiration, kindness and collaboration is able to bloom."

— 2023 Winter Conference Attendee

SCBWI

SOCIETY OF CHILDREN'S BOOK
WRITERS AND ILLUSTRATORS

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