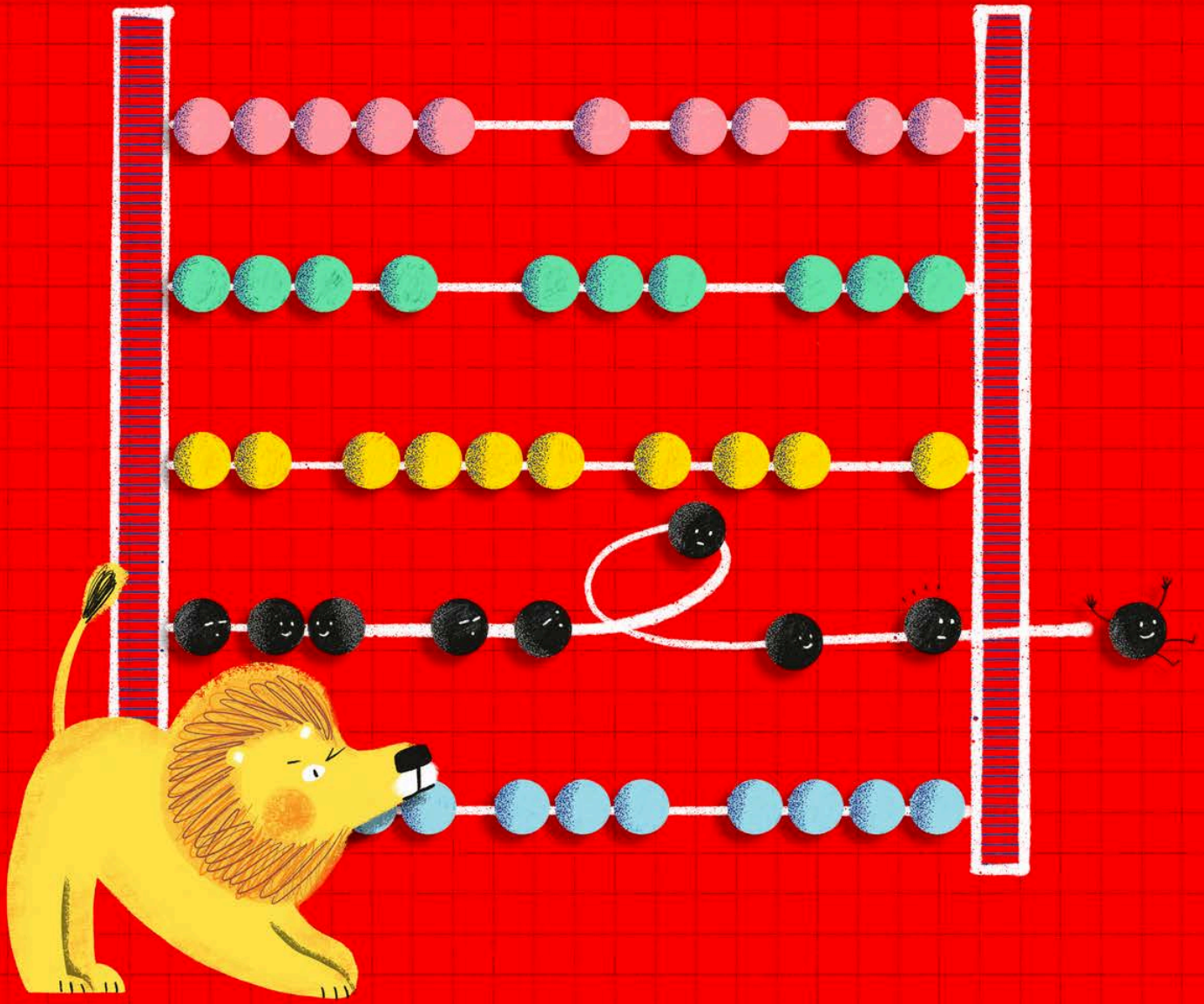


SCBWI



2022 - 2023

2022-2023 SCBWI ANNUAL REPORT

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Cover Art by Julien Chung
www.julienchung.com

Designed by TeMika Grooms

Mission and Message

Mission Statement

Vision Statement and Our Values

Message from Executive Director

The Society of Children's Book Writers and Illustrators

Mission Statement

The Society of Children's Book Writers and Illustrators (SCBWI) is a 501c3 non-profit 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.



The Society of Children's Book Writers and Illustrator

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.



Our 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 Executive Director

Dear SCBWI community,

As we review SCBWI's activities in 2022 and 2023, let's take a moment to celebrate everything we have achieved together. Everyone who is part of the leadership, staff, and the Regional Teams feels so much joy every time we see SCBWI members succeeding. Success in the children's book industry can mean many things, and they are all important. Attending an SCBWI event and connecting with a fellow creator, joining a critique group, writing the next draft of your manuscript, finishing a new piece in your portfolio, signing with an agent, landing a book contract, hitting a sales milestone for your book — it's all worth celebrating. SCBWI is here supporting you and cheering you on!

The world is changing fast, and the children's book industry is, too. At SCBWI, we are committed to listening to our members and evolving and improving our member benefits so that we can be as helpful and impactful as possible for all our members — no matter where you are in your children's book career.

These are a few highlights from the past couple of years, and the following pages of this 2022-2023 Annual Report will explore them in more detail.

In February of 2022, I took on the role of executive director. One of the first things we tackled was creating organizational values, a vision statement, and reimagining our mission statement, all with an emphasis on inclusion, diversity, and connection. These guiding principles have helped shape every decision we've made since then. We created a charter for SCBWI's Advisory Council, added new Board of Directors members, and we will be adding to both of those leadership bodies this year.

We revitalized member programs like Featured Illustrator and SCBWI Book Club, launched the inaugural Out from the Margins Award program, increased our listenership and the number of episodes of the SCBWI Podcast — all programs that support our members, help them make important connections, and increase their visibility and success.

Message from Executive Director (continued)

In 2023, we held our first in-person Winter Conference since the pandemic began. It was a wonderful reminder of how much this community loves to gather together, and the magic that happens when we do. And because we are committed to inclusion and accessibility, we continue to offer a wide range of virtual events throughout the year, and we're hard at work developing new events that we can hold in-person in locations aside from New York City.

As SCBWI evolves into a more meaningfully global organization, we expanded our presence at the Bologna Children's Book Fair in 2023, offering our first-ever Bologna scholarship program, which brings two members to the fair every other year. Also, for the first time ever, SCBWI offered our members the opportunity to apply to be on panels at NCTE, and supported the panels, travel, and accommodations for the selected panelists.

We launched a new website, which increases our members' ability to take advantage of all the member benefits, like resources, awards, news, events, and promoting their work. The site prominently features member artwork, provides members improved visibility for their books and illustrations, and is a solid foundation we will continually build on to better serve our members' needs.

Our Global Regions, run by talented, generous RTs (Regional Teams) continued to innovate with in-person and virtual events, programming, contests, and community-building. With the launch of the new website, SCBWI members can now easily follow more than one region at a time. The SCBWI Regions provide inestimable value to your membership, and if you haven't connected with your local group yet, you are missing out!

The best part of SCBWI is the community. We are 20,000 members around the world who all love children's books and want to see children everywhere have access to the great books they need and deserve. We're all unique; we come from vastly different places and backgrounds, and we each bring our own voice to children's books. SCBWI is committed to fostering an inclusive global community where everyone feels welcome, and everyone benefits from being a member.

I'm so proud of our community and all that we've achieved in the past two years, and I'm incredibly hopeful and excited for everything our members will accomplish in the future!

In community,



Sarah Baker
SCBWI Executive Director

Who We Are

Headquarters Staff

Global Regional Leadership Team

Advisory Council

Message from the Advisory Council

Board of Directors

Message from Board of Directors

Messages from the Members



Sarah Baker
Executive Director



Tammy Brown
Director, Marketing and
Communications Strategy



Kim Turrisi
Director of
Programming and
Content



Sarah Diamond
Associate Director of
Digital Content and
Awards



TeMika Grooms
Design and Illustration
Manager



Chelsea Hall
Social Media
Manager



Laurie Miller
Manager of Events
and Special Projects



Patricia Wiles
Director of
Regional Team
Management

SCBWI Headquarters Staff



Patricia Wiles
Director Of Regional
Team Management



Melanie Rook Welfing
Global Regions
Coordinator-International



Ugo Anidi
Assistant
International Advisor



Elisabeth Norton
Assistant International
Advisor



Dana Carey
International Illustrator
Coordinator



Jerry Bennett
U.S. Illustrator
Coordinator



Avery Fischer Udagawa
Global Translator
Coordinator



Priscilla Burris
Illustration
Programs Consultant

SCBWI Global Regional Leadership Team



Ugo Anidi
Assistant International Advisor



Bonnie Bader
Author



Jerry Bennett
U.S. Illustrator Coordinator



Natascha Biebow
Co-Regional Advisor



Priscilla Burris
Illustrator Programs Consultant



Dana Carey
International 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



Alivina Ling
Editor



Laurent Linn
Art Director, Author, Illustrator



Stephen Mooser
Co-founder



Elisabeth Norton
Assistant International Advisor



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



Lesa Cline Ransome
Author



Ruta Sepetys
Author



Avery Fischer Udagawa
Global Translator Coordinator



Melanie Rook Welfing
Global Regions Coordinator -
International



Cecilia Yung
Art Director, Illustrator



Paul Zelinsky
Author, Illustrator

SCBWI Advisory Council

Message from the Advisory Council

It is so pleasing to compose these words for the second SCBWI Annual Report.

The Advisory Council discusses issues and offers thoughts, opinions, or suggestions that impact the smooth and careful operation of the initiatives which emanate from the headquarters team. Sub-committees like our Illustrator committee might also be formed. Topics can be local, but are very often global, and range from industry actions, the various regional initiatives, articles that appear in the media about our industry which impact our members, our conferences, censorship, book bans, and copyright, to name just a few. In previous years, pre-covid, the Advisory Council would meet at the conclusion of the summer and winter conferences. From these meetings ongoing discussions occur throughout the year on our listserv.

In 2022, without the in-person conferences the Advisory Council continued to meet via zoom after the summer and winter virtual conferences. An Advisory Council Charter was created while our meeting discussions also included tweaking existing award criteria, conference content and observations, the regional reports presented by the Global Regions coordinators, and the illustrator committee continuing their discussions and proposals.

In 2023, we jubilantly returned to an in-person meeting after the winter conference and online after the Summer meeting. It was very pleasing to establish relationships with the new Board of Directors. Our discussions included: the restructuring of the winter conference, diversifying revenue streams, memberships, the evolving website, the globalisation of our regional leadership team, new and amalgamating regions and teams, locations for the summer and winter conference, the SCBWI statement on AI including it's impact within the SCBWI, the development of a new SCBWI logo, reorganising the Member of the Year award, and reports that included the Impact and Legacy Fund.

Our primary purpose is to provide guidance and feedback to SCBWI headquarters on initiatives and programs that benefit the global membership. The Advisory Council supports the organization's mission to support the creation of an abundance of quality children's books, so that young people everywhere have the books they need and deserve. Members of the Council continue to work hard and engage in their respective literary communities and promote the SCBWI with vigour and enthusiasm.

It is an honour and privilege for us to serve on the Advisory Council for our global membership and as co-chairs.



Christopher Cheng and Ellen Hopkins
SCBWI Advisory Council Co-chairs



Netta Rabin
SCBWI
Board Member

Netta is the Publisher and Creative Director of Klutz, a division of Scholastic. Klutz has been making innovative books, toys, and craft kits that encourage creativity and confidence in children for over 45 years.



Jon Cawthorne
SCBWI
Board Member

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 lead 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
SCBWI
Board Member

Sarah Baker (she/her) 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 official SCBWI volunteers. She joined the SCBWI staff in 2011. She graduated from UCSB 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 children's book illustrator, with her debut illustrated picture book coming out in 2026: *Becca and Bubbe's Bucket List*, written by Laura Gehl, published by Rocky Pond Books.

Message from Board of Directors

We are grateful for your interest and support of our community and so excited to share our accomplishments, momentum and outlook on the past year. The changes to our website, while currently in progress, will ensure better functionality for all who visit our site! We are always excited to see the SCBWI community come together at annual conferences and even more excited to begin planning where our conference may move in the future!

Although we just came together as a Board of Directors in 2022, we are ever impressed with all the authors, illustrators, translators, publishers, librarians, and advocates in the SCBWI community and honored to work with our Advisory Council and Executive Director, Sarah Baker. While our work never slows down — as you'll read in the Executive Director's letter — annual reports provide an opportunity to reflect on our collective accomplishments.

As many organizations emerge from the global pandemic, SCBWI remains focused on supporting creatives producing quality children's books. We are proud to be the membership organization that supports every phase of children's book creators' careers. Our worldwide network of talented, dedicated and passionate Regional Team Leaders, industry partners, invaluable volunteers and creative, hardworking staff all contribute to our main mission.

We thank you for your continued commitment and support of SCBWI!

Sincerely,

Jon E. Cawthorne, Ph.D.
Treasurer, Board of Directors



Netta Rabin
SCBWI
Board Member



Jon Cawthorne
SCBWI
Board Member



Sarah Baker
SCBWI
Board Member

Messages from the Members

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. Here are a few quotes from attendees of our most recent events.

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

— 2023 Winter Conference Attendee

“Our list is filled with many fantastic books by authors and illustrators we first met at SCBWI conferences. SCBWI is one of our favorite sources for new talent!”

— Allyn Johnston, Andrea Welch, and Lauren Rille,
Beach Lane Books, S&S Children’s Publishing



I want you to know how grateful I am to SCBWI for being the creative voice for people who so desire to work in this industry. I have been contracted by Beach Lane to illustrate a Cynthia Rylant manuscript, I am working at that now. I am so thrilled, still pinching myself and would not be here if not for SCBWI!

— Amy Kumph, Illustrator and
2023 Summer Portfolio Showcase Winner

Reports

The SCBWI Community

Awards and Grants

Membership Benefits Report

Events Report

Regions Report

Impact and Legacy Fund Report

Financial Report

Marketing Report

SCBWI in Publisher's Weekly

Partner updates

The Fight Against Book Bans

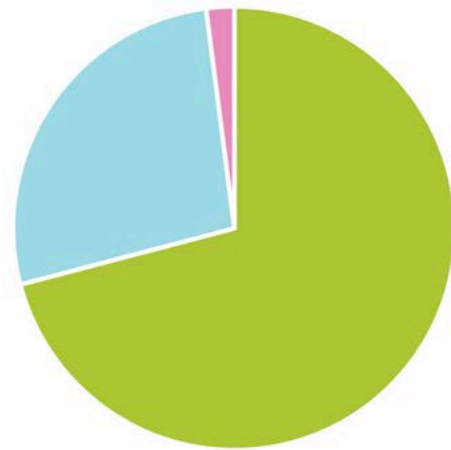
Social Media Report

The SCBWI Community

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.

As of December 1, 2023, the SCBWI community was made up of 21,143 members:

Authors	12,039
Illustrators	4,589
Translators	348



■ Authors ■ Illustrators ■ Translators

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.

読む lis agub ka पढ़ना
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bala पढ़ा leggere lees 讀
funda **READ** lesen
heluhelu **READ** ανάγνωση
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Baca baca liesen
לקרא اقرأ basahin

Awards and Grants

2023 Awards and Grants

Our awards and grants offer support to help emerging authors, illustrators, and translators (both published and pre-published) in the field of children's literature. Members receive notifications in their Member Home News Feed when submission periods open for our awards and grants.

FOR AUTHORS:

A.Orr Fantasy Grant
Ann Whitford Paul Writer's Digest Manuscript Award
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

Awards and Grants (continued)



Bologna Book Fair

SCBWI attended the 2023 Bologna Book Fair, which was held from March 6 to March 9. Our executive team had a booth in Hall 26 and hosted a portfolio review and an illustrator session for fair attendees. We also launched the Bologna Scholarship, a new award for two SCBWI illustrators who wish to attend the fair. Inaugural winners Anden Wilder and Jess Racklyeft received tickets to the event as well as an all-expense-paid trip to Bologna, Italy.



OMA Award

In 2022, SCBWI debuted the Out from the Margins Award (OMA) which helps early-career underrepresented kid's book creators find support and community as they navigate the publishing industry for the first time. Eight authors and illustrators from underrepresented groups (including BIPOC/BAME, disabled, LGBTQIA+) were invited to join a cohort group where they received mentorship from industry professionals on the topics of social media, school visits, selling to indie bookstores, school and library marketing, and website design. Each winner was also given a \$5,000 USD check to put towards the promotion of their upcoming new release. Some of our 2022 OMA winners have gone on to feature in SCBWI digital workshops and our monthly book club. The Out-from-the-Margins Award was intended as a one-time benefit, but due to its enormous success, we will be offering it again on a semi-regular basis.

Ezra Jack Keats Prize

2022 saw the debut of the SCBWI Ezra Jack Keats Showcase Prize, a \$3,500 USD cash prize for a promising BIPOC illustrator to promote and develop their art. This award was created thanks to a generous donation from the Ezra Jack Keats Foundation, in honor of Keats, the legendary author and illustrator of children's books like *The Snowy Day*, *Whistle for Willie*, and *Peter's Chair*. For its first year, the award was offered as part of the Portfolio Showcase at the SCBWI Summer Conference, but as of 2023, it has existed as its own award, given in the fall.

Sarah Diamond

Associate Director of Digital Content and Awards

Membership Benefits Report

In 2023, SCBWI launched a brand new website to support its members. A key feature of the website is the new Member Home to keep members abreast of all the SCBWI membership benefits and news.

MEMBER HOME

It's Your SCBWI Resource Center

News feed

**Latest
SCBWI
News**

My events

**Your
Scheduled
Events**

My resources

**The Essential Guide,
Videos,
and much more**

My work

**Showcase
your work**

My awards

**Upcoming
Award
Information**

The News feed

The News feed keeps you up to date on the latest SCBWI news inside your Member Home. Your News feed will show you articles that go out to the entire membership, as well as messages tailored directly to you as a writer, illustrator, translator, industry professional or other member category you selected when you set up your Member Profile.

As a member of SCBWI, you gain access to your local region and resources around the globe. Explore the SCBWI Regions, and connect with other members near you and around the world. You can select multiple regions to receive notifications from when you set up your Member Profile.

Always go to scbwi.org Member Home first for the latest events and industry news.

My Events

My Events gives you easy access to your scheduled events. You will also be able to access recordings of past events that you have registered during the time period that they are available. Changes to your conference registrations can be made easily in the My Events section of the Member Home.



SCBWI Digital Workshops
**THE CREATOR IN
THE AGE OF AI:
AN URGENT CALL FOR THE HUMAN MIND**

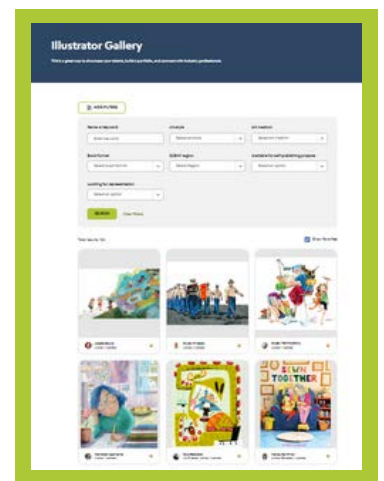
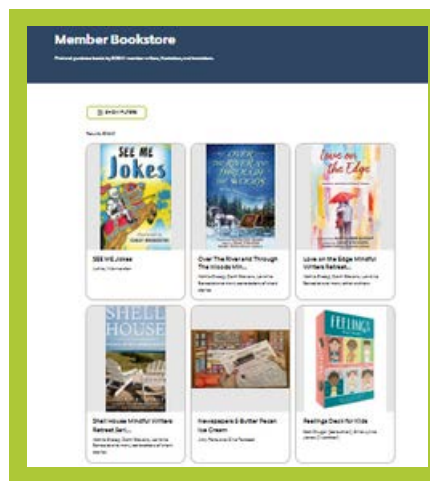
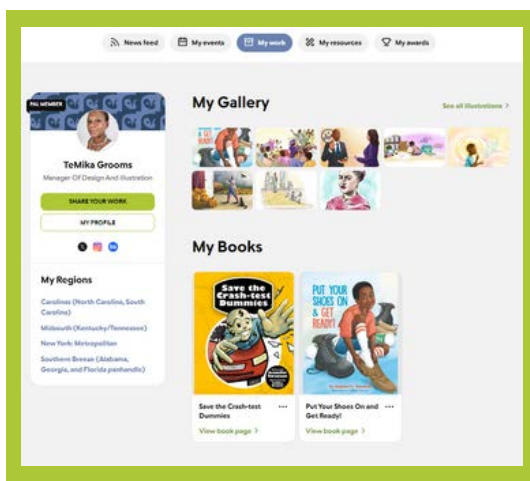
Martha Brockenbrough
Thursday March 21, 2024
1 pm - 2 pm PACIFIC
Free for SCBWI Premium Members

Register at www.scbwi.org

Membership Benefits Report (cont'd)

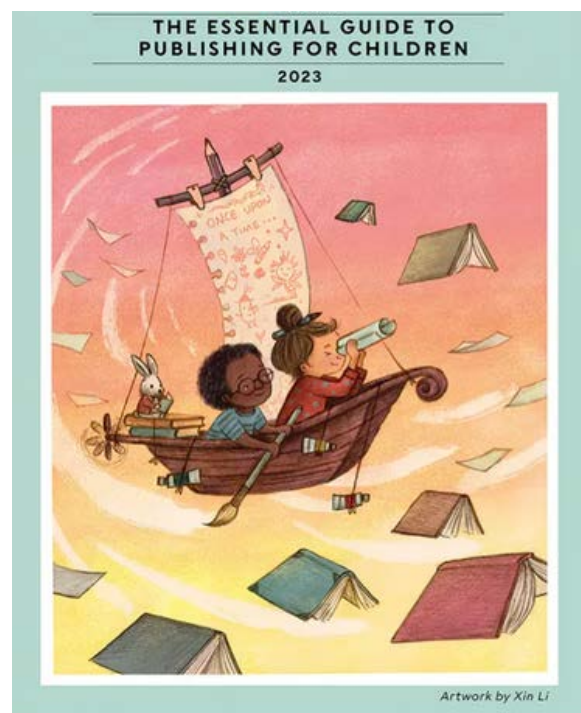
My Work

My Work allows you to showcase and promote yourself! Upload your books and illustrations to the Member Bookstore and Illustrator Gallery through your Member Home. Keep this section up-to-date with your biography, website, illustrations, and published books. Shameless plugs are welcome here!



My Resources

My Resources houses key resources including the annual release of the Essential Guide to Publishing for Children, member discounts, video replays, directories and guides, and so much more.



Membership Benefits Report (cont'd)

My Awards

My Awards lists current awards that you may submit to for grants and scholarship opportunities. It also keeps information about your latest award submissions. Check this area often to take advantage of the SCBWI grants and awards. See the full listing of opportunities in the Submissions and Showcases menu > Awards & Grants section of the website: www.scbwi.org/awards-and-grants

Check out all the available SCBWI awards and grants opportunities:

- 12 Awards for pre-published writers
 - 10 Awards and scholarships for illustrators
 - 10 Awards for our member's published works
- Nearly \$10,000 worth a year



We also provide ways for you to be your own cheerleader! Propose an idea for:

- Conference and event workshops
- Featured Illustrator
- SCBWI BookClub



Events Report

2022

Our winter conference was held in February and was, once again, virtual with over 2000 people in attendance. Highlights included an in-depth interview with industry icon, Brian Selznick and keynotes by Vanessa Brantley-Newton, Stephanie Garber, Paula Yoo and Kelly Yang. We featured three industry panels on the Recipe for Success highlighting the unique points of view of an agent, an editor, and an art director. An additional day was offered with the opportunity to hear from acquiring agents and editors. The ever-popular portfolio showcase featured 274 illustrators whose work was viewed by agents, editors and art directors.

The summer conference was also virtual with over 2000 in attendance. It included keynote presentations from Dhonielle Clayton, Jessixa Bagley, and Donna Barba Higuera. We offered 35 break out sessions with tracks for illustrators, self-publishing authors, traditionally published authors and nonfiction authors. Our conferences features live, industry professional panel discussions on The Current Market for Children's Publishing, giving our members valuable insight to the trends and happenings in publishing now. We had a special event with an opportunity to pitch to acquiring editors and agents. Once again, our portfolio showcase was a huge hit with our illustrator members and the publishing community.

2023

We kicked off 2023 with our first in-person event since 2020 in New York City with some of the brightest names in children's book publishing. Marla Frazee and Aisha Saeed delivered inspirational keynotes and the industry professional panelists shared vital information about the ever changing publishing industry. We introduced a new format that distinguishes our two conferences. We offered sixteen, seven hour intensives over the two day conference. The intensives were taught by some of the best teachers in children's books: Varian Johnson, Elana K. Arnold, Tonya Duncan Ellis, Lesa Cline-Ransome, James Ransome and Sophie Blackall. Each intensive included an in-depth syllabus and hands on assistance by the faculty. We added a new event, The Piranha Pit, whereby members submitted marketing plans for their book. A group of seven participants were chosen to pitch their marketing plan live on stage to three marketing professionals during a plenary session. An additional conference offering allowed attendees to sign up for one-on-one critiques with editors, agents and art representatives.

A smaller virtual winter conference was held a few weeks later featuring three intensives (one each for picture books, novels, and for illustrators) and recordings of all of the plenary events from the in-person conference in New York.

Events Report (continued)

The summer conference was offered virtually again, making it easier for more members to attend online. It included three dynamic keynote speakers: Lisa Yee, Frank Morrison and Caldecott Winner Doug Salati. Attendees were provided a selection of twenty-seven sessions within five learning tracks: Picture Book, Non-Fiction, Self-Publishing, Illustration, General and Professional. Roundtable pitches with editors and agents ended this successful event.

The SCBWI hosted twelve digital workshops, including four special online events. These four, longer-format events included an in-depth overview of the market place by Deborah Halverson, a writing boot camp by Ruta Sepetys, an anti-book banning event with Free People Read Freely, and a panel with four up-and-coming agents who were actively accepting submissions from workshop attendees - a unique member benefit. Thousands attended these workshops.



Kim Turrisi
Director of Programming
and Content



Regions Report

Our Global Regions Leadership Team

Patricia Wiles, Director of Regional Team Management

Melanie Rook Welfling, Global Regions Coordinator, International

Ugo Anidi and Elisabeth Norton, Assistant International Advisors

Dana Carey, International Illustrator Coordinator

Jerry Bennett, U.S. Illustrator Coordinator

Priscilla Burris, Illustrator Programs Consultant

Avery Fischer Udagawa, Global Translator Coordinator

Global Regions

SCBWI's worldwide network of geographic regions are creative communities where members find support and encouragement on the path to publication. SCBWI has 76 active regions around the globe, managed by more than 250 dedicated volunteers we call Regional Teams – Regional Advisors, Assistant Regional Advisors, Illustrator Coordinators, and Translator Coordinators - who have a passion for creating transformative children's and Young Adult literature.

These high-level leaders, along with hundreds more local volunteers, organize and host a variety of activities designed to bring craft-based learning within easy reach of our members. In-person events can be as intimate as plein-air sessions at a park or as immersive as a weekend retreat dedicated to revising first drafts of completed manuscripts. Nearly all our regions offer affordable virtual webinars members can attend from the comfort of their own homes. These sessions are taught by industry professionals and help our members hone their skills and boost their business savvy.

Beginning in 2023 we initiated a shift in region organization to match our global presence.

- We added the Translator Coordinator position to our Regional Team structure and appointed a Global Translator Coordinator to mentor these volunteers.

Regions Report (continued)

- We restructured and streamlined our Leadership Team to reflect our global presence. This top-tier management team was restructured to be more efficient, inclusive, and reflective of operations on the regional level, and to better represent our global interests.
- Our members are on the move, so our new website allows them the flexibility to follow not only their geographic “home” region, but other regions where they may have connections.
- Members enjoy discounted rates for regional activities, including the ever-popular virtual regional events such as webinars that allow members to be part of our global community from the comfort of their own homes. Virtual events are promoted on a special page on our website, where members can quickly find programs that interest them.

SCBWI’s longevity and growth are a result of the thriving creative communities built by our incredibly talented volunteers. We are grateful for each one, for their deep belief in our mission, vision, and values, and for their support of this critical work that will someday allow every child to see their world within the pages of a book.



Patricia Wiles
Director of Regional Team
Management



Impact and Legacy Fund

REPORT ON THE SCBWI IMPACT AND LEGACY FUND - 2022

The SCBWI Impact and Legacy Fund had an extremely productive 2022, since its founding in March of that year. The mission of the ILF is to launch and support charitable programs that benefit the children's book community—its creators and readers—and that preserve the legacy of contributions to the children's book field. Originally funded by private grants amounting to \$75,000 and a grant from the SCBWI, we continued fundraising and have (to date) secured an additional \$40,000 from private funders for the development of new programs and continuation of our flagship programs. In 2022, those programs included:

1. A monthly microgrant of \$1,500 given to organizations such as Little Free Library, BookDash, the Librarian Defense Fund, Book Arsenal, Highlights for Children Foundation, and our ongoing quarterly School Librarian's Mini Library grant.
2. A continuing partnership with the National Coalition Against Censorship, which resulted in a video event and major coverage in Publishers Weekly.
3. The establishment and granting of two major awards: The Russell Freedman Award for Nonfiction for a Better World and the Stephen Fraser Encouragement Fund.
4. Commencement of production of our first Legacy Interview with Jane Yolen on the art and craft of picture books.
5. A successful Giving Tuesday campaign in partnership with Little Free Libraries, which resulted in the construction of nine new Little Free Libraries for communities of color.
6. Began production on the 2023 Changemakers Program, a free live event with almost 2,000 registrants and headlined by Ruby Bridges.

Four new members joined our steering committee: Kevin Noble Maillard, Mike Curato, Dr. Ismeé Williams, and Suzanne Morgan Williams.

A strategic plan has been developed, which includes the continuation of the microgrants program and partnership with the NCAC, and two new programs, one focused on compassion for animals and one on environmental literature for children.

Impact and Legacy Fund (continued)

REPORT ON THE SCBWI IMPACT AND LEGACY FUND - 2023

The second year of the SCBWI Impact and Legacy Fund saw major productivity and growth. Highlight achievements are listed here. The fund:

1. Continued to administer its core programs related to book banning and distribution of monthly microgrants,
2. Judged, presented and promoted its three major awards
3. Produced and distributed its first legacy video master class featuring Jane Yolen
4. Initiated new programs in the areas of mental health and book accessibility
5. Consolidated its mission statement and governance structure (mission statement in progress)
6. Formed new and important partnerships with other non-profits in the field
7. Produced a 90 minute video showcase viewed by approximately 2,000 people
8. Received excellent and extensive coverage in several national consumer and trade publications
9. Disbursed almost \$70,000 in grants and awards funds for programs and initiatives
10. Raised approximately \$87,000 since its inception in April of 2022., over half of which was raised in 2023.

Impact and Legacy Fund (continued)

Governance

The ILF is headed by a Managing Director (Lin Oliver), working with one part time paid employee (14 hours per week), Moira Peckham, who was promoted this year from program administrator to Communications and Programs Manager. Moira facilitates our meetings, writes our communications internally and to the publishing community, manages our social media, administers the awards, researches our endeavors. Her accomplishments are staggering and we are grateful to have her intelligence, diligence, sensitivity and skills.

The Steering Committee

The Steering Committee is a diverse and outstanding group of 15 people representing authors, illustrators, publishers, activists, philanthropists, and people from many identity groups. They are:

Federico Erebia	Arthur Levine	Michael Harley
Lawrence Schimmel	Ellen Hopkins	Rob Sanders
Carrie Pearson	Ana Otaru	Christopher Cheng
Tara Michener	Mike Curato	Suzanne Morgan Williams
Karen Winnick	Kevin Maillard	Ismée Williams

Note: Member Lawrence Schimmel resigned in January 2024 to accept a full time editorial position, but will be replaced by a member who works in global translation.

Circle of Friends

A circle of volunteers, composed of Emeritus Regional Advisors with Suzanne Morgan Williams as liaison, was formed to provide volunteer assistance to the steering committee. These dedicated professionals have been helpful as readers and judges in contests and awards, mentors to student programs, researchers for grants and funding opportunities, and promoters of ILF events on social media and in their local communities. We are grateful for their continued professionalism and dedication to the mission of both SCBWI and the ILF.

Impact and Legacy Fund (continued)

Mission Statement

The Steering Committee has recently undertaken a restatement of the ILF mission statement. While still a work in progress, the first draft reads:

The Impact and Legacy Fund provides funding and support for community programs and initiatives that create a more equitable literary landscape and a better world for young readers and the authors, illustrators, publishers and translators whose books create educational and inspirational opportunities to make a better world.

The ILF accomplishes this mission by relying on Five Fundamental Pillars:

1. Supporting Freedom to Read
2. Honoring courage and excellence in children's book publishing
3. Providing opportunities for children worldwide to access exceptional books
4. Providing a public forum for discussing relevant issues in children's health, safety, and education
5. Equalizing reading opportunities for diverse communities

SCBWI Impact and Legacy Fund End of Year Summary 2023

Though the SCBWI Impact and Legacy Fund launched in March of 2022 (with its first full meeting in June of 2022), we've done a lot over our first two years as a fully-fledged organization. We're so proud of what we've accomplished—and we hope you are too.

Accomplishments – Some Specifics

AWARDS AND GRANTS

- Established the Charlotte and Wilbur Award for Compassion for Animals, funded by a \$10,000 grant from Karen Winnick. First winners to be announced in March of 2024. In addition to prize money, the ILF will produce a school visit video based on the winning book to be distributed by Children's Book World Bookstore to classrooms across the country, and if funds permit, support a discount on books purchased for school libraries. Beautiful seal designed by Mike Curato.
- Launched the second year of our two popular awards—The Stephen Fraser Encouragement Fund and The Russell Freedman Award for Nonfiction for a Better World, the winners of which will be announced in March 2024.

Impact and Legacy Fund (continued)

- Launched the second year of our partnership with the National Coalition Against Censorship's Student Advocates for Speech program. This year we are sponsoring 22 high school student advocates who will write and produce video statements about censored books that influenced their lives. We will feature many of these as spoken word pieces, to appear in our Showcase production to take place March 26, 2024 via Zoom. All student videos will be edited together and made available to schools, libraries and community meetings.
- Distributed over \$15,000 in monthly microgrants to partner organizations and initiatives, including:
 - \$7,500 to the ongoing School Librarian's Mini Library grant, which distributes \$500 worth of banned books to three school librarians every quarter (Launched by Federico Erebia);
 - \$1,500 to the Hawai'i Teacher's Association to aid educators who lost their classrooms to the Maui wildfires;
 - \$2,250 to the Latinx KidLit Book Festival for their debut authors program, and providing three debut authors with mentors to coach them through their first school visits; (launched by Ismee Williams)
 - \$1,500 to BookDash, a South African literacy organization that produces original children's books in 11 indigenous South African languages, resulting in the production of two brand new books. (launched by Lawrence Schimmel)
 - \$1,500 to Aid to Inmate Mothers, providing funding for incarcerated women to read bedtime stories via video to their children (Launched by Kevin Maillard)
 - \$1,500 to Highlights Foundation to fund a full scholarship for a Highlights retreat for a person from an historically marginalized community
 - \$1,500 to Pride and Less Prejudice, a group that supplies often banned LGBTQ books to school libraries (launched by Rob Saunders)
 - \$1,500 to support a children's section at the Arsenal Book Fair in Kiev.

Impact and Legacy Fund (continued)

PROGRAMS

Completed the administration of our 2022 Giving Tuesday Program in partnership with Little Free Libraries and raised \$3500 to build library boxes in nine communities of color (launched by Ana Otaru)

- Successfully ran the SCBWI's Giving Tuesday Program for 2023, which partnered with the Owyhee Combined School, a K-12 school on the Shoshone-Paiute Duck Valley Indian Reservation in Nevada. This program raised over \$10,000 which we are using to build the school's library collection and to fund an author visit program. The school's current library still has books from the 1970's and only a small collection from indigenous authors. (Last year, our Giving Tuesday raised \$3,500 for LittleFree Libraries, this year we tripled that amount. (Launched by Suzaanne Morgan Williams)
- Established a fundraising committee and procedures to apply for grants in 2024 (members include Carrie Pearson, Michael Harley, Ana Otaru, Ellen Hopkins, Lin Oliver).
- Launched Ten Books About—a monthly free-of-charge subscription-based newsletter for teachers, librarians, counselors, parents and kids that recommends books that deal with specific mental health topics—with a grant from the California Wellness Foundation. The first edition centered on books about bullying, the second edition, just out this month, recommends books about grief. We are seeing the subscriptions roll in as people realize that this is a first-rate free of charge resource. (Launched by Tara Michener)
- Produced and released a video Legacy Interview with Jane Yolen, which was viewed over 1,100 times in its first month and is available free of charge to schools, libraries or individuals.
- Hosted the Children's Book Changemakers live Zoom program with over 1,500 attendees and speakers including Ruby Bridges, Henry Winkler, Tami Charles, and more.

Solidified a partnership with PEN America to offer a joint work-in-progress grant for a children's book in translation. Finances are being refined now, and we are hopeful that an announcement establishing the grant will be available in 2024. (Lawrence Schimmel was instrumental in this program).

Impact and Legacy Fund (continued)

PROJECTED PROGRAMS FOR 2024 – A Sneak Peak

Continue all three major awards: The Russell Freedman Award for Nonfiction for a Better World, the Steven Fraser Encouragement Award, and the Wilbur and Charlotte Award from Compassion for Animals

Continue the monthly microgrants, aiming to bestow ten grants per year. Several for 2024 have already been approved by the Steering Committee, including one to Baraka Foundation to supply books via river boat to children in Laos, and another to supply books to children in remote parts of Zambia. (Both programs recommended Mike Curato)

Produce the second Changemakers Showcase Zoom Presentation on March 26, 2024, to present the ILF awards, present the videos and spoken word recitals of the NCAC student ambassadors, and feature two keynote interviews from changemakers. The first interview we have secured is with Barbara Kingsolver and her daughter-collaborator, Lucy, talking about affecting change through books. Second speaker to be announced.

Select the subject of the second legacy video master class and begin pre-production and secure funding. Goal is to release it in the fourth quarter 2024.

Launch a new program called Food is the Bridge to Culture, featuring picture books about food that show how we are all culturally connected, and distribute these book packages along with a curriculum guide and video author cooking demonstrations. We are currently applying for grants for this program and have interest from the Phil Rosenthal Family Foundation.

Write and publish a guide for authors and publishers detailing how to portray mental health issues in children's literature. We have applied for a grant to fund this project from the Mike and Ana Shinoda Family Foundation, and will have a response in March 2024. This guide would be available to anyone who is writing about mental health and needs expert advice or counsel.

Launch a stronger effort to raise funds for specific programs via the Fundraising Committee and suggestions from the Circle of Friends.

Impact and Legacy Fund (continued)

PROJECTED PROGRAMS FOR 2024 – A Sneak Peak (continued)

Encourage SCBWI members who learn of ILF programs to participate financially. For instance, one very prominent member learned of our partnership with the Owyhee School and came forward with a sum of money to fund another reservation school library. We just delivered the amazing news to them, and their tiny school of 85 children will have 2500 to spend on new books and an author visit. Another member, a former RA, came forward to sponsor one of our monthly micro-grants to school libraries. Another group contributed over \$1,000 toward the next master class video, for an opportunity to have a group zoom with Jane Yolen. In other words, more grass roots fund raising.

Changemaker of the Year – Our dream is to establish a major award for Changemaker of the Year, someone who strives to create change for the better through children’s books. Our Finance Committee is discussing this award, and making a list of prospective funders. We see it as a major contribution the ILF can make to our field.

FINANCES

The ILF placed a \$50,000 deposit in a securities account, and that amount has remained untouched, and has grown to almost \$53,000. At the beginning of the year, our active account had another \$60,000, but much of that money has been disbursed and the balance hovers at around \$22,000. We are glad to report great progress in our initial fund-raising attempts.

SUMMARY

The work of the ILF is constantly inspiring. We feel we are making impactful incremental changes in the literary lives of children, raising the profile of SCBWI in the larger community, and supporting the industry with dignity and care. We feel privileged to serve in this capacity, and want to express our gratitude to the SCBWI for creating this branch of service and the opportunity it provides us to participate in the lives and welfare of the generations to come.

Submitted with much humility and gratitude by,



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

Financial Report

Total FY 2022 January - December 2022

Expenses Highlights

SCBWI's talented staff bring value to all 20,000 members. While this is a decrease from years past, this year, like many membership organizations emerging from a global pandemic, there was an intense focus on all membership-related staff processes, support for volunteer Regional Leaders, and increasing membership. Staff at all levels worked to communicate and support members through Insight, Pro Insider, and The Essential Guide to Children's Publishing. The website redesign project represented a major investment to improve members' online experience and their ability to access their member benefits through the site. The SCBWI Board, leadership, and staff believe this change will increase, retain, and enhance the membership experience.

40% Membership Costs **20%** Conference Costs

.....
\$2,900,000
.....

Total Expenses

15% General Admission Costs **15%** Awards & Grants **10%** Publications

Total FY 2022 January - December 2022

Operating Income Highlights

The operating income comes from two major sources:

- 1) membership dues and
- 2) conference registrations.

This year we received a grant from the Authors Coalition of America. We expect our sponsorships to increase, SCBWI is beginning a process to vary conference locations, and we are establishing new ways to fundraise and apply for grants. Together, these will increase the operating income available to SCBWI.

65% Membership **21%** Conference Registration **14%** Donations and Gifts

.....
\$3,400,000
.....

Total Operating Income

These amounts are unaudited and subject to change. The 2023 audit will not be completed until 2024.



Jon Cawthorne
SCBWI Board Treasurer

Marketing Report

MARKETING, PROMOTIONS, AND PUBLICITY

SCBWI's marketing, promotions, and publicity has grown and expanded in order to tell the story of SCBWI to members, the publishing industry, and readers everywhere. Our talented membership, generous volunteers, and our passionate staff all contributed to this effort.

MARKETING

SCBWI made a major shift in our approach to the Bologna Children's Book Fair. SCBWI's booth provided members and creators new to SCBWI a home-base at the bustling fair. Portfolio reviews were provided to both published and pre-published illustrators. A main-stage panel moderated by executive director Sarah Baker and featuring industry professionals, was a standing-room-only event for those eager to learn about children's book publishing.

SCBWI took a huge leap forward by creating a new built-from-the-ground-up website that enables greater ability to serve the membership. Designed with SEO as a priority, this marketing tool provides a primary point of contact for members around the globe to stay in touch, and increases SCBWI members' visibility in the children's book industry. The new SCBWI website meets contemporary standards of technology with better site analytics and more on-site opportunities to feature members and their work. And with better insight into who's using the site and what content is meaningful, SCBWI can continue to improve the site and enhance the membership experience.

The newly revamped Featured Illustrator opportunity now includes a video interview with the featured SCBWI member, whose art is also featured prominently on the homepage of the site and on social media. Members can apply to be considered for Featured Illustrator, giving members the opportunity to be proactive with their membership benefits. Design and Illustration Manager TeMika Grooms has created a fresh and exciting new way for members' talents to shine.

An important new opportunity for members to showcase their insights and talents took place at the National Council of Teachers of English (NCTE) convention in Columbus, Ohio. SCBWI sponsored some of our best and brightest members to attend NCTE and present sessions dedicated to instilling empathy in the classroom, learning how authentic conversations around disabilities can generate more inclusion in the classroom, and centering the African diaspora as a way to build cultural bridges. The success of this pilot program will open up many new opportunities for members to go to industry and regional events with their own presentations with support from SCBWI.

Marketing Report (continued)

SCBWI entered into a member benefit deal with Candoo Tech, the leader in providing technology education to older adults. The deal provides SCBWI with discounted membership that includes private one-on-one technical support, and group lessons open to all members covering topics including online scam prevention, using Google Drive, and understanding Chat GPT.

For the second year, SCBWI sponsored the Latinx Kidlit Book Festival. The opportunity allowed SCBWI to support a partner in the children's book industry and provide one-year memberships and admittance to the 2024 virtual conference for aspiring Latinx authors.

PROMOTIONS

The annual SCBWI BookStop promotion was back, providing hundreds of independently published and traditionally published members the opportunity to promote and sell their books on the SCBWI website. With the new website in 2023, not only were the BookStop designs brand-new, but we are now able to track clicks on the "Buy the Book" button, giving us a new, helpful analytic to share with members in addition to audience metrics.

PUBLICITY

SCBWI issued a statement on generative AI (artificial intelligence) and its use in the children's book publishing industry. The organization stands behind authors and illustrators as they are the true creators of "...unique and meaningful creations." The statement concluded with these stirring words about writers and illustrators, "No technology can ever replace your labors, your vision, and your urge to create. Our community wants to see the world through your eyes and hear your voice. Young people need books as singular and original as you."

The winners and honor recipients of the prestigious and historic Golden Kite Awards, selected by an industry panel of judges, were not only honored but also enabled to contribute philanthropically with a monetary donation to their chosen non-profit charity. The beloved peer-selected Crystal Kite Awards were announced, shining a light on wonderful books created by writers, illustrators, and translators in their regions of the world.



Tammy Brown
Director, Marketing and
Communications Strategy

SCBWI in Publisher's Weekly

“Sarah Baker Elected Executive Director of SCBWI”

February 9, 2022

<https://www.publishersweekly.com/pw/by-topic/industry-news/people/article/88501-sarah-baker-elected-executive-director-of-scbwi.html>

“Changes Ahead for SCBWI”

February 15, 2022

<https://www.publishersweekly.com/pw/by-topic/childrens/childrens-industry-news/article/88533-changes-ahead-for-scbwi.html>

“SCBWI Announces Golden Kite Awards; Jason Reynolds Delivers a Paen to Mailboxes

March 17, 2022

<https://www.publishersweekly.com/pw/by-topic/childrens/childrens-industry-news/article/88787-scbwi-announces-golden-kite-awards-jason-reynolds-delivers-a-paeon-to-mailboxes.html>

“Creative Lights Glow at SCBWI Summer Conference 2022”

August 9, 2022

<https://www.publishersweekly.com/pw/by-topic/childrens/childrens-industry-news/article/90052-creative-lights-glow-at-scbwi-summer-conference-2022.html>

“At SCBWI, Editors and Agents Advise Grace, Patience, and Stories Set Outside NYC”

August 11, 2022

<https://www.publishersweekly.com/pw/by-topic/childrens/childrens-industry-news/article/90077-at-scbwi-editors-and-agents-advise-grace-patience-and-stories-set-outside-nyc.html>

SCBWI Panelists Assess Children's Publishing Trends”

August 24, 2023

<https://www.publishersweekly.com/pw/by-topic/childrens/childrens-industry-news/article/93038-scbwi-panelists-assess-children-s-publishing-trends.html>

“SCBWI Scopes Out Book Trends”

October 12, 2023

<https://www.publishersweekly.com/pw/by-topic/childrens/childrens-industry-news/article/93378-scbwi-scopes-out-book-trends.html>

“FTRF and SCBWI Speak Out About the Freedom to Read”

October 17, 2023

<https://www.publishersweekly.com/pw/by-topic/childrens/childrens-industry-news/article/93458-ftrf-and-scbwi-speak-out-about-the-freedom-to-read.html>

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.



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.

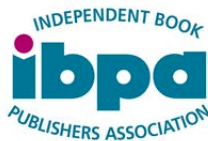


Authors Coalition of America, LLC

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 you join today! Receive access to over a hundred benefits that are specially designed to help you thrive as an independent publisher, as well as tools to help you sell your 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.

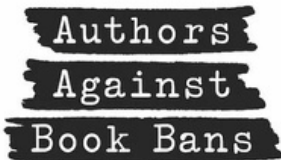
Partner Updates (continued)



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.



PEN America stands at the intersection of literature and human rights to protect free expression in the United States and worldwide. We champion the freedom to write, recognizing the power of the word to transform the world. Our mission is to unite writers and their allies to celebrate creative expression and defend the liberties that make it possible.

The Fight Against Book Bans

SCBWI is deeply committed to combating book bans and censorship, as well as promoting diversity in children's books in partnership with some of our partner organizations. Here's an overview of how SCBWI is collaborating with these partners:

- **Freedom to Read:** Through their connection with the DBFAC (Diverse Books for All Coalition), SCBWI hosted a representative from Freedom to Read for a free online event during Banned Books Week. This event was open to the public and aimed to educate individuals on how to fight against book bans. SCBWI plans to continue similar initiatives during future Banned Books Weeks.
- **United Against Book Bans (UABB):** SCBWI has officially partnered with UABB, receiving their monthly partner newsletter and sharing resources with our members. We also actively promote UABB's social media posts to raise awareness of the issue of book bans.
- **Freedom of Expression Network (FEN):** SCBWI is part of FEN, which is connected to the National Coalition Against Censorship (NCAC). We regularly sign letters with other FEN members, advocating against the unjust removal of books from libraries and school districts.
- **Diverse Books for All Coalition (DBFAC):** SCBWI is an official partner of DBFAC, participating in quarterly meetings and monthly narrative workgroups. We amplify DBFAC's programs and encourage our members to submit personal stories about the importance of diverse books.
- **National Coalition Against Censorship (NCAC) and Student Advocates for Speech:** SCBWI is officially partnered with NCAC and supports their Student Advocates for Speech program. This program empowers students to advocate for free speech rights in their schools and communities. Read more about the SCBWI ILF/NCAC partnership in the Impact and Legacy Fund portion of this annual report.
- **PEN America:** In January 2024, we hosted a slate of joint programming that addressed both writing for children and the issue of censorship.

The Fight Against Book Bans (continued)

- **Latinx Kidlit Book Festival:** SCBWI partners with the Latinx Kidlit Book Festival to promote diversity in publishing. We sponsor portions of the festival and offer attendees the chance to win a free ticket to the SCBWI NY Conference.
- **Lee & Low Books:** SCBWI helps distribute and publicize surveys conducted by Lee & Low Books, which provide valuable information about diversity in children's literature. While not directly addressing book bans, these efforts contribute to promoting diverse voices in the industry.

Through these partnerships and collaborations, SCBWI is actively working to safeguard the freedom to read and promote diversity in children's literature while fighting book bans and censorship.



Sarah Baker
SCBWI Executive Director

Social Media Report

SCBWI's social media presence can be found throughout the internet. With over 100,000 followers across multiple platforms, SCBWI has managed to keep up with social media's ever-changing landscape by experimenting with different types of content, engaging with our members, and paying close attention to our analytics. For example, we noticed that video content feels more inviting and encourages feedback from followers, thus creating higher engagement with our posts. Because of this, we have vastly expanded our presence on YouTube via a myriad of content, including our Featured Illustrator program, technical training on how to use our new website, social media training videos, and interviews with local indie bookstores.

SCBWI's Featured Illustrator program is just one example of how we showcase our members' talent in interpreting text through illustration. SCBWI features one illustrator member each month. The Featured Illustrator's art is highlighted prominently on the homepage and all SCBWI social media. The Featured Illustrator is interviewed by our Design and Illustration Manager, TeMika Grooms, and the videos are available to watch on our YouTube channel and website.

SCBWI's Instagram exclusive book club, hosted by [Aminah Mae Safi](#), award-winning author of four novels and an instructor at the UCLA Extensions Creative Writing department, features discussions with PAL members who have published amazing books from 2020 through 2023. Each book club offers a chance for our members to interact directly with Aminah and the author featured that month. Some authors featured this year include Alliah L. Agostini, Brandon Hoàng, and SCBWI Spark Award Winner Lisa Van Der Wielen.

SCBWI's Podcast guests are also featured on our social media accounts. We recently surpassed 140,000 cumulative downloads since we launched; with three-quarters of those downloads occurring from August 2021 until now. Some guests this year included Academy Award winner Shaun Tan, New York Times bestselling author and artist Corinna Luyken, and Ezra Jack Keats Award winner Shadra Strickland. SCBWI's Podcast offers members and the public a chance to hear and learn from world class artists, editors, agents and other publishing professionals. It can be found on Spotify, Apple Music, and Amazon Podcasts.



Social Media Report (continued)

SCBWI's Social Media serves as a place to stay updated with the latest news at SCBWI as well as a way for authors, illustrators, and translators to stay in touch and involved in both the community that SCBWI has fostered as well as the broader children's publishing industry.

Overall, video content is driving the latest wave of social media content. Award opportunities, a space to engage with other creatives, and displaying members' art have all contributed to a higher social media reach. Photos and social media graphics still play an important role in SCBWI's social media engagement. Some of the highest engagement came from recapping events via photos in a carousel post or posing a question to the audience. SCBWI's social media acts not only as an extension of our website but also our brand which acts entirely to help support our members' creative endeavors in order to create high-quality children's books.



Chelsea Hall
Social Media Manager

SCBWI

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