The Canadian Children's Book Centre is based in the City of Toronto and acknowledges that we are on the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. Toronto is covered by Treaty 13 signed with the Mississaugas of the Credit, and the Williams Treaties signed with multiple Mississaugas and Chippewa bands.
Our Mission

Supporting Canadian Children's Books for Over 45 Years

Since our organization was formed in 1976, we have been committed to the belief that all children in Canada should have access to Canadian books and that every child deserves the opportunity to acquire a love of reading.
The year was full of ups and downs; however, despite the unpredictability, the CCBC continued to adapt to its new environment with new fundraising initiatives, creative virtual programming, and interesting collaborations.

The Board worked hard to review and revise policies, approve a new strategic plan, and provide support to the CCBC team.
Bibliovideo

Coverage of big events in the kids' book world, such as:
Canadian Children's Book Awards, the TD Grade One Book Giveaway and Canadian Children's Book Week

Book launches and live webinars
Including Celebrating Indigenous Picture Books with IBBY Canada

Partnership projects for cross-promotion and maximum outreach
Including I Read Canadian, Telling Tales, Top Grade and the TD Summer Reading Club

Along with our regular twice-a-week release of videos featuring authors, illustrators, readings, reviews and book promotions, this year's highlights include
The goal of I Read Canadian Day 2021 was for kids and teens nationwide to read a Canadian book for 15 minutes on February 17, 2021. All registrants were entered to win prizes, such as 50 award-winning Canadian books and free virtual visits from Canadian authors, including Melanie Florence, Kevin Sylvester and Teresa Toten.

Photographs by Emma Hunter, Caroline Fernandez and Amanda Halfpenny
Canadian Children's Book Week

Canadian Children's Book Week: Readers Take Flight/Lire à tout vent
May 2-8, 2021

2021 marked the first year of a key partnership with Communication-Jeunesse to offer a national bilingual tour that featured 24 tour participants in English and 22 in French.

348 virtual presentations were offered in all 10 provinces and three territories inspiring over 13,000 kids and youth!

A collaboration with First Book Canada allowed 10 schools to receive fully-sponsored presentations and books for each participating child by the creator whom they had met.

Our priority was to dedicate more resources to subsidizing presentations in order to better support schools and libraries, especially those serving low-income communities and Indigenous populations.
Malaika's Costume: The TD Grade One Book Giveaway

Malaika's Costume: Launch Party

In Fall 2021, in collaboration with the Toronto International Festival of Authors, we organized a virtual launch party featuring Malaika Costume's creators Nadia L. Hohn and Irene Luxbaucher who presented live to Grade 1 students from Sir Sandford Fleming in Vancouver and Spruce Glen Elementary in Huntsville, ON. The video of this event, along with a recording of a similar French-speaking event with students from École Mathieu-da-Costa in Toronto and École Saint-Joseph in Val d’Or, QC, was then shared with Grade 1 classes through a private link on our Bibliovideo channel.

289 Grade 1 classes participated in the French launch and 707 Grade 1 classes participated in the English launch.
We were thrilled to partner with the Toronto International Festival of Authors for a second year to bring the CCBC Book Awards to a larger audience.

The 2021 awards included three panel discussions and the Awards Ceremony, held October 29th 2021.

The three panel discussions featured shortlisted creators and were organized around certain themes.
Who are Our Families?
featured award-nominated children’s book authors Naseem Hrab, David A. Robertson, Jillian Tamaki and Rebecca Thomas for a lively discussion, moderated by University of Ottawa’s Shoshana Magnet, on the essential role our families play in the stories we tell.
The 2021 CCBC Book Awards

Illustrating for Children: An Artist’s Experience featured Terry and Eric Fan, Miki Sato and Natasha Donovan, moderated by the AGO’s Audrey Hudson.
The Jean Little First-Novel Award

In fall 2020, authors Sarah Ellis, Kit Pearson and Maggie de Vries approached the CCBC with the idea of setting up an award in memory of Jean Little.

The inaugural award was given to Tziporah Cohen.
2021 Highlights
The Scotiabank Charity Challenge

Walk, Wheel or Run for Reading

In 2021 the CCBC participated in the Scotiabank Charity Challenge with 100% of the funds raised going directly to the CCBC. Participants were able to participate anywhere virtually across Canada.

A total of $5,100 was raised for the CCBC. These funds will go directly to our programs.

Thank you to everyone who took part!
The Picturebook Gallery

The Picturebook Gallery launched in November of 2021 and features art by our generous, award-winning illustrators who are donating 60% of the value of their art to the cause!

Participating illustrators include Barbara Reid, Michael Martchenko, Wallace Edwards, Marie-Lousie Gay, Qin Leng, Kevin Sylvester, Gary Clement, François Thisdale, Sue Todd, Debbie Ridpath Ohi, Michele Nidenoff, Anne Villeneuve, Jeremy Tankard and Soyeon Kim, with more to follow.

Thank you to everyone who helped make this project possible, especially Nancy Hartry and Bret Williams!
In July 2021, an online gallery event took place to showcase pieces of art inspired by the song "Doubts" by Shannon Dooks. The goal and idea surrounding this event was to bring together and collide different forms of art and funnel the beautiful results into something meaningful for our community. All funds raised supported the Amy Mathers Teen Book Award.
In fall 2021, we partnered with illustrator Pierre Collet-Derby and letterpress artist Vincent Perez of Everlovin' Press to raise funds for our Adopt-a-School program through sales of a poster promoting literacy.
In 2021, the four issues of *Canadian Children's Book News* celebrated the environment, families, accessibility and the best of the year! We profiled creators such as Nicholas Read, Brooke Kerrigan and the Fan Brothers. Our Keep Your Eye On column, which introduces our readers to emerging creators, featured Isabelle Groc, Saumiya Balasubramaniam, Sabina Khan and June Hur.

On the covers of the four issues we featured artwork by Carrielyn Victor, Brooke Kerrigan, Belle Wuthrich and the Fan Brothers. In total, 172 books by Canadian authors and illustrators were reviewed in 2021. Sixty publishers were represented in our review sections along with 172 authors and 82 illustrators.
Our Publications

Best Books for Kids & Teens

Between the two issues of *Best Books for Kids & Teens*, we featured 519 titles, 695 authors and illustrators and 125 publisher imprints.
The CCBC was nominated for the 2022 Astrid Lindgren Memorial Award. Among the nominees are a full list of 282 names from 71 countries including some of the world's foremost creators of literature for children and young people, as well as reading promoters.
Vision for the Future

The future of the CCBC is rooted in its four strategic pillars: Outreach, Support, Engagement and Measurement.

It has been a long and winding road to this point; however, in the last 18 months, despite COVID and other operational challenges, the CCBC has risen to the challenge and had many successes. The CCBC's strategic plan represents a roadmap for the future that will hopefully sustain the current momentum and lay the foundation for a successful, innovative, and stable future.
The CCBC’s Equity, Diversity and Inclusion Policy was approved by the Board in November of 2021.

This is certainly a good basis for future activities and although there is more work to be done, this policy is a necessary and significant framework. The proposed changes create more specificity and opportunities to document progress.

In the first quarter of 2022, each member of the CCBC underwent 4 hours EDI training with more to come throughout the year. All children’s book award guidelines were revised to include more intentional language around EDI principles.

The recruitment process for CCBC staff positions was also revised to ensure increased inclusivity.
Social Media

10K Followers
Up 6%

8,153 Followers
Up 4%

3,644
Up 16%

9,375
Newsletter Subscribers

136,325
Unique Visits to Website
Up 43%
2021 FINANCIALS

REVENUES

- Corporate Sponsorships: 8.4%
- Government Grants: 20.9%
- Government Assistance: 5.2%
- Magazine, Sales and Other: 2.9%
- Foundation Contributions and Investment Income: 8.4%
- Corporate Sponsorships: 59.7%

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2021 FINANCIALS

EXPENSES

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Thank You!

Sponsors

Fleck Family Foundation  Charles and Marilyn Baillie  Shannon Dooks  Mary Macchiusi

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