



SABF

**2020-2022
ANNUAL REPORT**

OUR MISSION

The San Antonio Book Festival unites readers and writers in a celebration of ideas, books, libraries, and literary culture.

SABF fulfills its mission through its main four programs, all designed to inspire readers and foster conversations around books. Its signature program is, of course, the annual book festival.

The Authors in Schools program is SABF's educational initiative and the Get Lit Author Series is SABF's year-round program.



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OUR LEADERSHIP

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(2021, 2022)

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(2022)

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(2020, 2021, 2022)

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(2022 - 2024)

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(2020 - 2024)

LETTER FROM LEADERSHIP

Dear Friends of the San Antonio Book Festival,

We are delighted to share the 2020-2022 SABF Annual Report with you. You probably don't need to be reminded of how exceedingly challenging those three years were for local nonprofits, but it turns out every saying about adversity is true. Those three years strengthened our organization. We are better now than we were before 2020, and we are immensely proud of the vibrant future ahead.

In December 2019 the San Antonio Book Festival became its own independent nonprofit and 501c3 status was granted by the IRS. Then, of course, a global pandemic befell the world and changed the way we operated. Through all of the hardship and struggles, we never lost sight of our mission: to connect readers and writers in a celebration of books and ideas and literary culture. This annual report—which spans the three years of the COVID-19 era as well as our first three years as a nonprofit—tells the story of our cancellation in 2020, our virtual programming in 2021, and our triumphant return to an in-person format for SABF's 10th anniversary in 2022. It's a pretty good comeback story, actually.

The pandemic forced the SABF Board of Directors to ask important questions: Is SABF just a one-day festival? What do we want SABF's legacy to be? How do we celebrate milestones when the traditional barometers of success are not available? These tough conversations led to an expansion in our year-round programming and our educational initiatives, with the Get Lit Author Series and the Authors in Schools program, respectively, which has made for a stronger, more impactful SABF.

In this report, you'll see that throughout 2020-2022, books, authors, and storytellers continued to be a source of inspiration and connection for all who love the work of SABF. We saw how our shared love of reading and writing brought us together, even during the isolated times of the pandemic. We connected 37,750 readers with 313 writers and impacted over 11,000 of Bexar County's youth. None of this work could have happened without you and your support. Thank you for making our work possible!

We hope you share our pride for all that we accomplished together in the last three years. And we hope you join us in our excitement for all that is to come in the future.

Yours truly,



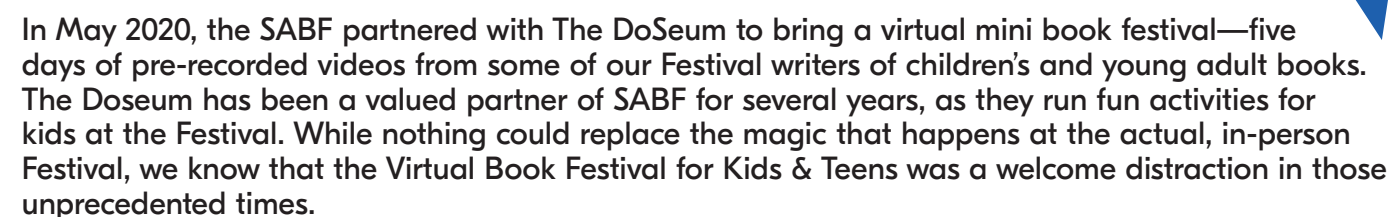
Lilly Gonzalez
LILLY GONZALEZ
SABF Executive Director



Chuck Parrish
CHUCK PARRISH
SABF Board Chair 2021 - Present



SPECIAL ONLINE EVENT



THANK YOU TO EVERYONE WHO JOINED US!

2021: 9th Annual Book Festival

NUMBERS AT A GLANCE

ATTENDANCE

2,164 REPLAY ATTENDANCE

SESSIONS

121 TOTAL SESSIONS



TOP 5 PANELS 2021

A pie chart illustrating the distribution of book genres. The chart is divided into four segments: a large dark red segment for Fiction (58%), a medium purple segment for Nonfiction (32%), a small orange segment for Poetry (8%), and a very small yellow segment for Art & Photography (2%). Each segment is labeled with its percentage and genre name in a color matching the segment.

Genre	Percentage
Fiction	58%
Nonfiction	32%
Poetry	8%
Art & Photography	2%

GENRE DISTRIBUTION



“Book festivals foster a sense of community and inspire people to think beyond their individual experiences. It feels extra special to be able to come together for this milestone year.”

LILLY GONZALEZ,
SABF Executive Director



UNITING
READERS
AND
WRITERS
FOR 10 YEARS!



2022: 10th Annual Book Festival

Celebrating its 10th anniversary in 2022, the San Antonio Book Festival featured a stellar author lineup. After its cancelation in 2020 and the virtual edition in 2021, the Festival returned to an in-person format at the newly painted Central Library and Southwest School of Art in downtown San Antonio.

The opening ceremony featured Mayor Ron Nirenberg and SABF’s executive director, alongside special performances by ANDREA “VOCAB” SANDERSON and NAOMI SHIHAB NYE. The Festival showcased award-winning authors, such as JERICHO BROWN, SANDRA CISNEROS, JULIA GLASS, and EMMA STRAUB, engaging with audiences.

In addition to in-person events, the Festival hosted a virtual tent with pre-recorded sessions, featuring Pulitzer Prize winners MARGO JEFFERSON, DAVID HASSLER, TYLER MEIER, and journalist JOSHUA PRAGER. Notable Texas authors like FERNANDO A. FLORES, SARAH BIRD, and STEPHEN HARRIGAN shared their literary contributions, while San Antonio authors, including former Mayor PHIL HARDBERGER, KATIE GUTIERREZ, and JUDGE NELSON WOLFF, added a local flair.

Children’s book authors, including CHEF CARIÑO CORTEZ, STEPHEN BRISEÑO, and *New York Times* bestselling authors MAC BARNETT and SHAWN HARRIS, captivated young readers with their imaginative tales. The 2022 SABF provided a day of literary exploration and marked a triumphant return to the communal celebration that makes SABF a cherished annual tradition.

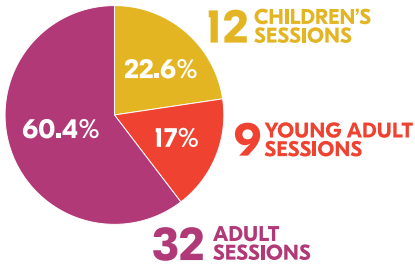
NUMBERS AT A GLANCE

ATTENDANCE

13,482 REGISTERED ATTENDEES
2,164 REPLAY ATTENDANCE

SESSIONS

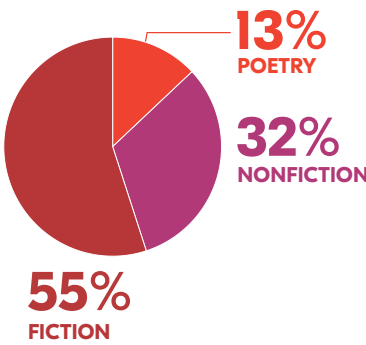
53 TOTAL SESSIONS



SESSION DEMOGRAPHICS

MOST-ATTENDED SESSIONS

Session Name	Live Attendees	Replay Attendees	Total
Sandra Cisneros Presents	190	N/A	1,381
Assimilation and Belonging	118	67	877
This Time Tomorrow	76	91	867
American Reboot with Will Hurd	132	N/A	701
The First Cat in Space Ate Pizza	121	N/A	679
Our First Civil War with H.W. Brands	113	N/A	679
Graphic Story Telling: Past and Present	111	N/A	111



GENRE DISTRIBUTION

AUTHORS IN SCHOOLS

ENCOURAGING PASSION FOR READING

The Authors in Schools program is SABF's educational initiative that pairs acclaimed authors with underserved Title I schools to deliver presentations to hundreds of students, tell funny stories, share personal journeys, and describe the process of writing their books. All students in attendance receive a free, signed copy of the author's book to take home. Making a personal connection with an author can be the motivation kids need to jump start their imagination with books.

Students not only meet the authors but they take home a copy of the book!

DR. CARMEN TAFOLLA
Award-winning children's book author

AUTHOR VISIT TIMELINE 2020-2022

OCTOBER 2020

PRICE ELEMENTARY ☉

South San ISD
GRADES K - 2



Construction Site Mission: Demolition!
by Duskey Rinkler and AG Ford

170 COPIES
DISTRIBUTED

APRIL 2021

CORONADO VILLAGE ELEMENTARY ☉

Judson ISD
GRADES K - 2



Milo Imagines the World
by Matt de la Peña and Christian Robinson

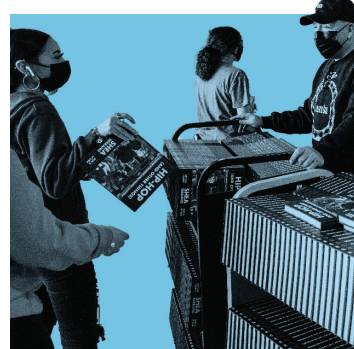
205 COPIES
DISTRIBUTED

Key:

☉ VIRTUAL VISIT

☉ IN-PERSON VISIT

SHEA SERRANO visited his alma mater, Southwest HS where he gifted a signed copy of *Hip Hop (And Other Things)* to the entire senior class. Serrano spoke about growing up in San Antonio, his path to becoming a writer, his sources of inspiration, and his upcoming TV show.



MAY 2022

In celebration of the 10th anniversary of the San Antonio Book Festival, the SABF team hosted three days of author visits. "Celebrating our 10th anniversary milestone during a global pandemic required our team to consider what we wished SABF's legacy to be in this city. We want to have a lasting impact on young readers in this city by providing meaningful literary experiences," said San Antonio Book Festival Executive Director Lilly Gonzalez in a press release. "I see it as part of our mission to inspire San Antonio's youth to read more. ... Teachers and librarians are the biggest champions of literature and literacy in our city. Over the past two years, they have faced insurmountable challenges while their labor has gone largely unrecognized."



MAY 2022

JAMES RUSSELL LOWELL
MIDDLE ☉

San Antonio ISD
GRADES 6 - 7



Shine On, Luz Véliz!
by Rebecca Balcárcel

210 SIGNED COPIES
DISTRIBUTED

MAY 2022

HENRY B. GONZALEZ
ELEMENTARY ☉

Edgewood ISD
GRADES 1 - 3



Small Room, Big Dreams
by Monica Brown

310 SIGNED COPIES
DISTRIBUTED

MAY 2022

BEXAR COUNTY JUVENILE
DETENTION CENTER ☉

GRADES 6 - 12



Ghost Boys
by Jewell Parker Rhodes

120 SIGNED COPIES
DISTRIBUTED

DECEMBER 2022

BIBLIOTECH EDU ☉

San Antonio ISD

GRADE 7



The Door of No Return
by Kwame Alexander

205 SIGNED COPIES
DISTRIBUTED

2020

2021

2022

OCTOBER 2020

KAREN J. WAGNER HIGH ☉

Judson ISD
GRADES 9 - 12



*One Person, No Vote:
How Not All Voters are Treated Equally*
by Carol Anderson

205 COPIES
DISTRIBUTED

APRIL 2021

BEXAR COUNTY JUVENILE
DETENTION CENTER ☉

GRADES 6 - 12



Dear Martin
by Nic Stone

140 COPIES
DISTRIBUTED

NOVEMBER 2021

SOUTHWEST HIGH ☉

Southwest ISD
GRADE 12



Hip-Hop (And Other Things)
by Shea Serrano

460 SIGNED COPIES
DISTRIBUTED

MAY 2022

SIDNEY LANIER HIGH ☉

San Antonio ISD
GRADES 9 - 10



*Clockwork Curandera:
Witch Owl Parliament*
by David Bowles and Raul the Third

625 SIGNED COPIES
DISTRIBUTED

MAY 2022

LOMA PARK
ELEMENTARY ☉

Edgewood ISD
GRADES 3 - 5



The First Cat in Space Ate Pizza
by Mac Barnett and Shawn Harris

235 SIGNED COPIES
DISTRIBUTED

MAY 2022

CARVER COMMUNITY
CULTURAL CENTER ☉

San Antonio ISD
GRADES 4 - 6



*It's the End of the World and
I'm In My Bathing Suit*
by Justin Reynolds

500 SIGNED COPIES
DISTRIBUTED



In December 2022, Newbery Medal winner KWAME ALEXANDER visited 200 students from the Advanced Learning Academy at the new BiblioTech EDU. Each student received a copy of Kwame's latest book, *The Door of No Return*.

At Price Elementary, the SABF and SSAISD coordinated a drive-through book drive (complete with paletas!) to ensure students picked up their free books for their virtual visit.

GET LIT AUTHOR SERIES

CELEBRATING LITERARY CULTURE YEAR-ROUND

The Get Lit Author Series features an author in conversation with a respected figure in the San Antonio community and furthers SABF's mission of offering literary programming to the public. In 2021, SABF decided to expand the Get Lit Author Series year-round. SABF found the perfect partner for that expansion in Alamo Colleges District, which added an educational component to the program and united the author and Alamo Colleges students in conversation. The first iteration of the new Get Lit partnership took place in December 2022.

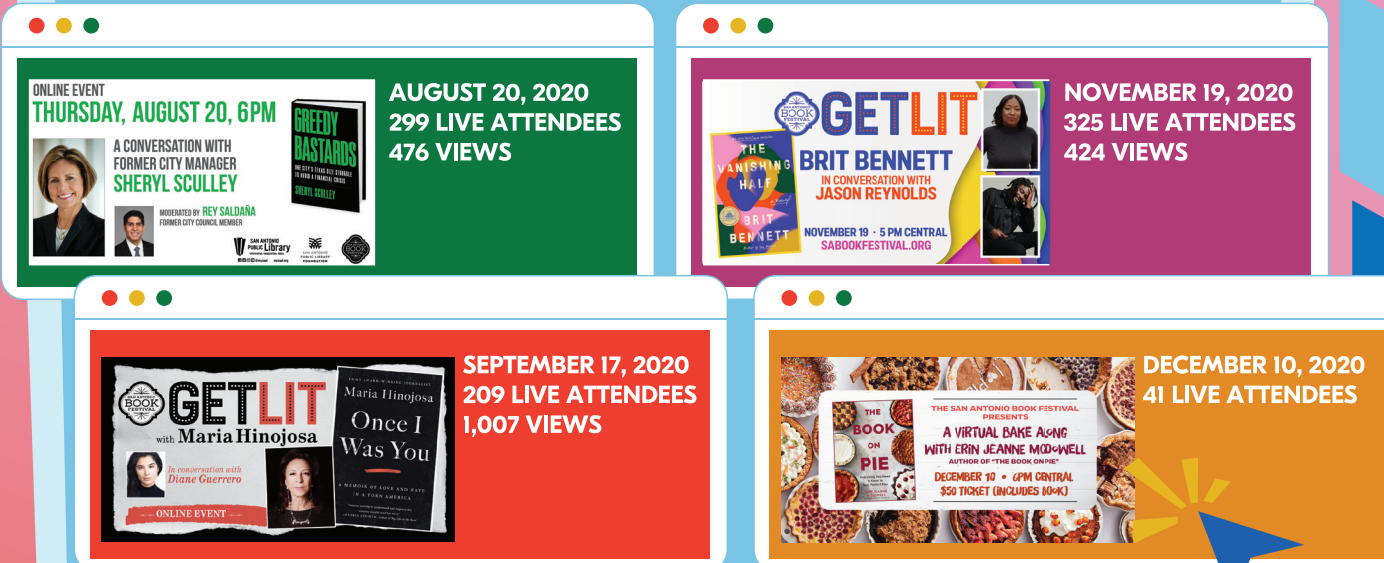
SPECIAL THANKS TO OUR PARTNERS



ALAMO
COLLEGES
DISTRICT



ONLINE EVENTS



SAN ANTONIO
Book Festival

GET LIT AUTHOR SERIES

LIVE EVENTS

NOVEMBER 2021

Forget the Alamo
by Bryan Burrough, Chris Tomlinson
and Jason Stanford

Moderated by
Sarah Zenaida Gould, Executive Director
Mexican American Civil Rights Institute

55 LIVE ATTENDEES

142 STREAMED VIEWS

DECEMBER 2022

Solito
by Javier Zamora

Moderated by Robert Rivard

80 LIVE ATTENDEES



BOOK APPÉTIT LITERARY FEAST

2020-2021: AMOR TOWLES

On account of the global pandemic, our signature fundraiser became a virtual luncheon for the safety of everyone involved. The featured speaker was AMOR TOWLES, the author of *New York Times*-bestselling novels such as *Rules of Civility*, *A Gentleman in Moscow*, and *The Lincoln Highway*. Book Appétit guests received book-themed goodie bags, furthering the Book Festival's mission to celebrate literary culture.



SPECIAL THANKS

Honorary Chairs:

Connie & Sandy McNab • Lyn & Pete Selig

Event Committee:

Cynthia & Taylor Collins • Catherine & Craig Comeaux • Georgia Erck • Katy & Ted Flato • Liecie & Nick Hollis Sherry & Ed Layman • Belinda & Will Nixon • Angela & Trey Rabke • Josie & Frates Seeligson • Amy Stieren Smiley • Shannon & David Stephens • Burgin Streetman • Laura Morris Walls

AMOUNT RAISED:

\$236,285.20

SABF is
grateful
for
**YOUR
SUPPORT! ♥**



2022: SUSAN ORLEAN

The Book Appétit Literary Feast returned to the Witte Museum's Mays Family Center on May 19, 2022, just in time for the 10th anniversary celebration of the Book Festival. The featured speaker was SUSAN ORLEAN, the beloved *New Yorker* staff writer hailed as "a national treasure" by *The Washington Post* and the author of the *New York Times* bestseller *The Library Book*, sharing her newest book, *On Animals*.

SPECIAL THANKS

Honorary Co-Chairs:

Sally & Rhew Dooley

Event Chairs:

Shannon & David Stephens

Event Committee:

Tracey Bennett • Stephanie Dodge Bigley • Georgia Erck • Katy & Ted Flato Liecie & Nick Hollis • Sherry & Ed Layman • Marcia Logan & Dan Goodgame Angela & Trey Rabke • Josie & Frates Seeligson • Lisa Spielhagen Burgin Streetman • Laura Morris Walls

AMOUNT RAISED:

\$197,502.38



**YOU enable us to
spread literary culture
to all of SAN ANTONIO!**





2020-2022 AT A GLANCE

OVER
37,750
VIRTUAL & IN-PERSON
ATTENDEES
at the 2021 & 2022 Book Festivals

PRESENTED
313
AUTHORS
at the 2021 & 2022 Book Festivals

OVER
1,200
VOLUNTEERS
DONATED THEIR TIME
at the 2021 & 2022 Book Festivals

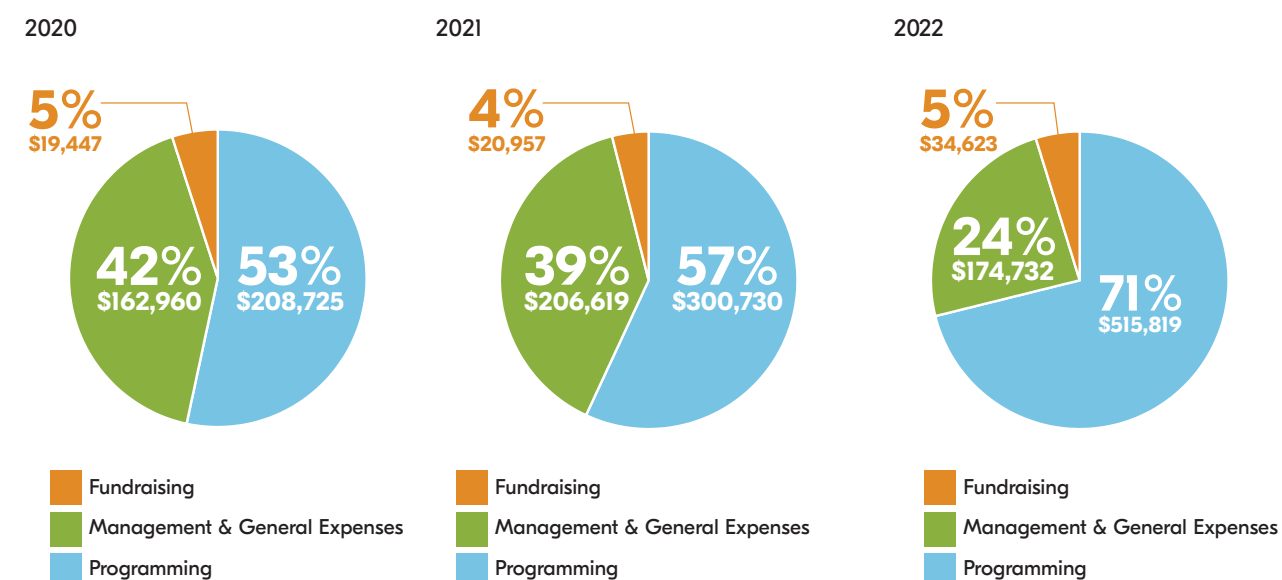
DISTRIBUTED
11,000+
BOOKS
to students at the Festival
and Title I Schools

OVER
500,000
SOCIAL MEDIA
IMPRESSIONS

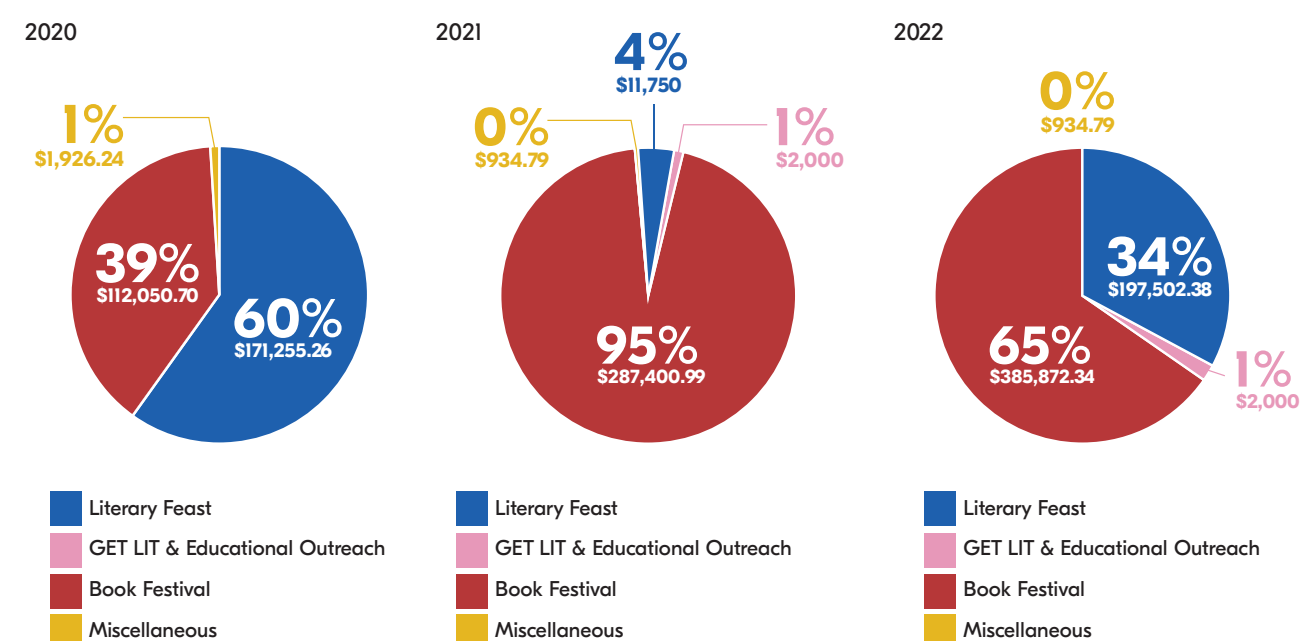
OVER
\$1.2 MIL
IN MEDIA VALUE
at the 2021 & 2022 Book Festivals

FINANCIAL HIGHLIGHTS

EXPENSE BREAKDOWN 2020 - 2022



INCOME BREAKDOWN 2020 - 2022



Thank you to our incredible sponsors!

2020 DONORS

\$50,000 AND UP

City of San Antonio
Department of Arts & Culture, City of San Antonio

\$25,000 TO \$49,999

80/20 Fund
The John & Florence Newman Foundation
Charles C. Butt
Ernst & Young

\$10,000 TO \$24,999

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Susan Aspinall Block
Richey Wyatt

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\$50,000 AND UP

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\$50,000 AND UP

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Department of Arts & Culture, City of San Antonio
City of San Antonio- ARPA
Russell Hill Rogers Fund for the Arts

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Robert J. Kleberg and Helen C. Kleberg Foundation

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Betty Stieren Kelso Foundation
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SABF

SAN ANTONIO
Book Festival

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