



children's books ireland

annual report and audited financial statements

2017



children's
books
ireland
every child a reader



Children's Books Ireland/Leabhair Pháistí Éireann

receives financial assistance from

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Children's Books Ireland Annual Report 2017

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Introduction

Children's Books Ireland (CBI) is the national children's books organisation of Ireland. This report records the development and activities of CBI between January and December 2017.

Governance and structures

CBI is led by a Board of directors which guides the organisation in policy development and implementation.

Members of the Board in 2017 were:

Patricia Forde (Chairperson)
Patrick Thorpe (Vice Chairperson, appointed 7th March 2017)
Jane Alger (Company Secretary)
Irene Barber (resigned 21st November 2017)
Elena Browne (appointed 21st November 2017)
Valerie Coghlan (resigned 21st November 2017)
David Field
Katy Fitzpatrick
Conor Hackett
Eileen Jackson
David Murphy (resigned 17th January 2017)
Eddie Murtagh
John O'Donnell

The Board met four times in total during 2017.

At the CBI AGM on 24 September 2017, the required reports for 2016 were presented as well as audited accounts. An EGM was held immediately following the AGM in order to agree revised wording in the Constitution to comply with pre-approved wording requests from Revenue, and to trade as Children's Books Ireland (without the suffix CLG).

CBI is registered as a type C organisation on the journey to being compliant with the Governance Code. As part of this, we have been taking part in the Governance Code Boot Camp with The Wheel. This programme is designed to help Irish non-profits transition to an era of higher regulation and transparency. Structured around a series of relevant workshops and dedicated events and support systems, Boot Camp equips participants with the motivation, knowledge and skills to tackle the change that the new charity regulation and changed public attitudes towards charities will bring. The programme has been attended by the Chair and Director of the organisation, and we have a goal of complete compliance by the end of 2018.

The Boot Camp training schedule includes:

- Regulation, Resources & Recognition – An Essential 2-Day Workshop for Irish Charities (covering all aspects relating to charity regulation, transparency, income generation and good governance)
- Specialist governance/regulation training for trustees (evening event attended by 2 CBI board members including the company secretary)
- Impacts and Outcomes Workshop
- Risk management Workshop
- Corporate Fundraising Workshop

- Networking sessions to facilitate shared learning and feedback
- External expert inputs (from programme partners and guests, all leaders in their fields)
- Template documentation for policies which can be amended to reflect the needs of the organisation

CBI is a member of the Development Managers Forum, which was formally established in 2011 to build on the network of fundraising professionals that emerged from Business to Arts' New Stream programme. This group includes representatives from the National Cultural Institutions together with some of Ireland's best known festivals, performance companies and galleries. Membership of the group is restricted to full or part-time fundraising professionals or Directors/CEOs of arts and cultural organisations whose position includes a significant degree of fundraising from the private sector (businesses, trusts and foundations or individuals).

The key aims of the Group are:

- To address the need for ongoing and regular mutual support by and for Development Managers and to continue to develop this network/community
- To give Development Managers the opportunity to work together on areas that are not necessarily a business priority for Business to Arts
- To empower Development Managers to take responsibility for their development and to show leadership, a collective voice, beyond the work they do with Business to Arts

Staffing

The programmes and activities of the organisation were carried out by CBI's core staff members along with CBI volunteers, interns and part-time staff. 2017 was the first full year with a core staff team of four: Ciara Houlihan's job title changed from Administrative Assistant to Administrator to reflect the extent of her remit and Jenny Murray's job title changed from Publications and Communications Manager to Publications and Projects Manager to more appropriately reflect her role in relation to the logistics of certain projects including the CBI International Conference, the Bologna Children's Book Fair and the CBI Book of the Year Awards.

Core Staff

Director – Elaina Ryan

Publications and Projects Manager (formerly Publications and Communications Manager) – Jenny Murray

Programme and Events Manager – Aoife Murray

Adminsitrator (formerly Administrative Assistant) – Ciara Houlihan

Regular review and training was made available to all core staff.

Additional team members

Inis Reviews Editor – Juliette Saumande

Inis Irish language editor – Siobhán McNamara

Laureate na nÓg Project Manager – Aingeala Flannery

Interns and Volunteers

CBI is very fortunate to secure the support of a large range of interns and volunteers who work with the core team to deliver specific projects and assist with general duties. The input of CBI's volunteers and interns is equivalent to one full-time staff member and is invaluable to the organisation.

Children's Books Ireland's strategic plan

CBI's strategic plan was launched in 2016 and will govern the direction of the organisation through 2019. The plan is reflected in the organisation's annual budget and is frequently monitored by the Executive Director and the Board.

VISION

Our vision is an Ireland in which books are central to every child's life and where meaningful engagement with books is supported by passionate and informed adults in families, schools, libraries and communities all across the island.

MISSION

We strive to make books central to every child's life on the island of Ireland through developing audiences for children's books, supporting and celebrating excellent authors, illustrators and publishers and working in partnership with people and organisations who influence children's reading.

STRATEGIC AIMS

1. To develop audiences and advocate for access to children's books island-wide

- Embed knowledge of and passion for children's books within the education sector
- Provide valuable resources to inform and enthuse adult readers of children's literature
- Strive for island-wide access to and participation in CBI's events and projects, with a particular emphasis on less advantaged groups
- Advocate for the importance of Government support for well-stocked libraries and designated staff in all schools in Ireland
- Promote excellent Irish children's books and publishing to an international audience
- Ensure that the cultural life of the child is valued as much as physical health and mental wellbeing

2. To support, create opportunities for and improve the professional lives of children's book writers and illustrators

- Provide professional development for authors and illustrators at all stages in their careers across the areas of practice, performance and practical matters
- Demonstrate and call for best practice in the planning and management of live literature events, including appropriate remuneration for artists
- Recognise, celebrate and promote excellent Irish writing, illustration and publishing through CBI's activities and publications

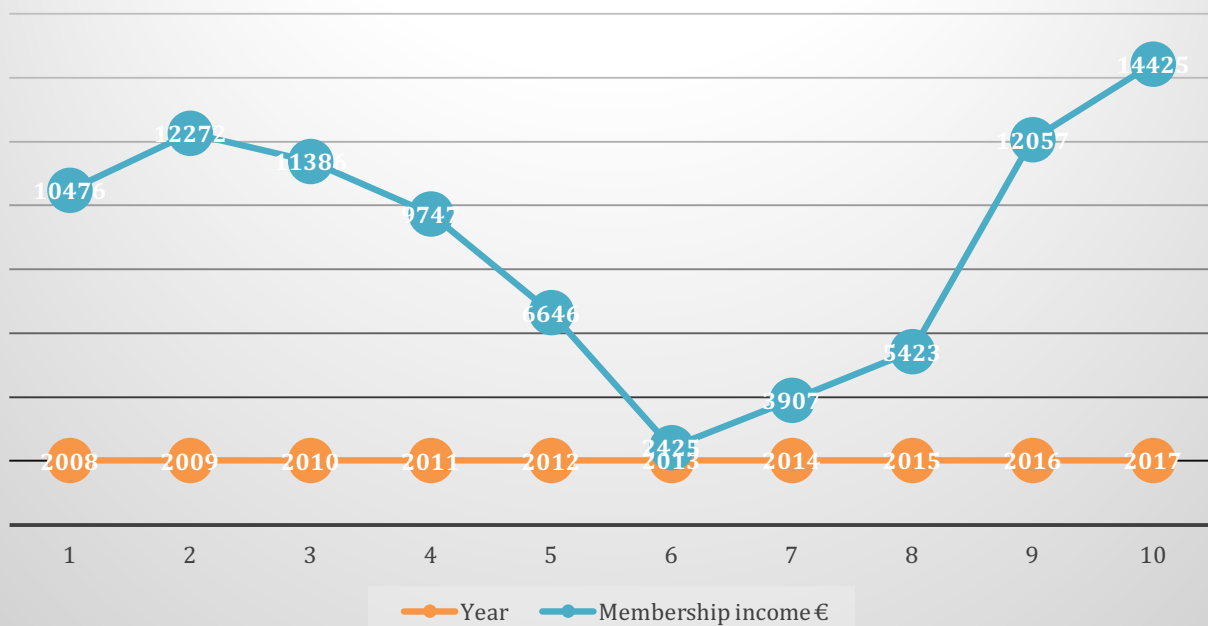
3. To apply best practice and ambition in organisational and sectoral development

- Grow the capacity and resources of the organisation
- Build CBI's public profile
- Influence national and local policy in relation to children and young people's right to culture
- Ensure parity of esteem for children's books within the literature sector

CBI membership

CBI membership revenue increased by 20% in 2017. Income rather than membership numbers are used here for comparison as the membership fees and types have changed over a number of years. 2017 was the highest membership income yet, representing a 495% increase from the lowest point in 2013.

Membership income 2008-2017



Year	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Membership income in EUR	10476	12272	11386	9747	6646	2425	3907	5423	12057	14425

Activities and programme 2017

CBI's 20th birthday celebrations



In 2017, CBI celebrated its 20th birthday. We marked the occasion throughout our core activities and with a media call. A particularly special marker of the anniversary was a reception with Michael D. Higgins, the President of Ireland, at Áras an Uachtaráin. A small group of 50 guests from Children's Books Ireland and Poetry Ireland were invited to meet the President and his wife Sabine in recognition of CBI's 20th birthday and the 40th anniversary of Poetry Ireland's Writers in Schools programme. The President's endorsement of the work being done by the children's book community carries considerable significance for all involved, as well as recognising the past achievements of both CBI and Poetry Ireland. CBI presented the President with a gift of a selection of children's books.

CBI announced four new patrons as part of its 20th birthday celebrations: Laureate na nÓg PJ Lynch and his three predecessors, Siobhan Parkinson, Niamh Sharkey and Eoin Colfer.

Inis Reading Guide

The *Inis Reading Guide* is an invaluable resource and our flagship publication which is produced annually to highlight the best books published in any given year. An expert editor for each section is appointed (all age groups from 0 to young adult, plus poetry, non-fiction and Irish language), and each editor selects their books from a huge number of submissions and sends them to a wider team of reviewers which they are responsible for choosing. This year's editors are mainly chosen from our team of Book Doctors, giving them direct input into the guides they will be using throughout the next year at CBI Book Clinics.

The guide gives special attention to Irish titles: all Irish-published books and books by an Irish author or illustrator are marked with a shamrock, and there is a comprehensive



listing of all Irish-published books for the year. Artwork commissioned from an Irish illustrator for the reading campaign materials is also used as the cover image for the guide – this year’s image was created by author-illustrator and Laureate na nÓg PJ Lynch.

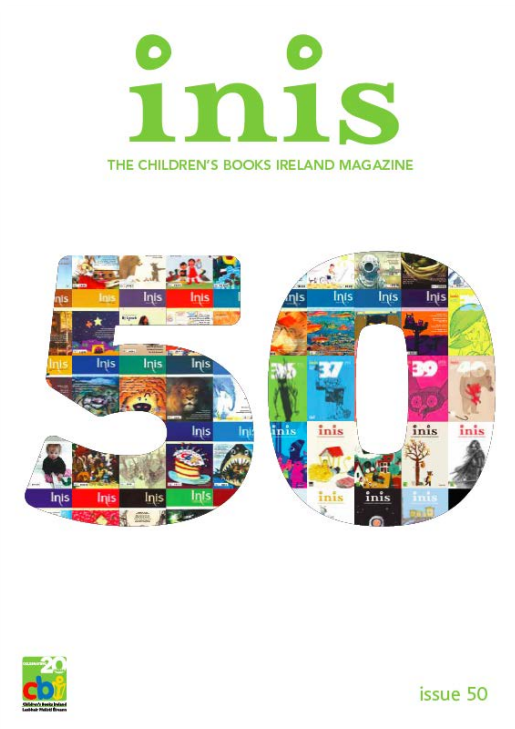


The *Inis Reading Guide* is sold in bulk packs of 100 as well as in large and small packs with posters, bookmarks and stickers, and individually online. The guides are bought by librarians, teachers and booksellers and are distributed free of charge to their customers and members. These guides are kept over years by our members and are used by teachers, librarians, booksellers and parents as a source of expertise. The guide will be used throughout the year at CBI Book Clinics and other events as a valuable way to promote CBI’s activities, which are featured within its pages, and to encourage new memberships.

In 2017 we maintained the same level year on year of advertising revenue achieved in 2016, which puts the guide at maximum capacity for a staple-bound publication. We also met our goal (as per our strategic planning) to work with the Department of Education and Skills for a second year to distribute 4,150 copies of the guide: one to every primary and secondary school in the country, with the support of the Irish Copyright Licensing Agency. The guide was included in every delegate bag at our own conference and at *The Bookseller Children’s Conference*, an important event in the book trade calendar which took place in London on 26 September. Attracting leading figures from the world of children’s books: publishers, booksellers, authors, agents and librarians along with speakers from other industries, it is a forum for new ideas and innovation. Funding from the Arts Council of Northern Ireland allowed us to distribute 600 guides free of charge to Northern Irish schools and libraries via Libraries NI and the Education Authority Northern Ireland. We printed 18,000 copies of the guide in total.

***Inis*, the Children’s Books Ireland magazine**

Inis magazine, in print and online, is the most important record of the development of Irish children’s literature. It is one of very few sources of regular review for Irish authors, illustrators and publishers and Irish-language texts and, as such, it provides an important contribution to the promotion of Irish works for young audiences for both national and international readers. It has documented the growth and status of children’s literature studies as an academic discipline. With its diverse audience of writers, illustrators, publishers, teachers, librarians, academics, students and parents both in Ireland and abroad, *Inis* is a completely unique resource. It therefore serves as an invaluable platform for the advocacy of children’s books as well as a valuable forum for the children’s literature community.



Inis is published three times a year (January, April, July) as part of CBI's suite of quarterly publications for members (completed by a fourth, the *Inis Reading Guide*, launched in September). In April 2017, our fiftieth issue of *Inis* was a bumper, double-size edition as part of our 20th birthday celebrations. This issue announced some of CBI's plans to mark this anniversary, including the inaugural Robert Dunbar Memorial Libraries and the announcement of Laureate na Óg PJ Lynch and his three predecessors as patrons of CBI. It also looked broadly at Irish children's literature, including the development of illustration and publishing over twenty years and the fortieth anniversary of the Writers in Schools scheme. A series of feature interviews with Irish book trade professionals ran in *Inis* throughout 2017 in order to highlight the work done by a number of dedicated people to support the sector. *Inis* magazine online is also updated regularly with original reviews and in-depth features.

Inis is supported by a team of reviewers, writers and interviewers who generously give of their time to contribute to the magazine. Reviews Editor Juliette Saumande is responsible for the selection of books and reviewers and the editing and uploading of content for print and online. Irish-language editor Siobhán McNamara is responsible for selection of books and reviewers for all titles in Irish, for editing and uploading content, and for procuring features for print and online. CBI is committed to publishing a minimum number of Irish-language reviews (approximately 10% of the number in English) and a feature in Irish in each issue.

The CBI executive under the leadership of Jenny Murray as Publications and Projects Manager / Editor in Chief commissions features and selects an image from a new book by an Irish illustrator for each issue's cover. In 2017, we featured Sheena Dempsey and Marie-Louise Fitzpatrick, with *Inis* 50 boasting a special composite of all 49 previous covers. High editorial standards are upheld both in print and online and copy-editors and proofreaders are used for both Irish and English language content. CBI prides itself on maintaining a high production standard across all its publications, paying particular attention to the reproduction values of original artwork and illustrations.

CBI Annual Conference

2017 was the 27th year of the CBI International Conference, the leading event in Ireland for adults with a personal or professional interest in books and reading for children and young people. The conference celebrates the best in Irish and international children's books and provides an opportunity for delegates to reflect on the impact, importance and imagination of children's books, as well as to network with like-minded professionals in the community of practice.

The 2017 conference, entitled 'Movement and Migration' featured a line-up of Irish and international speakers whose



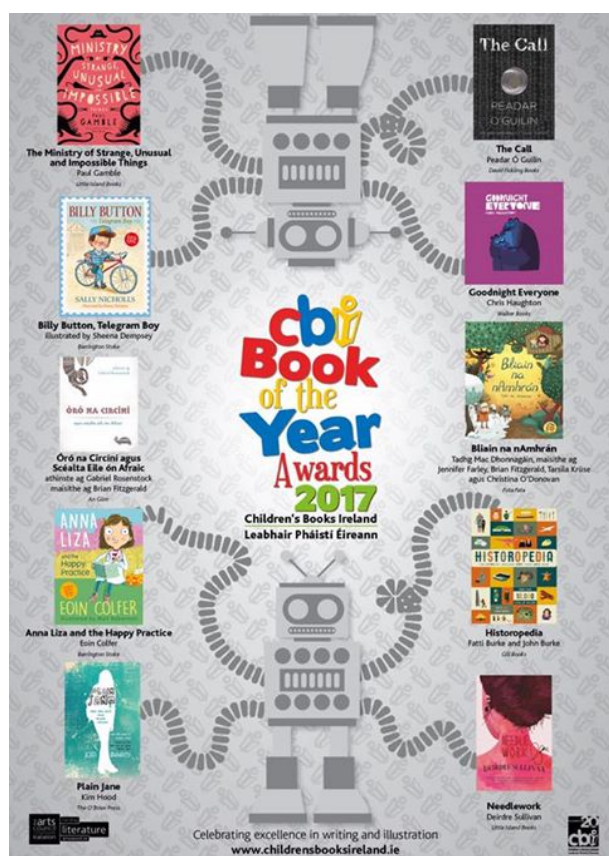
experience covers all age ranges within the sphere of children's books, and all genres, including performance poetry and historical fiction. Guests included former US Reading Ambassador Kate DiCamillo; Carnegie Medal winner Sally Gardner; a panel of new Irish writers, showcasing up and coming talent; a panel of authors who write for adults and young people, comprising John Boyne, Cecelia Ahern and Shane Hegarty; performance poet Joseph Coelho and many other artists.

The conference also includes the presentation of the annual CBI award. This award is made to an individual or organisation in recognition of an outstanding contribution to children's books. CBI members nominate for this award and the selection is made by the Board. The 2017 winner was David O'Callaghan, Children's and Youth Book Buyer at Eason, for his work in YA readership development and the establishment of DeptCon, a YA book convention in Dublin.

Sponsorship for the conference (including delegate bags, drinks reception and coffee breaks) came from Walker Books, Usborne Publishing and HarperCollins, and additional support came from publishers, Poetry Ireland and *The Bookseller*. For the second year we succeeded in securing social media and digital support from RTÉ Supporting the Arts.

CBI Book of the Year Awards and Shadowing Scheme

The CBI Book of the Year Awards are the leading annual children's book awards in Ireland. Now in their 27th year, the awards identify, honour and promote excellence in books for young people by Irish authors and illustrators, offering one of the few opportunities for national and international recognition. Excellence in children's books is the over-arching criterion and there are a total of six awards made: The CBI Book of the Year Award, Honour Awards for Fiction and Illustration, Judges' Special Award, Eilís Dillon Award for a first children's book and the Children's Choice Award.



The awards are open to authors and illustrators born or resident in Ireland and to books written in Irish or English. The shortlist for the awards is announced annually in March in partnership with Young at Art at the Belfast Children's Festival and the winners are announced in May in partnership with the International Literature Festival Dublin. The awards were supported by lively print materials including posters and bookmarks which were distributed to schools, libraries and bookshops, and by a full media campaign.

Each year CBI assembles a panel of judges as well as a chair who have considerable expertise and interest in books for children. The panel operates independently of CBI. The Judging Panel review all eligible titles and examine them according to the criteria for the award.

2017's shortlisted titles:

- *Anna Liza and the Happy Practice* written by Eoin Colfer
- *Billy Button, Telegram Boy* illustrated by Sheena Dempsey
- *Bliain na nAmhrán* scríofa ag Tadhg Mac Dhonnagáin, maisithe ag Jennifer Farley, Brian Fitzgerald, Tarsila Krüse agus Christina O'Donovan (**WINNER Judges' Special Award**)
- *Goodnight Everyone* by Chris Haughton (**WINNER CBI Book of the Year Award and Honour Award for Illustration**)
- *Historopedia* by Fatti Burke and John Burke
- *Needlework* by Deirdre Sullivan (**WINNER Honour Award for Fiction**)
- *Óró na Circíní agus Scéalta Eile Ón Afraic* athinnte ag Gabriel Rosenstock, maisithe ag Brian Fitzgerald
- *Plain Jane* by Kim Hood
- *The Call* by Peadar Ó Guilín (**WINNER Children's Choice Award**)
- *The Ministry of Strange, Unusual and Impossible Things* by Paul Gamble (**WINNER Eilís Dillon Award**)



The Children's Books Ireland Book of the Year Award Shadowing Scheme is one of our most successful projects in terms of encouraging young people to engage with contemporary writing and illustrating and facilitating teachers, librarians and book club leaders to do so by providing them with a top quality free resource pack which is specially put together for CBI by experts in the area of children's books: booksellers, academics, reviewers, teachers and librarians who are experienced in working with groups of young people. This pack contains a wealth of ideas, activities, quizzes and suggestions for creative engagement with the books, which equips the adults involved to replicate these activities for other books and indeed future groups of young people. The experience for young people is immersive, inclusive and imaginative. The Children's Choice award recognises the importance of the voice of young people all over Ireland, and this

award lends gravitas to the whole process, telling young people that the books are worth discussing and that their opinions matter.

In 2017, 218 groups took part, of which 88 were based in Northern Ireland (just over 40%). With over 7,800 shadowers island-wide, CBI achieved a 69% increase in uptake of the scheme in Northern Ireland and a 73% increase overall. The successful recruitment of new shadowing groups is due in large part to strong partnerships with the Education Authority Northern Ireland, Libraries Northern Ireland and Young at Art and funding from the Arts Council of Northern Ireland and the Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs.

It is the group leader's responsibility to source the shortlisted books, but in cases where this was not possible or where schools did not have the necessary funding, we supplied 110 books across 22 primary and secondary schools in Northern Ireland. As a further incentive, we invited shadowing groups in Northern Ireland to apply for an author or illustrator to visit their school to talk about books with them. This is a powerful way to build excitement and energy around the books while keeping up the momentum within the group and giving the young readers a memorable experience. CBI also partnered with the International Literature Festival Dublin, as part of their schools outreach, to programme shortlisted authors for schools events with thanks to funding from Dublin UNESCO City of Literature. In 2017, shortlisted authors Peadar Ó Guilín, Kim Hood, Tadhg Mac Dhonnagáin and Paul Gamble visited seven schools in Northern Ireland. In Dublin, shortlistees Eoin Colfer, Fatti Burke, Tadhg Mac Dhonnagáin, Chris Haughton, Paul Gamble, Kim Hood, Deirdre Sullivan and Peadar Ó Guilín worked with 700 children from fifteen schools.

Each shadowing group signs up ahead of the shortlist announcement, chooses the shortlisted titles they wish to read (eliminating those books which are not appropriate on the grounds of age), sources the books and reads them, then scores each book as the adult judging panel would. These scores are collated by our Programme and Events Manager and the leading title is the recipient of that year's Children's Choice Award. The process recognises and gives weight to children's and young peoples' opinions in a very tangible way. The Shadowing Scheme is also a Gaisce – The President's Award Challenge Partner for the Bronze level.

Each year a number of shadowing groups are filmed by CBI discussing their favourite books from the shortlist. This film is screened at the awards ceremony in Dublin in May. Schools included in this year's short film are St Francis Primary School, Banbridge; Scoil San Carlo, Leixlip; Gaelscoil Eiscir Riada, Lucan and Our Lady's Secondary School, Templeogue. A number of groups attend the ceremony, meet the shortlistees and guest speaker in person as well as announcing and presenting the Children's Choice Award, giving them an active and important role in the celebrations. In 2017, for the second year, RTÉ Broadcaster Rick O'Shea presented the ceremony on the 23 May.

For the past two years, CBI has held a special shortlist announcement event in Belfast in partnership with Young at Art as part of the Belfast Children's Festival. The event was for invitees including a limited number of local shadowing groups, media, teachers, librarians and other interested stakeholders, and was an exclusive first look at the shortlisted titles. This has now become a key event in the children's book communities calendar and the partnership will continue in 2018 and into the future with the Belfast Children's Festival becoming the official venue for the announcement in March, followed by the awards ceremony in Dublin during ILFD in May. This is complementary to Young at Art, ILFD and Children's Books Ireland's shared desire to

work together towards increasing children's literature- and book-related events in festival programmes.

Groups can be a full class in primary or secondary school, or a book club in a library or bookshop. The shortlist can cover picturebooks to novels for older teenagers, so all age groups are catered for, and the Shadowing Scheme is free to participate in. For these new groups, we propose a number of extra supports in order to make the experience as rich and worthwhile as possible. In terms of the running and governance of the awards, there is an established, robust set of rules that govern the selection of judges for the panel and the process through which the judges arrive at the selection of shortlisted titles. A working group will be convened in November 2017 to review these rules, ensuring they are fit for purpose and to discuss complex issues such as separation of text and image in picturebooks where both artists are not eligible for an award. The working group will include a young judge.

CBI's Awards Shadowing Scheme puts in place reading support networks, provides invaluable resources for group facilitators in the shadowing pack, ensures that the work of Irish writers and illustrators has the opportunity to be showcased and promoted directly to young audiences through engaging with not just books, but authors and illustrators (where possible) and raises the profile of Irish writing and literary production by presenting the best of writing and illustration on the shortlist. Shadowing brings literature to a wide audience at a critical early stage, develops readership and audiences for writing and illustration, and, most importantly, encourages reading for pleasure, as well as building confidence and self-esteem through the engagement activities for groups.

The CBI Book of the Year Awards and Shadowing Scheme as it grows has become a strong source of cooperation for CBI and our colleagues North and South in Libraries NI, Education Authority Northern Ireland, Young at Art/Belfast Children's Festival, International Literature Festival Dublin and the Local Government Management Agency.

In November 2017, CBI assembled an advisory group to discuss a number of issues around the awards, including how best to judge picturebooks (when one contributing artist may not be eligible), inclusion of self-published books, effectiveness of the Shadowing Scheme and the composition and skills of the judging panel. This group included representatives from publishing, bookselling, authors and illustrators, Irish-language speakers, picturebook experts and former judges and chairs of the panel. They engaged in robust discussion and made specific recommendations which were adopted by CBI's board. The full document of guidelines governing the awards and the judging process is available by request.

CBI Book Clinics

CBI Book Clinics are pop-up events for providing guidance about books to children and families, developing young audiences for contemporary literature and illustration. Children's book experts are presented as Book Doctors with lab coats and an official stamp. Based on an informal chat with patients who need guidance, Book Doctors recommend excellent books, both fiction and non-fiction, as well as comics or graphic novels, often using CBI's *Inis Reading Guide* to the best books of the year as a tool which is given to each family to take home.

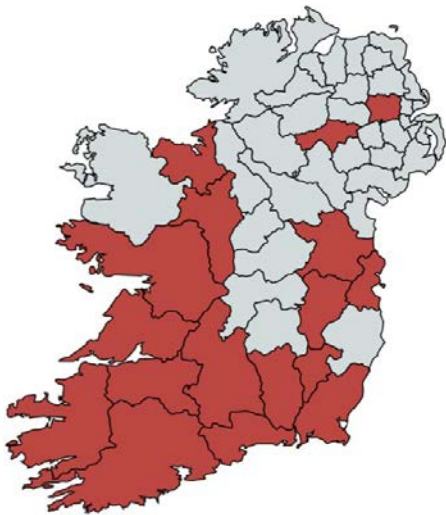
CBI's Reading Passport, specially commissioned and illustrated by Fintan Taite, is also given to every child who attends. The Passport is a beautiful object and a fantastic activity book for doodling, logging favourite reads and completing reading challenges. Each child fills out their personal details and receives their prescription within it, and can track future reading milestones,

collect a stamp from the local library etc. This is supplemented by 'doodle starters' commissioned from members of Illustrators Ireland: illustrated backgrounds waiting to be filled by each child – e.g. an astronaut in space, an underwater scene, a castle – for various ages and abilities. One-to-one engagement with every child is crucial: interventions are personalised and completely focused on the child's experience. Each consultation lasts 10-15 minutes; each Clinic 3-4 hours. While we can't see huge audiences in this time, the experience for the children we do see is very special, and in venues all over the island we are beginning to see return visitors, illustrating demand for the Clinic.



We have also held Twitter Book Clinics at opportune times – to recommend summer reads, or leading up to Christmas. These are aimed at parents, rather than young readers. In 2017 a Book Doctor takeover of the Rick O'Shea Book Club took place once a week over the course of the month to provide guidance to parents and teachers regarding children's books. The Book Doctors are compiling recommended reading lists based on frequently asked questions in partnership with the Rick O'Shea Book Club, and these will be available to CBI members free of charge.

The Clinics further CBI's mission of ensuring that books are a part of every child's life. They have run since 2012 and have been hugely successful, touring all over the island of Ireland. Our team of eight Book Doctors comprises extremely knowledgeable librarians, booksellers and reviewers who are well equipped to recommend books for every kind of reader, or to introduce those who are not yet readers to a book that will capture their imagination. The Doctors choose excellent, contemporary books to suit each child, never imposing their own 'favourites', focusing on reading for pleasure rather than for learning or literacy. We have also trained a number of 'Clinic Assistants' to help us to manage the high level of demand for CBI Book Clinics. The Clinics have



2017

- 7 Book Doctors
- 2 administrators
- 39 CBI Book Clinics
- 17 counties
- 1 international clinic at London Irish Centre



run in festivals that have a family focus as well as in places where families might not expect to engage with books and reading e.g. museums, galleries and shopping centres.

The Book Clinics achieve a number of things for CBI: they allow us to form partnerships with festivals and venues, which helps us to reach new and diverse audiences all over Ireland; they allow us to speak directly to families about books and reading and to introduce them to other CBI programmes and

in some cases they are a revenue stream. We now have a number of established relationships with venue managers and festival programmers who routinely include CBI's Book Clinic as part of their annual or seasonal offering. 38 CBI Book Clinics took place in 31 different venues throughout 2017, all over the island of Ireland.

CBI was a partner on the inaugural Parental Pathways conference which took place at the National Library of Ireland in partnership with Children's Books Ireland. Parental Pathways was founded by Maria McGrane and Linda Hanlon, with a combined 35 years of clinical experience in both public and private sectors working with adults, parents, adolescents and children. As psychotherapists and trainers, Parental Pathways work directly with parents and family units to provide long-lasting improvements to family communication. The one-day conference brought together authors, animators and psychotherapists to explore the transformative impact of metaphor in building children's resilience. It was attended by an audience of parents, grandparents, teachers, librarians, therapists, writers, illustrators, animators, social workers and other healthcare professionals. The partnership gave CBI an opportunity to be visible to a new demographic and to offer guidance and expertise to an organisation setting out to make connections with an audience rooted in children's literature.

Speakers on the day were: Fergus Finlay (Barnardos), Senator Marie-Louise O'Donnell, Roddy Doyle, Kevin Stevens, Siobhán Parkinson, Dr Amanda Piesse (Trinity College Dublin), Mary Pyle (Trinity College Dublin), Patricia Forde, Hilary Fannin and Damien O'Connor (Brown Bag Films).

Book Clubs

In partnership with RTÉjr, CBI's Book Doctors write weekly book reviews and select the books for RTÉjr's website and Facebook pages, reaching a broad audience of parents of 0-10-year-olds. The RTÉjr book club has 850 members and the RTÉjr Facebook page has over 15,000 likes. RTÉ cross-promotes content across all its social media platforms which gives us access to a diverse audience.

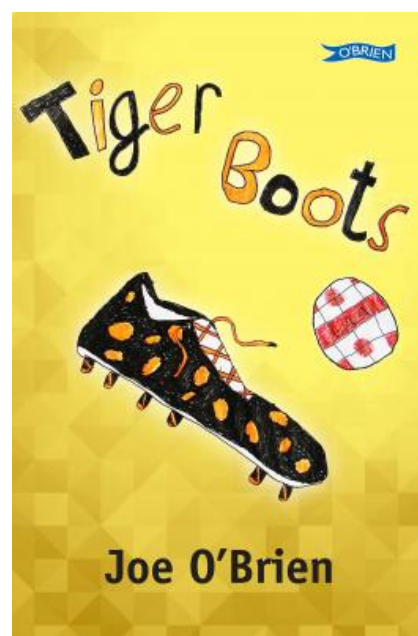
CBI's Annual Reading Campaign

CBI's reading campaign is a call to action for young readers and the adults in their lives. Our aim is to promote books and reading, with a particular emphasis on Irish books (books by an Irish author or illustrator, or Irish-published books). Libraries nationwide programme children's activities and events which CBI supports with the annual *Inis Reading Guide* (full details below) plus bookmarks,

stickers and posters. CBI maintains a database of artists who are available for events and lends programming expertise where required.

Each year we commission artwork from an Irish illustrator to accompany a slogan on our print materials. This year's artist is Laureate na nÓg PJ Lynch, a particularly prestigious commission for CBI's 20th birthday celebrations. The slogan is *Get Blown Away by a Book! / Bí Faoi Gheasa ag Leabhar!* CBI's annual reading campaign and *Inis Reading Guide* were launched on Culture Night, 22 September 2017, on the eve of the 2017 CBI International Conference. For the second year running, CBI had a very visible presence in Hodges Figgis' bookshop window in central Dublin. Visiting author-illustrators Lucy Cousins (creator of the *Maisy* books) and Rob Biddulph collaborated to create a large-scale artwork which was developed live in response to prompts from the audience outside the window and via Twitter. CBI staff communicated with the illustrators on whiteboards as they created their work. CBI's Book Doctors were in-store writing book prescriptions and distributing the new *Inis Reading Guide* and related materials to a wide family audience on the night. A book signing with both illustrators also took place.

Our materials are deliberately not dated so that they can be used throughout the year, and there is greater potential for CBI to sell the materials beyond the month of October. Bookshops support the campaign through displaying the materials in their window displays and in-store. CBI manages publicity and communications around the campaign, as well as a social media campaign and competitions via Twitter and Facebook. We continue to partner with The O'Brien Press for the annual Design-a-Cover competition, which invites young people to submit designs for a new cover of a chosen O'Brien Press book – in 2017, *Tiger Boots* by Joe O'Brien. The winner had their design published as a new edition, with runners-up featuring inside the book.



We also partner with the Local Government Management Agency (LGMA) to cross-promote reading campaigns: ours throughout October and the public libraries' Summer Stars reading programme which ran in libraries throughout the country for the second year this summer. In a similar arrangement, we worked with 'Drop Everything and Read' in April 2017. The Drop Everything and Read campaign, designed to raise awareness of reading for pleasure for all ages and the value of taking time out every day to read. CBI provided images of children's authors and illustrators dropping everything and reading, and raised awareness across our social media platforms. The campaign is led by JCSP libraries.

Tá an méid sin i leabhar – short Irish language films

In early 2017, CBI worked with Patricia Forde (writer in English and Irish and vice-chairperson of CBI) and Máire Collins (photographer and videographer) on a project engaging with young children in four Galway schools to find out about their relationships with books and reading, and to explore the extent to which children are engaged with Irish-language books and publishing. Conversations with the children were conducted in Irish, and six short films of the interactions were made, each based around a specific question:

- What is your favourite book?
- How does reading make you feel?
- Do you like the library? Why?

- What book would you take with you if you were going to Mars? Why?
- Do you think President Higgins is a reader? Why?
- Do you think Santa is a reader? Why?



Scoil na bhForbacha; Scoil Náisiúnta Cholmcille, an Tulach; Scoil Iognáid and Gaelscoil Mhic Amhlaigh were the schools involved, and the project was invaluable in gathering interesting insights into young people's attitudes to reading through relaxed, casual conversations direct with the facilitators. Two of the films went live on YouTube during Seachtain

na Gaeilge in March 2017, during a week in which the @ireland Twitter account (54,100 followers) was manned by an Irish speaker to promote Lá na Meán Sóisialta (social media day, promoting the use of Irish online). The remainder of the films went live in September and October 2017 as part of our annual reading campaign, and were disseminated through our partners at An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta, the Department of Education and Skills and through our own social media as well as being screened at our annual conference at the Light House Cinema in Dublin. An article about the process was written by Patricia Forde for issue 50 of *Inis*.

Live literature programming

Imaginative, innovative and high quality live literature programming (i.e. events for young people that engage them with books through storytelling, poetry, writing or illustration) is a priority for CBI as part of its strategic aim of developing audiences for children's literature. Over the past three years a number of changes have fundamentally altered the way CBI approaches programming: what had been known as Children's Book Festival underwent a radical change as CBI removed the 'festival' branding from materials in order to allow partners to use them throughout the year rather than limiting them to an October time frame. This change was necessary in light of staff shortages and budget cuts in libraries: we could no longer claim to be working in partnership to deliver a nationwide spread of events when many local authorities could no longer resource their festival.

Funding which was made available through Foras na Gaeilge was difficult to distribute, as libraries and venues lacked staff to run the events despite the generous subsidies we could make available. Funding has also been made available from the Irish Copyright Licensing Agency for school visits by authors, and this year we have decided to use it to augment the offering to the schools in receipt of the inaugural Robert Dunbar Libraries, making every effort to build a strong reading culture and train the school staff to ensure that the impact of the library will endure for many years. Live literature events will form part of this package alongside training, resources and print materials.

CBI's focus has now shifted to nurturing partnerships with festivals, venues, libraries and other arts organisations in order to maximise resources, share knowledge and build audiences for children's book-related activity. Our CBI Book Clinics form a large part of our public engagement programme, as well as schools and family events programmed with the artists featured on the CBI Book of the Year Award Shortlist.

CBI continued to programme events at Electric Picnic (Dave Rudden and Jerry Fish in *Lemuel Gulliver*, a musical retelling of Gulliver's trip to Lilliput, alongside a panel discussion on the rise of children's literature in popular culture) and the National Gallery (annual Hallowe'en event, this year with illustrator Tarsila Krüse).

We also continued to facilitate relationships between authors and festivals, offering advice to programmers where needed, and to put together and chair panel discussions about children's literature which are aimed at an adult audience. CBI's Programme and Events Manager sits on the organising committee for the Dublin Book Festival and we have an informal advisory relationship with Mountains to Sea (Dún Laoghaire). In 2017 CBI will have participated in Easons' DeptCon YA Convention; the Towers and Tales Festival in Lismore, County Waterford (for which CBI Director Elaina Ryan is a co-programmer with Niamh Sharkey) and a launch event for The O'Brien Press' title *A Sailor Went to Sea, Sea, Sea* by Sarah Webb and Steve McCarthy.

For all of these events our aims remains on:

- Providing high quality events for young audiences all over the island of Ireland which will bring books to life through imaginative engagement with authors and illustrators
- Showcasing excellent work by emerging and established Irish artists and providing a platform for them to engage with audiences in Ireland and internationally
- Ensuring that artists are properly remunerated for their work and that best practice guidelines are followed in relation to author care and event programming
- Building CBI's public profile and membership base through directly accessing parents, teachers and librarians

In 2017, CBI was approached by creative programming company ModernGreen with a view to programming storytelling as part of a new forest area at the Body & Soul Festival, 23–25 June 2017. OurLand, sponsored by Bórd na Móna, was 'a celebration of the natural world around us, and the positive energy created by some of the leading lights across the land'. Taking place across three stages, it hosted an eclectic mix of musicians, nature experts, artists, actors, illustrators, photographers, makers and storytellers. CBI programmed four storytellers across two days, whose brief was to take stories inspired by our land and bring them to life through live storytelling. Gráinne Clear, Dave Rudden, Deirdre Sullivan and Paul Timoney told ancient and new stories. Small family and adult audiences attended each day, and CBI had the opportunity to distribute our print materials and take part in a live radio interview in the OurLand space.



We maintained a strong presence at the Bloom in the Park Festival in Dublin's Phoenix Park for the fourth year running, with cash sponsorship and in-kind support secured from Bord Bia. A ready

audience of parents and grandparents attend this five-day event each year, and CBI has built on its initial offering to include Monster Doodles, Book Clinics and a wealth of information for families.

Robert Dunbar Memorial Libraries

In September 2017, Children's Books Ireland invited applications for the inaugural Robert Dunbar Memorial Libraries. Robert was a founder and patron of Children's Books Ireland, and a commentator, critic, teacher and lecturer in children's literature who passed away in 2016. As a way of honouring Robert's significant contribution to our organisation and to children's literature and reading in Ireland, CBI decided to make an annual award of a library worth €1,500 to five schools. We also delivered events, training and resources to help the chosen schools to engage students with books and to encourage a culture of reading in the school. The books for the libraries are sourced from within CBI, augmented by donations from publishers. Support from the Irish Copyright Licensing Agency (ICLA) funds the other aspects of the project.



Each school received the following as part of a holistic package designed to support the school staff in fostering a love of reading in all their students:

- A library of books worth €1,500 (approx. 150 books)
- A framed certificate to accompany each Robert Dunbar Memorial Library
- 60 x Inis Reading Guides, 12 x A2 Posters, 288 x Stickers, 300 x Bookmarks
- Resource packs addressing encouraging reading in your school, setting up a school library, setting up a book club and recommended reading lists for schools
- 2 author/illustrator visits – to be aimed at large groups so that each student in the school gets the chance to participate
- 1 training session for school staff, to expand on resource packs and answer specific questions in relation to the school's needs
- 1 year's CBI membership so that teaching staff can

benefit from the online resources area

The winning schools were:

- St Mark's Junior School, Tallaght
- Ballyraine National School, Donegal
- Francis Street CBS, Dublin
- Mungret Community College, Limerick
- Coláiste Phoball Colmcille, Tory Island, Donegal

CBI also provided 40 picturebooks each for St Oliver's Special School in Tuam and St Anne's Special School in the Curragh, and 70 picturebooks for St. Felim's National School in Cavan as these schools had particular needs around visual and sensory stimulation. A full report on the delivery of the libraries, author visits and training is available on our website.

KPMG Family for Literacy partnership

On 2 March, World Book Day, CBI partnered with KPMG to celebrate the Irish launch of the KPMG Families For Literacy (KFFL) initiative. Since its inception in 2008, KFFL has distributed more than three million new books to low-income children in more than 90 communities across the United States. Global expansion has begun with programs started in India, Mexico, UK and South Africa. The partnership was facilitated by Business in the Community. On World Book Day we donated over 500 new books to four schools: one each in Dublin, Cork, Galway and Belfast. CBI worked with school staff to choose and purchase a selection of books that would meet their needs, from acquiring class sets to augmenting library stock to selecting appropriate non-fiction books for children with autism.

On World Book Day, KPMG volunteers went to each of the four schools to read with groups of children, and CBI ran an event at City Quay National School in Dublin including paired reading, a book quiz (facilitated by KPMG volunteers) and a Monster Doodle with illustrator Lauren O'Neill, winner of the 2016 CBI Honour Award for Illustration. This large scale doodle encouraged visual storytelling and creativity outside of the confines of the classroom and the curriculum.



Owing to the success of the World Book Day launch, KPMG invited Children's Books Ireland to partner with them in delivering a further schools event at St Mary's National School on 20 June. Again, CBI worked with the school to select books to meet the needs of the students, in this case choosing a book per class group so that a copy could be given to each child to take home and keep, in light of the lack of books in many of the children's homes. Illustrator Chris Judge led the Monster Doodle with the children, and again a quiz and paired reading was facilitated by KPMG volunteers. KPMG's Families for Literacy is led in the US by the spouses of their Chairman and Deputy Chairman, Beth Veihmeyer and Wendy Keizer. The group of KPMG volunteers at

this event included Veihmeyer as well as 20 spouses of KPMG CEOs from countries around the world which do not yet have a KFFL programme. It is hoped that this event would showcase the power of the programme and encourage global uptake in more territories. The event was a success for CBI, KPMG and the school, and we are planning for 2018's World Book Day and developing the growing relationship with KPMG.

Laureate na nÓg

Illustrator PJ Lynch is Ireland's fourth Laureate na nÓg (2016–2018). His theme as Laureate na nÓg is The Big Picture. He began exploring this theme by filming, editing and presenting a regular vlog involving live drawing or demonstrating techniques, with Irish and international guests talking about their passion in relation to children's literature. Ten full-length episodes are available on <http://childrenslaureate.ie/the-big-picture>. The vlogs range from 8 minutes to 23 minutes, and on analyzing the viewership figures, it became clear that the films were too long for an online audience which is accustomed to shorter pieces, shared through (or hosted directly on) social

media platforms. After undertaking some training in video for social media and short film production, PJ moved towards filming shorter interviews with fellow artists and making short teaser videos for the longer episodes.

The second strand of The Big Picture focused on live, hands-on drawing with groups of young people to make collaborative, physically big pictures. After exploring in detail the idea of a permanent mural or mosaic on a Dublin city centre wall and delivering a feasibility study on same to Dublin City Council, the decision was taken by the Laureate and Laureate partners not to pursue the project, owing to the time that would be required of the Laureate and the minimal engagement that would be feasible with young people throughout the process. The Big Pictures that have been created throughout 2017 have been impermanent but have focused far more on the process than the result, encouraging families and children to work creatively with interesting materials (charcoal and chalk on grey board). PJ began the picture by creating a backdrop to suit the location or theme of the event (e.g. a castle for Towers and Tales festival in Lismore Castle) and invites participants to complete it with encouragement and assistance from him.



In 2017, Big Pictures took place at the Belfast Children's Festival; Crinniú na Cásca (Creative Ireland event), Smithfield; Towers and Tales Festival, Lismore, Waterford; West Cork Literary Festival; the Irish Film Institute; the National Ploughing Championships, Tullamore, Offaly; Electric Picnic, Stradbally, Laois (Chris Judge); Linenhall Arts Centre, Castlebar, Mayo and the Dublin Book Festival (with Marie-Louise Fitzpatrick, Chris Judge, Lauren O'Neill and Niamh Sharkey). A special Big Picture Masterclass was held for volunteer illustrators who work with Fighting Words groups in Belfast, Cork, Dublin and Wicklow. One of these groups will then work on beginning a story, producing their own Big Picture by way of illustration and 'passing' the story and illustration to the next group to continue. The finished composite Big Picture will travel to each centre for display and will find a home in one of the centres on a permanent basis.

PJ undertook a number of live drawing events with school groups on a smaller scale, in partnership with BookTrust Northern Ireland in Derry and Omagh, at glór in Ennis with Eoin Colfer, at the Glucksman Gallery, Cork with groups of young people who are in direct provision, and as part of the launch of iBbY Ireland's Silent Books Exhibition at dlr LexIcon. Other, more ceremonial commitments included judging the Sightsavers Art Competition, acting as an ambassador for Drop Everything and Read Ireland, launching an exhibition of books made by young people as part of Trinity Access Programme Bookmarks project and launching Trinity's Book of Kells competition to encourage creativity nationwide, inspired by one of our national treasures. Each of these engagements has been chosen due to the partner's strong focus on quality programming and experiences for young people – many of whom were from disadvantaged backgrounds.

PJ engaged with a number of international projects: the International Laureates Summit at Bologna Children's Book Fair with five of his counterparts from around the world was a key event in the Laureate calendar. These meetings allow the Laureates to discuss their aims and specific programmes and to learn from one another's successes and challenges. PJ also participated in the Asian Festival of Children's Content in Singapore and was the keynote speaker at the opening night of the USBBY (US Board on Books for Young People) conference in Seattle in October.

Laureate na nÓg has become a core part of CBI's activity, with support from a part-time project manager and considerable resources from within the organisation devoted to it. CBI also administers a number of legacy projects, the most significant of which is Bookbag, a book gifting scheme established by Niamh Sharkey. In 2017 we commissioned and designed a resource pack for schools to encourage engagement with *Once upon a Place*, the anthology of poems and stories compiled by Eoin Colfer during his term as laureate.

From October 2018, the process of nominating and selecting a fifth Laureate (2018–2020) began, with the partners agreeing a selection committee and signing off on the list of invited bodies and individuals who can nominate. The call for nominations opened in early October and closed in mid-November, with shortlisting taking place in late November and selection of the final candidate in January 2018.

Book gifting

Establishing a nationwide book gifting scheme through which every child in Ireland would receive a book within the first year of life is a long-term goal for CBI. Much research into early intervention has been conducted and we believe that a scheme comparable to the UK's Bookstart would have a profound effect on Irish children in the area of literacy as well as making a strong statement about access to arts experiences for all from the beginning of life.

CBI was granted funding from the JP McManus Benevolent Fund - €25,000 a year over two years - to establish Bookseed, a book gifting scheme in areas of deprivation in Limerick City and County. In 2016 we put in place the structures for research of evaluation of the scheme and through 2017 we conducted meetings with the research team, comprising three academics at Mary Immaculate College in early childhood care and education and psychology, as well as a steering group which includes speech and language therapists and representatives from the Health Service Executive, Limerick and Clare Education and Training Board (ETB) and Limerick Libraries. Building a strong local network, avoiding duplication of services and agreeing key decisions such as most effective delivery systems took a good deal of time but progress was made and the project will be launched in 2018. The timeline was delayed for a number of reasons including the large number of partners we need to coordinate to successfully deliver a scheme that will have a meaningful impact on its recipients.

As well as giving a Bookseed pack (including books, information on reading with children, information on the local library) to parents within the first year of a child's life, extra supports will be made available through the library's storytime sessions for infants and toddlers. Bernadette Larkin was engaged as a project manager in order to research the complex network of community and family services in Limerick City and to progress the project as efficiently as possible.

We are continuing our school-based book gifting project, Bookbag, in partnership with Brown Bag Films and former Laureate na nÓg Niamh Sharkey. We have delivered the project in three Dublin primary schools since it launched in 2014, and Brown Bag Films have agreed to extend the sponsorship of the scheme for the next three years. Bookbag won the Dublin Airport Authority Business to Arts Award bursary in 2014, was shortlisted a second time for the awards in 2015 and is shortlisted again this year.



Every student in the chosen school is given a Bookbag containing a book, a letter from Niamh to share with their families, and book-related materials such as posters, stickers and bookmarks to take home and keep. Through the home-school liaison officer, families are invited to attend the launch of the scheme and to participate in a large-scale monster doodle for the whole school, which encourages them to be creative without the pressure of being assessed or graded. Each class in the school is also visited by an author or illustrator as part of the project. CBI works with each school to identify any special needs that we can meet in terms of promoting a whole-school reading culture. This year, in St Eithne's NS in Edenmore, Dublin 5, as well as giving every student in the school a book to take home, CBI tailored a school library to the strengths and interests of the students, including non-fiction titles on computer programming, gardening, healthy eating and nature. We also put an emphasis on strong female characters as a response to the teachers' concerns that many students in this all-female school suffered from low self-esteem due to a number of issues. Dyslexia friendly books, books featuring travellers and migrant stories were also included.

A small-scale Bookbag was delivered in partnership with Towers and Tales Festival in Lismore, County Waterford, sponsored by Walker Books. Niamh Sharkey delivered the books which were donated by Walker Books, and ran the launch event.

Bologna Children's Book Fair, 3–6 April 2017

CBI organised the national shared stand for Ireland at the 2017 Bologna Children's Book Fair and took part in the fourth biannual International Laureates Summit with Laureate na nÓg PJ Lynch. Funding was secured from Culture Ireland towards stand costs and travel. Participants included The O'Brien Press, Little Island Books and Illustrators Ireland. CBI managed the reception desk of the Irish stand during the fair, supported the organisations in attendance and provided information to drop-in visitors. We also met with publishers and other arts organisations with a view to brokering relationships between Irish artists and international festivals; gathered information about upcoming titles, knowledge of which is crucial to the ongoing success of *Inis* magazine and the *Inis Reading Guide*; and spoke to contacts about potential speakers for the CBI Conference and other events.

The presence of a coherent, attractive Irish stand at the fair is crucial in order to draw attention to excellent Irish writing and illustration, and CBI's 'Stories are for Everyone' slogan and illustration by Chris Haughton from our 2015 reading campaign was central to the design of the stand.



The fair is attended by decision-makers within publishing houses and influential reading promotion organisations, and there are enormous opportunities for Irish children's books to be celebrated and for valuable international connections to be made. The Irish stand promotes and gives a very visible platform to Irish writing and illustration, giving access directly to an extremely important target audience: publishers within whose powers it is to translate and publish Irish works abroad and reading promotion organisations which run festivals and

events and which use the fair to accumulate knowledge of international artists to invite. One of the roles of CBI is to raise the profile of Irish literature and illustration internationally, and this is the ideal platform from which to do so. The potential to disseminate Irish culture at the fair is enormous, and the strength of our illustration alone lends itself to having a dedicated space that will draw people in to the work of our picturebook artists.

As in previous years, the Irish Embassy in Rome supported a reception at the Irish stand, which was well attended by colleagues and supporters from all over the world and which acted as the official launch for the fiftieth issue of *Inis* magazine as well as a celebration of CBI's 20th birthday.

The International Laureates Summit was hosted by Bologna Children's Book Fair. Laureates from six countries took part in an exciting programme including a public forum for fair attendees. The Summit was an opportunity for Laureates to share their ideas, strategies and passions and to

develop a strong, active and creative international network. Participants were Ireland (PJ Lynch supported by CBI), the UK (Chris Riddell supported by BookTrust), Sweden (Anne Marie Körling supported by the Swedish Arts Council), Mexico (Maria Baranda), Australia (Leigh Hobbs supported by the Australian Children's Literature Alliance) and the Netherlands (Jan Paul Schutten). More than 50,000 people attend the fair. The Laureate meetings were widely publicised and reported, including in the book fair's daily edition of *The Bookseller* magazine, copies of which were given away free each day, and online by *Publishers Weekly*. An op-ed piece was written by CBI Director Elaina Ryan on the implications of current international events on the international laureate network, and CBI contributed to a feature piece on Irish young adult literature.

As well as the laureates sharing their ideas, their organisations had a chance to discuss resourcing, selection and governance as well as reading promotion strategies and opportunities for further partnerships. As a direct result of the Summit, CBI made arrangements with Leigh Hobbs to visit Ireland in June 2017 for a series of joint schools events with current Laureate na nÓg PJ Lynch in Northern Ireland and the Republic of Ireland, and a public event for adults at the dlr Lexicon with PJ and former laureates Siobhán Parkinson and Niamh Sharkey. These collaborations and opportunities to discuss common goals and challenges bring a richness to the Laureate na nÓg programme that has been an important part of the project since its inception.

Asian Festival of Children's Content

CBI and Laureate na nÓg attended the Asian Festival of Children's Content (AFCC), which was held from 25-29 May 2017 at the National Library Building, Singapore. AFCC is a unique event in Asia that brings together writers, illustrators, parents, teachers and librarians to meet, learn and develop their craft and discover business opportunities. A feature of the Festival is to highlight the children's book industries in various countries. The organisers recognised high levels of comparison between Ireland and Singapore in relation to our children's book industries, both being island nations that sit within bigger neighbouring markets (Ireland – UK, Singapore – rest of Asia).



CBI's Director gave a presentation on our Laureate na nÓg programme and moderated a presentation on Indonesian illustration. Laureate na nÓg PJ Lynch delivered the annual Children's Literature Lecture entitled Books from the Island of Storytellers, as well as a further lecture, From Fairytales through History and Back Again, and a portfolio review session for emerging illustrators. Alongside these talks CBI met with the Director and Programmer of the AFCC to share knowledge and discuss how a relationship might be maintained in future years. We also had the chance to attend talks and panel discussions and gain insights into international children's literature and reading promotion practices, as well as making valuable contacts from festivals and resource organisations, particularly in Asia and Australia.

Accommodation was kindly provided at the Residence of the Irish Ambassador to Singapore by His Excellency Geoffrey Keating, as a result of the relationship developed during CBI's attendance at AFCC in 2016. The Ambassador and his wife were very supportive of and interested in CBI's mission and have extended the invitation to future Irish speakers at the conference to stay at their Residence.

Rí Rá Children's Festival of Literature, Irish Arts Center, New York, 19 November 2017

For the third year running, CBI partnered with the Irish Arts Center (IAC) in Manhattan to programme and present a literature festival for children and families, celebrating work from the very best Irish and New York-based children's authors and illustrators and encouraging creative engagement with literature. For the past two years, CBI's Book of the Year Award winners and Laureate na nÓg have travelled to take part in the festival. This year, an application process was introduced, calling for proposals for workshops to be led by authors and/or illustrators from Ireland and/or the greater New York City area, aimed at children aged 5–8 years old, the largest audience group for the IAC. Preference was given to proposals that focus on participatory 'hands-on' youth and family engagement. Authors/illustrators based in Ireland received round-trip economy travel to New York City, ground transportation from hotel to airport and two nights' accommodation in central Manhattan, as well as a modest honorarium. Artist/illustrators from the greater New York City area received an honorarium of \$200. The programme featured US-based picturebook-maker

Steve Light alongside Sarah Webb (author), Niamh Sharkey (author/illustrator) and Steve McCarthy (illustrator).

Professional development

On 4 February, in collaboration with Sarah Webb, Writer in Residence, Dún Laoghaire Rathdown, and supported by Words Ireland, CBI hosted 'When are you Going to Write a Proper Book?', a day-long event for children's book writers of all levels. The event was fully sold out with a large waiting list. Sessions addressed the following topics:

- Where to find information and assistance – organisations that can help: CBI, the Society for Children's Book Writers and Illustrators, the Irish Writers Centre
- Royalties, events and the financial side of writing, addressed by Sinéad Connolly (festival programmer and arts officer), Maedhbh Rogan-McGann (librarian), Gráinne Clear (publisher) and Alan Nolan (author-illustrator)
- Life as a writer – managing time and making a living, by author Sheena Wilkinson
- From manuscript to bookshelf, with Oisín McGann and Marie-Louise Fitzpatrick (author-illustrators) and David O'Callaghan (youth book buyer at Eason)
- What agents and publishers are looking for, with Conor Hackett (publishers agent), Penny Holroyde (literary agent), Nicki Howard (publisher, Gill Books) and Ivan O'Brien (publisher, The O'Brien Press)

The event was followed by the launch of the exhibition A World of Colour: The Art of Beatrice Alemagna and Chris Haughton. Feedback received was highly positive, with requests for further seminars focused on particular age groups. As a direct result, a second seminar in the #properbook series was programmed with the same partners, as well as iBbY Ireland, on 27 May: 'When Are You Going To Write a Proper Book? Focus on Picturebooks'. Sessions included:

- What Makes a Brilliant Picturebook and Do They Have to Rhyme? with poet Lucinda Jacobs and picturebook expert and academic Valerie Coghlan
- Picturebook production, from dummy to finished book with award-winning picturebook writers and illustrators Michael Emberley, Marie-Louise Fitzpatrick and Mary Murphy
- Silent Books: iBbY Ireland presented their Silent Books Exhibition and spoke about the importance of wordless picturebooks
- Common mistakes and top tips with Picturebook Boot Camp's Adrienne Geoghegan
- What agents and publishers are looking for, with Walker Picturebook Publisher and Creative Director, Deirdre McDermott; Publisher at Futa Fata, Tadhg Mac Dhonnagáin; The O'Brien Press Design Manager, Emma Byrne and illustrator Margaret Anne Suggs. The panel also discussed fees, advances and royalties for illustrators and picturebook writers

On the same weekend, CBI rented its office space to picturebook author and illustrator Chris Judge who hosted an intensive two-day masterclass covering all aspects of writing, illustrating and publishing a picturebook. This course was aimed at writers and illustrators, unpublished and emerging. The content included a study of classic and modern picturebooks and why they work, character and plot development, writing and rewriting and reading aloud, advice and exercises, composition of spreads, how text and image compliment each other, technical elements including spread count and word count, making a dummy, pitching to publishers and preparing for live events.

A further #properbook seminar was programmed in partnership with Baboró International Arts Festival for Children and took place in Galway on 21 October 2017. Sessions addressed the following topics:

- The various resources and income streams available to prospective children's authors and illustrators with Sarah Webb (author), Aoife Murray (CBI), Emily Cullen (Programme Director Cúirt International Festival of Literature), Jane Mitchell (author) and Conor Hackett (Hackettflynn Publishers Agency).
- Information about children's picturebooks in 2017, how to get your idea noticed and what publishers are looking for with Aoife Murray (CBI), Tadhg Mac Dhonnagáin (Futa Fata), and Margaret Anne Suggs (illustrator).
- A session with author Sarah Webb to find out more about the nitty-gritty of the life of a writer.
- A panel talk about children's chapter books with Patricia Forde (author), Dave Rudden (author), Ivan O'Brien (The O'Brien Press) and Mary Esther Judy (Charlie Byrne's Books).

Words Ireland

Words Ireland is a grouping of literature resource organisations (Children's Books Ireland, Irish Writers Centre, Literature Ireland, Munster Literature Centre, Poetry Ireland, Publishing Ireland and The Stinging Fly) which has been working together over the past three years to provide a coherent literature resource service, addressing current gaps and duplication of services across the programmes of its constituent organisations.

2017 is the third year of a three-year partnership between Words Ireland and Wicklow County Arts Office, with CBI, Poetry Ireland and the Irish Writers Centre delivering the programme on behalf of all seven organisations. This year CBI and Poetry Ireland will introduce a Reading Schools programme, building on the readership development and support we focused on when CBI ran the Book of the Year Awards Shadowing Scheme in Blessington Library in 2016. The Reading Schools project aims to reach a broader number of children by working on a whole-school basis and giving the school staff access to a whole range of CBI supports designed to encourage enthusiasm around reading for pleasure. The programme is aimed at the teaching staff and the school principal, and the selected schools make a commitment to passing on their learning from the programme to the children in their school through running initiatives like the CBI Book of the Year Awards Shadowing Scheme (2018) and the CBI Reading Campaign in October. Each school will receive support from CBI to introduce them to the programme and to present to them the ways in which they can encourage reading throughout their school.

Benefits to the school as part of this programme include:

- CBI resources on encouraging reading in school and setting up and managing a school library
- CBI membership – includes two copies of *Inis* magazine three times a year, two copies of the *Inis Reading Guide*, regular updates from CBI regarding events and projects, online resources including recommended reading lists for class novels and past editions of the CBI shadowing pack, reduced ticket prices for the CBI Conference and other events throughout the year
- CBI Book of the Year Award Shadowing Scheme (2018)
- Two tickets for the CBI International Conference for their Principal and another member of staff; further staff members can attend at the school's own cost at a discounted members' rate
- Large mixed materials pack, containing 60 copies of the *Inis Reading Guide*, 12 A2 posters (double sided Irish and English), 288 stickers, and 300 bookmarks as part of CBI's Annual Reading Campaign
- Writer in Residence – Having a writer working on a prolonged basis within the school has umpteen benefits. Residencies enable students to work with an experienced writer over a period of time. The participation of a key teacher, and the development of a working alliance

between the teacher and writer, is fundamental to their success. Each CBI school in Wicklow will work with a Writer in Residence over a period of 8 weeks, with a 1.5 hour visit to the school each week

Further Words Ireland projects in 2017 included the continuation of a regional series of Writers Cafés, public meetings for authors and illustrators. The purpose of the event series was to introduce Words Ireland and its work, to find out what issues are most pressing for practising artists. It gave artists an opportunity to influence the future direction and activities of Words Ireland by offering practical ideas and highlight shortcomings in current literature resource provision. Each event will be chaired by a WI board member with a panel of (ideally) three writers, with CBI chairing events in Kilkenny and Trinity College Dublin. As a result of the findings of these events, the following initiatives are in train through 2017–18: mentoring, regional writers' networks, professional information documents and podcasts, information on paid writing opportunities, venues initiative, WordCon, advocacy and bursaries and residencies. For further information see www.wordsireland.ie.

Irish Artists' Showcase, Canada

In partnership with Literature Ireland, the Irish Embassy in Ottawa and Words Ireland, CBI selected four Irish children's writers and illustrators to comprise an Irish showcase at three Canadian literature festivals. Marie-Louise Fitzpatrick, Oisín McGann, Dave Rudden and Deirdre Sullivan appeared at the Frye Festival, Moncton, New Brunswick; Blue Metropolis, Montréal, Québec and the Ottawa International Writers Festival, Ottawa, Ontario. They also addressed students at the Irish Studies Department of Concordia University in Montréal.

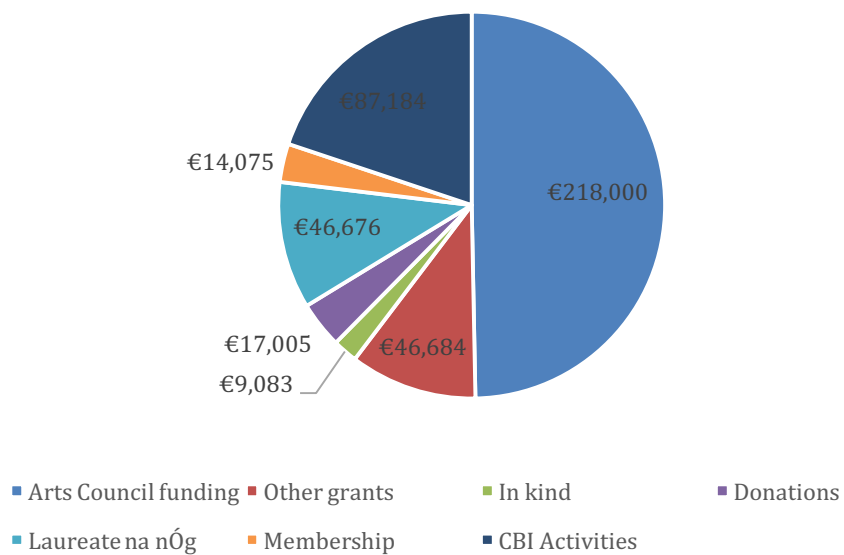


In 2016 CBI partnered with the Canada Council for the Arts and the Ottawa International Writers Festival to bring a group of Canadian writers to Dublin for Culture Night and CBI's International Conference. This visit built on that relationship, as well as marking both CBI's and the Writers Festival's 20th birthdays by celebrating Irish artists whose work for young people is of world-class standard. The artists selected were chosen on the merit of their work and their ability to deliver excellent events, as well as considering the

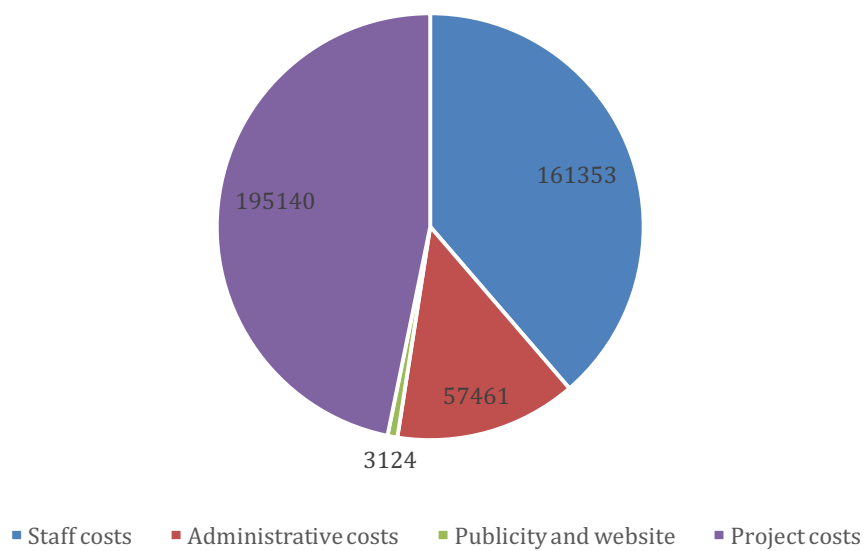
need for gender balance in the group and the ability to work with children and young people of all ages as a group. Feedback from partners and the artists themselves was strongly positive, with the trip bringing excellent contemporary Irish literature to audiences of families, schools and academics; increasing participation of Irish artists in international festivals and achieving local PR coverage at the festivals.

APPENDIX 1: FINANCE 2017

Income 2017



Expenditure 2017



CHILDREN'S BOOKS IRELAND

DIRECTORS' REPORT AND FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDING 31ST DECEMBER 2017

Company Registration Number: 154905
Charity Registration Number: CHY 12911
Charitable Status Number: 20038922

CHILDREN'S BOOKS IRELAND

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Balance Sheet	10
Cash Flow Statement	11
Notes to the Financial Statements	12

CHILDREN'S BOOKS IRELAND

COMPANY INFORMATION

Directors	Jane Alger Irene Barber (resigned 21 st November 2017) Valerie Coghlan (resigned 21 st November 2017) David Field Katy Fitzpatrick Patricia Forde Conor Hackett Eileen Jackson David Murphy (resigned 17 th January 2017) Edward Murtagh John O'Donnell Patrick Thorpe (appointed 7 th March 2017) Elena Browne (appointed 21 st November 2017)
Secretary	Jane Alger
Company Number	154905
Charity Number	CHY 12911
Charitable Status Number	20038922
Registered Office	First Floor, 17 North Great Georges Street Dublin 1
Auditors	JPAS Ltd. Ardeen House 10/11 Marine Terrace Dun Laoghaire Co. Dublin
Business Address	First Floor, 17 North Great Georges Street Dublin 1
Bankers	Bank of Ireland O'Connell Street Dublin 1

CHILDREN'S BOOKS IRELAND

DIRECTORS' REPORT

The directors have pleasure in submitting their annual report, together with the financial statements of the company, for the financial year ended 31st December 2017.

STRUCTURE, GOVERNANCE & MANAGEMENT

The company is a charity and hence the report and results are presented in a form, which complies both with the requirements of the Companies Act 2014 and also the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1st January 2015) – (Charities SORP (FRS102)).

Legal Status

Children's Books Ireland is a company registered in Ireland and is a company limited by guarantee not having a share capital. The objects of the company are charitable in nature and it has established charitable status (20038922).

Appointment of Directors

The board of directors of Children's Books Ireland elect a chairperson for their meetings following each annual general meeting. In accordance with the Articles of Association of the company, every year one third of the board of directors shall retire from office. The directors to retire in every year shall be those who have been longest in office since their last election, but as between persons who became directors on the same date, those to retire shall (unless they otherwise agree amongst themselves) be determined by lot. A retiring director is eligible for re-election.

Directors

The directors who served on the board during the year are as follows:

Jane Alger	Eileen Jackson
Irene Barber (resigned 21 st November 2017)	David Murphy (resigned 17 th January 2017)
Valerie Coghlan (resigned 21 st November 2017)	Edward Murtagh
David Field	John O'Donnell
Katy Fitzpatrick	Patrick Thorpe (appointed 7 th March 2017)
Patricia Forde	Elena Browne (appointed 21 st November 2017)
Conor Hackett	

There were no changes in directors between 31st December 2016 and the date of signing the financial statements.

Members

Members of the charitable company guarantee to contribute an amount not exceeding €1 to the assets of the charitable company in the event of a winding up.

Principal Risks and Uncertainties

Strict financial monitoring took place throughout the year in order to ensure the financial health of the organisation. Children's Books Ireland signed up to the Governance Code: A Code of Practice for Good Governance of Community, Voluntary and Charitable Organisations in Ireland. The organisation is on the journey to compliance, and the chair of the board, along with the executive director, has been taking part in a Governance Code Boot Camp with The Wheel, an 18-month programme structured around a series of relevant workshops and dedicated networking events and support systems. Accounts software (QuickBooks) was purchased and a new system implemented in 2016, which has allowed for greater accountability, transparency, checks and reporting in terms of the management and year-end accounts.

Events Since The Year End

There have been no significant events affecting the company since the year-end.

CHILDREN'S BOOKS IRELAND

DIRECTORS' REPORT

OBJECTIVES AND ACTIVITIES

Our vision is an Ireland in which books are central to every child's life and where meaningful engagement with books is supported by passionate and informed adults in families, schools, libraries and communities all across the island. We strive to make books central to every child's life on the island of Ireland through developing audiences for children's books, supporting and celebrating excellent authors, illustrators and publishers and working in partnership with people and organisations who influence children's reading.

ACHIEVEMENTS AND PERFORMANCE

Children's Books Ireland (CBI's) ongoing programme consists of the following flagship projects:

- CBI Book of the Year Awards and Shadowing Scheme.
- CBI Annual International Conference.
- *Inis* magazine (published 3 times a year).
- *Inis Reading Guide* (published annually).
- CBI's annual reading campaign throughout the month of October.
- Laureate na nÓg, an initiative of the Arts Council, administered by CBI with the support of the Arts Council of Northern Ireland, the Department of Children and Youth Affairs and Poetry Ireland.
- CBI Book Clinics – These interactions between children's book experts and young people aim to find the right book for every child who visits our clinics nationwide.

In addition to these projects, we have a number of other key areas of activity throughout the year:

- Bookbag – A book gifting scheme which was established by Niamh Sharkey during her term as Laureate na nÓg (2012–2014). Bookbag's aim is to give a book to every child in a chosen school each year, and to have students take part in a Monster Doodle and a class visit from an author or illustrator.
- Robert Dunbar Memorial Libraries – a holistic book gifting package for five schools in memory of one of CBI's founders and long-time friends, Robert Dunbar.
- Festival partnerships – CBI continues to foster excellent relationships with literary festivals all over the island of Ireland.
- Professional Development – activities run in partnership with other arts organisations for people within the sector and those looking to be.

Results For The Year

The results for the year and the balance sheet are set out on pages 9 and 10.

At the year end the company had assets of €230,256 (2016: €130,964) and liabilities of € (110,846) (2016: € (33,183)). The net funds of the company have increased by €21,629 (2016: €27,347) and the directors are satisfied with the level of retained reserves at the year end. Of the net funds at 31st December 2017 of €119,410, €3,357 of this is attributable to restricted funds.

Investment Powers and Policy

In accordance with the Constitution the company has the power to invest in any way the directors wish.

Reserves Policy

The charity has adequate budgetary controls in place to ensure that the resources of the company are not depleted unnecessarily. In 2017, the directors established a reserves policy as best practice for the company going forward.

CHILDREN'S BOOKS IRELAND

DIRECTORS' REPORT

PLANS FOR FUTURE PERIODS

In 2018 CBI plans to build on its continued programme of excellence in a number of ways:

- We will be launching our #BOLD GIRLS campaign on International Women's Day to celebrate 100 years of suffrage and to highlight the importance of young girls and women seeing themselves represented in strong fictional and non-fictional characters.
- We will be hiring a part-time Marketing and Development Manager.
- We will continue our programme of international events including Bologna Children's Book Fair, Italy; the Rí-Rá Festival, co-programmed with the Irish Arts Center in New York and the Laureate na nÓg international programme.
- We will be developing resources for use in the classroom in order to encourage reading for pleasure in schools, to support teachers in choosing excellent books for young readers and to attract new members of CBI.
- We will be actively seeking a headline sponsor for the CBI Book of the Year Awards and Shadowing Scheme.
- We will strive to maintain an increased level of revenue to sustain a four-person team into the future, allowing us to build on continued successes and to be ambitious in initiating new projects which will help us to achieve our strategic aims.
- We will continue to increase our social media and media presence to raise the profile of CBI.

ACCOUNTING RECORDS

The directors acknowledge their responsibility and compliance with the requirements of sections 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records for the company. The company's accounting records are kept at 17 North Great Georges Street, Dublin 1.

STATEMENT OF RELEVANT AUDIT INFORMATION

In accordance with Section 330 of the Companies Act 2014:

- so far as each person who was a director at the date of approving this report is aware, there is no relevant audit information, being information needed by the auditor in connection with preparing its report, of which the auditor is unaware; and
- each director has taken all steps that he or she ought to have taken as a director in order to make himself or herself aware of the relevant audit information and to establish that the auditor is aware of that information.

DIRECTORS RESPONSIBILITIES STATEMENT

The directors are responsible for preparing the directors' report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with Companies Act 2014 and accounting standards issued by the Financial Reporting Council, and promulgated by Chartered Accountants Ireland including FRS 102 The Financial Reporting Standard applicable in the UK and Ireland (Generally Accepted Accounting Practice in Ireland) as modified by the Statement of Recommended Practice "Accounting and Reporting by Charities" effective 1st January 2015. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014.

CHILDREN'S BOOKS IRELAND

DIRECTORS' REPORT

In preparing these financial statements, the directors are required to:

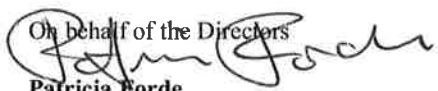
- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record transactions of the company, enable at any time the assets, liabilities, financial position and profit or loss of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and directors' report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

AUDITORS

The Auditors, JPAS Ltd., Chartered Accountants, continue in office in accordance with section 383(2) of the Companies Act, 2014.

On behalf of the Directors


Patricia Forde
Director


Jane Alger
Director

30th May 2018

CHILDREN'S BOOKS IRELAND

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS

OPINION

We have audited the financial statements of Children's Books Ireland (the 'company') for the year ended 31st December 2017 which comprise the Statement of Financial Activities, the Balance Sheet and notes to the financial statements, including a summary of significant accounting policies set out in note 1. The financial reporting framework that has been applied in their preparation is Irish law and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" as modified by the Statement of Recommended Practice "Accounting and Reporting by Charities" effective 1st January 2015.

In our opinion, the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31st December 2017 and of its surplus for the year then ended;
- have been properly prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland"; and
- have been prepared in accordance with the requirements of the Companies Act 2014.

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in Ireland, including the Ethical Standard as issued by the Irish Auditing and Accounting Service Authority ("IAASA") Ethical Standard, and the provisions available for small entities, in the circumstances set out in note 20 to the financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

We have nothing to report in respect of the following matters in relation to which the ISAs require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

OTHER INFORMATION

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The directors are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY COMPANIES ACT 2014

In our opinion, based solely on the work undertaken in the course of the audit:

- we have obtained all the information and explanations which we consider necessary for the purposes of our audit;

CHILDREN'S BOOKS IRELAND

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS

- the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited;
- the financial statements are in agreement with the accounting records;
- the information given in the Director's Report is consistent with the financial statements; and
- the Director's Report has been prepared in accordance with the Companies Act 2014.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the directors' report.

The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

RESPONSIBILITIES OF DIRECTORS FOR THE FINANCIAL STATEMENTS

As explained more fully in the Directors' Responsibilities Statement set out on page 5, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the IAASA website at: http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf. This description forms part of our audit report.

THE PURPOSE OF OUR AUDIT WORK AND TO WHOM WE OWE OUR RESPONSIBILITIES

This report is made solely to the company's members as a body in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters that we are required to state to them in the audit report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company or the company's members as a body for our audit work, for this report, or for the opinions we have formed.


Jill Percival
For and on Behalf of
JPAS Ltd.
Chartered Accountants
and Statutory Audit Firm

30th May 2018

Ardeen House
10/11 Marine Terrace
Dun Laoghaire
Co. Dublin

CHILDREN'S BOOKS IRELAND

STATEMENT OF FINANCIAL ACTIVITIES FOR THE FINANCIAL YEAR ENDING 31ST DECEMBER 2017

	Note	2017 Unrestricted Funds €	2017 Restricted Funds €	2017 Total Funds €	2016 Total Funds €
Income					
Grants and Donations	2	249,403	41,369	290,772	262,574
Income from Charitable Activities	3				
Project Income		70,449	46,167	116,616	136,995
Subscriptions and Memberships		14,075	-	14,075	12,097
Activities for Generating Funds	4				
Income from Other Trading Activities		16,931	-	16,931	21,831
Other Income	5	313	-	313	802
Total Income		351,171	87,536	438,707	434,299
Expenditure					
Cost of Raising Funds	6				
Publicity/Marketing		38,782	-	38,782	39,184
Expenditure on Charitable Activities	7				
Project Costs		288,444	89,852	378,296	367,768
Total Expenditure		327,226	89,852	417,078	406,952
Net Income/(Expenditure) and Net Movement in Funds in the Year		23,945	(2,316)	21,629	27,347
Reconciliation of Funds					
Total Funds Brought Forward		92,108	5,673	97,781	70,434
Total Funds Carried Forward		116,053	3,357	119,410	97,781

There were no recognised gains or losses other than the incomings/outgoings for the above two financial years.

CHILDREN'S BOOKS IRELAND

**BALANCE SHEET
AS AT 31ST DECEMBER 2017**

	Note	2017 €	2017 €	2016 €	2016 €
Fixed Assets					
Tangible Assets	11		7,385		9,294
Current Assets					
Debtors	12	51,719		89,222	
Cash at Bank and in hand		<u>171,152</u>		<u>32,448</u>	
		222,871		121,670	
Current Liabilities					
Creditors: amounts falling due within one year	13	<u>(110,846)</u>		<u>(33,183)</u>	
Net Current Assets/(Liabilities)			<u>112,025</u>		<u>88,487</u>
Total Assets less Current Liabilities			119,410		97,781
Total Net Assets			<u>119,410</u>		<u>97,781</u>
Reserves and Funds					
Unrestricted Funds	16		116,053		92,108
Restricted Funds	16		<u>3,357</u>		<u>5,673</u>
			<u>119,410</u>		<u>97,781</u>

The notes set out on pages 12 to 18 form an integral part of these accounts.

The financial statements were approved by the Board on 30th May 2018 and signed on its behalf by


Patricia Forde
Director

Jane Alger
Director



CHILDREN'S BOOKS IRELAND

**CASH FLOW STATEMENT
FOR THE FINANCIAL YEAR ENDING 31ST DECEMBER 2017**

	2017	2016
	€	€
Cash Flows from Operating Activities		
Net Income	21,629	27,347
Depreciation	3,615	2,324
(Increase)/Decrease in Debtors	37,503	(58,403)
Increase/(Decrease) in Creditors	77,663	(66,175)
Net Cash Inflow/(Outflow) from Operating Activities	<u>140,410</u>	<u>(94,907)</u>
Cash Flows From Investing Activities		
Net Cash Inflow from Operating Activities	140,410	(94,907)
Capital Expenditure	(1,706)	(7,451)
Net Cash Inflow/(Outflow) from Investing Activities	<u>138,704</u>	<u>(102,358)</u>
Reconciliation of Net Cash Flow to Movement in Net Funds		
(Note 17)		
Change in Cash and Cash Equivalents in the Financial Year	138,704	(102,358)
Cash and Cash Equivalents at the Beginning of the Financial Year	32,448	134,806
Cash and Cash Equivalents at the End of the Financial Year	<u>171,152</u>	<u>32,448</u>

CHILDREN'S BOOKS IRELAND

NOTES ON THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDING 31ST DECEMBER 2017

1. Statement of Accounting Policies

Children's Books Ireland is a public benefit entity incorporated in Ireland with a registered office at 17 North Great George's Street, Dublin 1.

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's financial statements.

1.1 Accounting Policies

The financial statements have been prepared in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1st January 2015) – (Charities SORP (FRS102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and with generally accepted accounting principles in Ireland and Irish Statute comprising the Companies Act 2014.

Basis of Preparation

The financial statements are prepared on a going concern basis, under the historical cost convention, and comply with the financial reporting standards of the Financial Reporting Council, as promulgated by Chartered Accountants Ireland.

The financial statements are prepared in Euro which is the functional currency of the company.

1.2 Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

1.3 Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the company's work or for specific projects being undertaken by the company.

1.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of publicity and marketing and their associated support costs.
- Expenditure on charitable activities includes the costs of the project costs and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

1.5 Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs are analysed between cost of raising funds and expenditure on charitable activities. Where costs cannot be directly attributed, they are allocated in proportion to the

CHILDREN'S BOOKS IRELAND

NOTES ON THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDING 31ST DECEMBER 2017

benefits received. Salaries and associated costs which can be attributed to specific projects are charged accordingly.

1.6 Tangible Fixed Assets and Depreciation

Tangible fixed assets are stated at cost, less accumulated depreciation. Depreciation is calculated to write off the cost of fixed assets over their useful lives at the following annual rates:

Fixtures & Fittings	20% per annum on the straight-line basis.
Computer Equipment	33.33% per annum on the straight-line basis.

The carrying values of tangible fixed assets are reviewed annually for impairment in periods if events or changes in circumstances indicate the carrying amount may not be recoverable.

1.7 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

1.8 Cash at Bank and in Hand

Cash at bank and cash in hand includes cash with a short maturity of three months or less from the date of acquisition or opening of the deposit of similar account.

1.9 Creditors and Provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

1.10 Pensions

Retirement benefits are met by payments to a defined contribution pension fund. Contributions payable to the pension scheme are charged to the statement of financial activities as they fall due. The assets are held separately from those of the company in an independently administered fund. Differences between the amount charged in the statement of financial activity and payments made to the pension fund are treated as assets or liabilities.

1.11 Critical Accounting Judgements and Estimates

The preparation of these financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses.

Judgements and estimates are continually evaluated and are based on historical experiences and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

(a) Establishing useful economic lives for depreciation purposes of property, plant and equipment

Long lived assets, consisting primarily of, fixtures, fittings and equipment, comprise a significant portion of total assets. The annual depreciation charge depends primarily on the estimated useful economic lives of each type of asset and estimates of residual value. The directors regularly review these asset useful economic lives and change them as necessary to reflect current thinking on remaining lives in light of prospective economic utilisation and physical condition of the assets concerned. Changes in asset

CHILDREN'S BOOKS IRELAND

NOTES ON THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDING 31ST DECEMBER 2017

useful lives can have a significant impact on depreciation and amortisation charges for the period. Detail of the useful economic lives is included in the accounting policies.

2. Income From Grants and Donations

	2017	2016
	€	€
Arts Council Revenue Funding (i)	218,000	198,000
Arts Council Touring	315	16,150
Arts Council Northern Ireland	10,925	11,406
Foras na Gaeilge	1,600	2,000
Culture Ireland	14,094	12,500
UNESCO City of Literature	4,750	2,750
Donations	17,005	220
Dept of AHRRGA – Revenue Funding	15,000	-
Dept of AHRRGA – Capital Grant	-	5,087
Support in Kind	9,083	14,461
	<u>290,772</u>	<u>262,574</u>

(i) Arts Council Funds

Name of Grant	Annual Funding Grant 2017
Purpose of Grant	Contribution to Operating and Artistic Programme Costs
Grant Amount	€218,000
Term	Expires 31 st December 2017
Income 2017	€218,000
Expenditure 2017	€218,000

The company has adequate financial controls in place to manage granted funds.

3. Income From Charitable Activities

	2017	2016
	€	€
Laureate Project	46,676	82,934
Annual Conference	24,984	17,971
Book Clinics	18,512	13,107
Book Gifting	10,918	6,015
Bologna	4,555	4,214
Programming	2,024	7,381
Professional Development	4,165	-
Canada Showcase	4,700	-
Words Ireland	82	5,373
Subscriptions and Membership	14,075	12,097
	<u>130,691</u>	<u>149,092</u>

4. Income From other Trading Activities

	2017	2016
	€	€
Reading Campaign	5,350	10,240
Publications Income	11,581	11,091
Advertising Income	-	500
	<u>16,931</u>	<u>21,831</u>

CHILDREN'S BOOKS IRELAND

NOTES ON THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDING 31ST DECEMBER 2017

5. Other Income

	2017	2016
	€	€
Other Income	313	802
	<u>313</u>	<u>802</u>

6. Cost of Raising Funds

	2017	2016
	€	€
Publicity and Website	3,124	6,594
Support Costs – Payroll Expenses	35,183	31,177
Support Costs – General Office	475	1,413
	<u>38,782</u>	<u>39,184</u>

7. Analysis of Expenditure on Charitable Activities

	2017	2016
	€	€
Annual Conference	15,587	14,989
Book Clinics	17,052	25,244
Book Gifting	13,962	1,004
Inis Magazine	16,630	13,511
Book Awards	25,077	20,286
Laureate Project	52,017	69,310
Inis Reading Guides/Reading Campaign	17,298	22,247
Bologna	14,341	10,487
Canada Showcase	5,054	-
Foras	1,602	-
CBI 20	2,845	-
Programming	2,417	3,600
Words Ireland	82	3,306
Professional Development	2,093	400
Support in Kind	9,083	14,461
Support Costs (see note 8)	132,890	122,604
Governance Costs (see note 8)	50,266	46,319
	<u>378,296</u>	<u>367,768</u>

8. Analysis of Governance and Support Costs

The company initially identifies costs of its support functions. It then identifies those costs which relate to the governance function. Governance Costs are costs incurred to manage and govern the organisation. All audit, legal, board related costs and professional costs are deemed to be governance costs along with a percentage of payroll and general overhead costs that are attributable to the governance and management of the organisation. Having identified the governance costs, the remaining support costs together with governance costs are apportioned between the key charitable activities undertaken (see note 7) in the year. See the table below for the basis of apportionment.

	Support Costs	Governance Costs	Total Costs	Basis of Apportionment
	€	€	€	
General Office	25,734	26,779	52,513	Usage
Finance Costs	-	927	927	Usage
Payroll Expenses	107,156	19,014	126,170	Usage
Legal and Professional	-	867	867	Governance
Audit and Accounts Fees	-	2,679	2,679	Governance
	<u>132,890</u>	<u>50,266</u>	<u>183,156</u>	

CHILDREN'S BOOKS IRELAND

NOTES ON THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDING 31ST DECEMBER 2017

9. Net Income/(Expenditure) for the Year	2017	2016
	€	€
Net Income/(Expenditure) is stated after charging:		
Depreciation on Tangible Assets	3,615	2,324
Auditors' Remuneration	1,968	1,968

10. Employees

Number of Employees

The average monthly number of employees (including directors) during the period was as follows:

	2017	2016
	Number	Number
Office and Management	5	4
	<u>5</u>	<u>4</u>

Analysis of Staff Costs and the Cost of Key Management Personnel

	2017	2016
	€	€
Wages and Salaries	141,979	125,497
Employer's PRSI	14,360	13,042
Other Retirement Benefit Costs	4,988	4,921
	<u>161,327</u>	<u>143,460</u>

No employees received employee benefits of more than €70,000.

None of the directors received remuneration or payments for their work in their capacity as director during the year.

11. Tangible Assets

	Fixtures & Fittings € 20%	Computer Equipment 33%	Total €
Cost			
At 1 st January 2017	5,409	7,451	12,860
Additions	137	1,569	1,706
At 31 st December 2017	<u>5,546</u>	<u>9,020</u>	<u>14,566</u>
Depreciation			
At 1 st January 2017	2,324	1,242	3,566
Charge for Year	1,088	2,527	3,615
At 31 st December 2017	<u>3,412</u>	<u>3,769</u>	<u>7,181</u>
Net Book Value			
At 31 st December 2016	<u>3,085</u>	<u>6,209</u>	<u>9,294</u>
At 31 st December 2017	<u>2,134</u>	<u>5,251</u>	<u>7,385</u>

CHILDREN'S BOOKS IRELAND

NOTES ON THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDING 31ST DECEMBER 2017

12. Debtors	2017	2016
	€	€
Trade Debtors	8,530	17,501
Prepayments	28,009	8,785
Other Debtors	15,180	62,936
	<u>51,719</u>	<u>89,222</u>

13. Creditors: Amounts falling due within one year

	2017	2016
	€	€
Trade Creditors	2,884	-
PAYE	4,222	4,221
PRSI	5,208	4,753
Accruals	15,369	5,256
Deferred Income	83,163	18,953
	<u>110,846</u>	<u>33,183</u>

- (i) No balances are repayable on demand or have interest accrued

Deferred Income is comprised of grant income received during the year ended 31st December 2017 as the performance conditions attached to these grants was not met at 31st December 2017.

14. Incorporation

Children's Books Ireland is a company limited by guarantee and, as such, has no issued share capital. In addition, the Company is a Registered Charity, reference number 20038922.

15. Taxation

The company, as a charitable organisation is exempted from Corporation Tax, Income Tax and Capital Gains Tax.

16. General Fund	Opening Funds	Income	Expenditure	Closing Funds
	2017	2017	2017	2017
	€	€	€	€
Unrestricted Funds	92,108	351,171	(327,226)	116,053
Restricted Funds - Programme	-	87,536	(87,536)	-
Restricted Funds – Capital Grants	5,673	-	(2,316)	3,357
Total	<u>97,781</u>	<u>438,707</u>	<u>(417,078)</u>	<u>119,410</u>

17. Analysis of Changes in Net Funds

	Opening Balance	Cash Flows	Closing Balance
	€	€	€
Cash at Bank and in Hand	32,448	138,704	171,152
	<u>32,448</u>	<u>138,704</u>	<u>171,152</u>

18. Related Party Transactions

The Company has identified the following transactions which are required to be disclosed under the terms of "Related Party Transactions"

The company and Hackett Flynn Limited share common directors. During the year Hackett Flynn Limited provided services to the company amounting to €10,407. The balance owing to the company at 31st December 2017 was €Nil (at 31st December 2016 – €Nil).

CHILDREN'S BOOKS IRELAND

**NOTES ON THE FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDING 31ST DECEMBER 2017**

19. Retirement Benefits

	2017	2016
	€	€
Retirement Benefits	12,610	11,036
	<u>12,610</u>	<u>11,036</u>

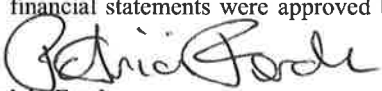
The charity operates an externally funded defined contribution scheme that covers substantially all the employees of the charity. The assets of the scheme are vested in independent trustees for the sole benefit of the employees. The defined contribution scheme charge for 2017 was €12,610 (2016: €11,036). Pension costs which are attributable to a particular activity are allocated directly to that activity. Where pension costs are incurred to further more than one activity they are apportioned between the relevant activities based on the amount of staff time which each activity absorbs. Defined contribution pension costs are paid from unrestricted funds.

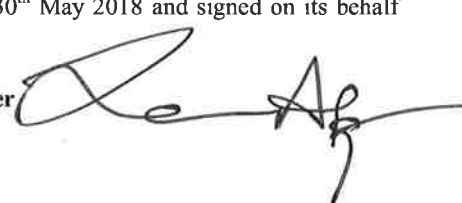
20. APB Ethical Standards – Provisions Available to Small Entities

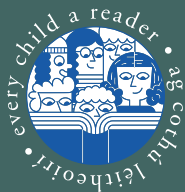
In common with other organisations of our size and nature the directors engage the auditors to assist in the preparation of the financial statements.

21. Approval of the Financial Statements

The financial statements were approved by the Board on the 30th May 2018 and signed on its behalf by:


Patricia Forde
Director


Jane Alger
Director



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