

# 2022 Impact Report

# Literary Arts Emergency Fund

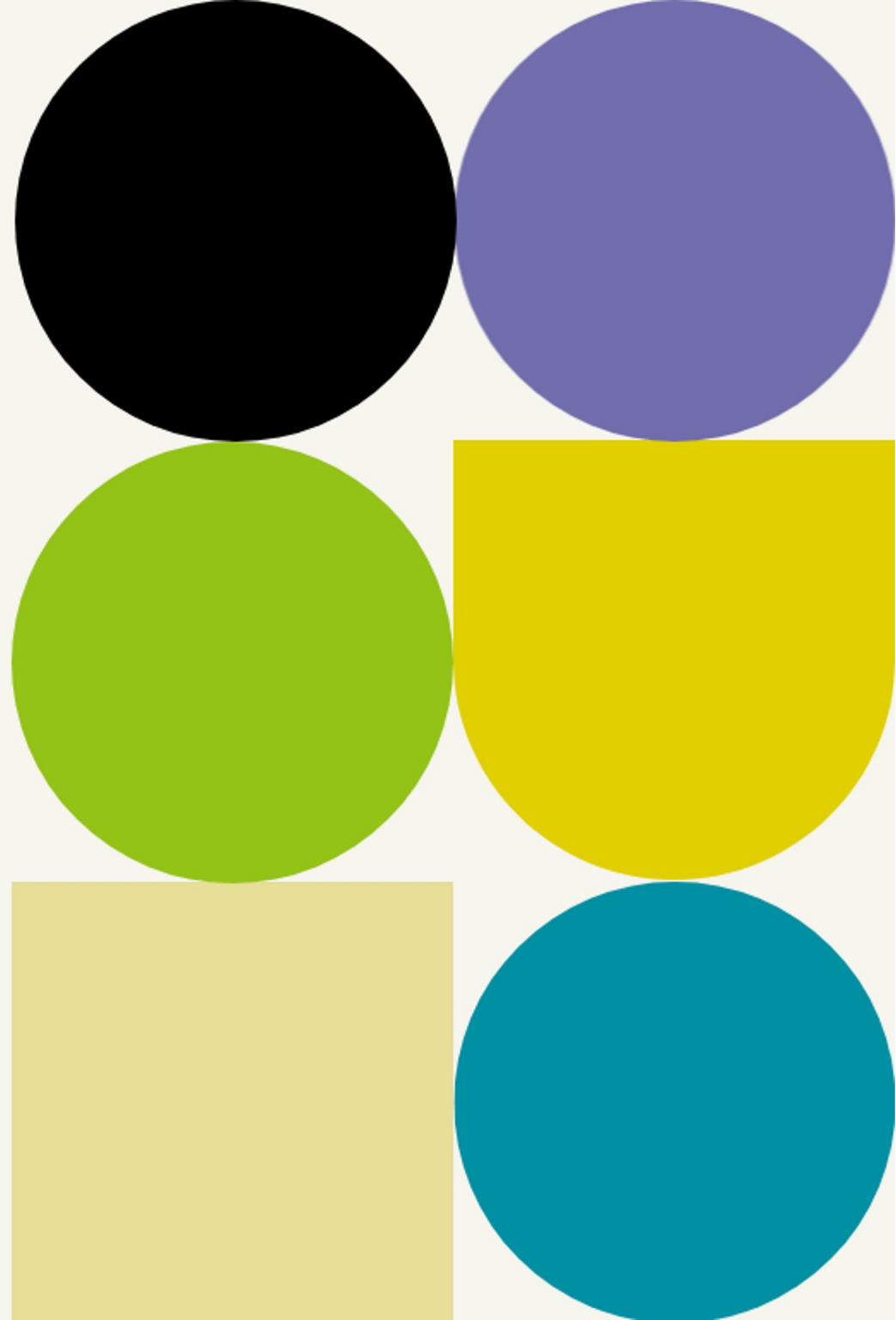


Funded by The Mellon Foundation

academy of  
american poets

[clmp]  
COMMUNITY OF LITERARY MAGAZINES & PRESSES  
WWW.CLMPORG

National  
Book Foundation  
*Presenter of the  
National Book Awards*



# About the Literary Arts Emergency Fund

The **Literary Arts Emergency Fund (LAEF)** was launched in 2020 through an innovative collaboration between the Academy of American Poets, the Community of Literary Magazine & Presses (CLMP), and the National Book Foundation, with funding from the Mellon Foundation, to provide financial support to nonprofit literary arts organizations and publishers that experienced financial losses due to COVID-19. In two cycles of funding, the LAEF distributed a total of \$7,830,000 to 376 organizations in 43 states across the U.S., as well as Washington D.C. and Puerto Rico.

This historic initiative provided critical financial aid to the nonprofit organizations and publishers that sustain literary culture in the U.S. through their work presenting poets and writers at events; employing writers as teaching artists; publishing and distributing thousands of poems, stories, and essays in books, magazines, and open online archives; offering workshops, festivals, and conferences; and supporting the creative practice of poets and writers, providing millions of dollars in grants and fellowships, which honor their achievements and give their work visibility. Along with supporting 82,315 writers, together, these organizations reach more than 220 million readers each year.

**academy of  
american poets**









Founded in 1934, the **Academy of American Poets** is the nation's leading champion of poets and poetry with supporters in all fifty states. Through its prize and fellowship program, it annually awards more than \$1 million to poets. The organization's other programs and publications include Poets.org, Poem-a-Day, National Poetry Month, Teach This Poem, and poetry events. It also coordinates a national Poetry Coalition working to promote the value poets bring to our culture.

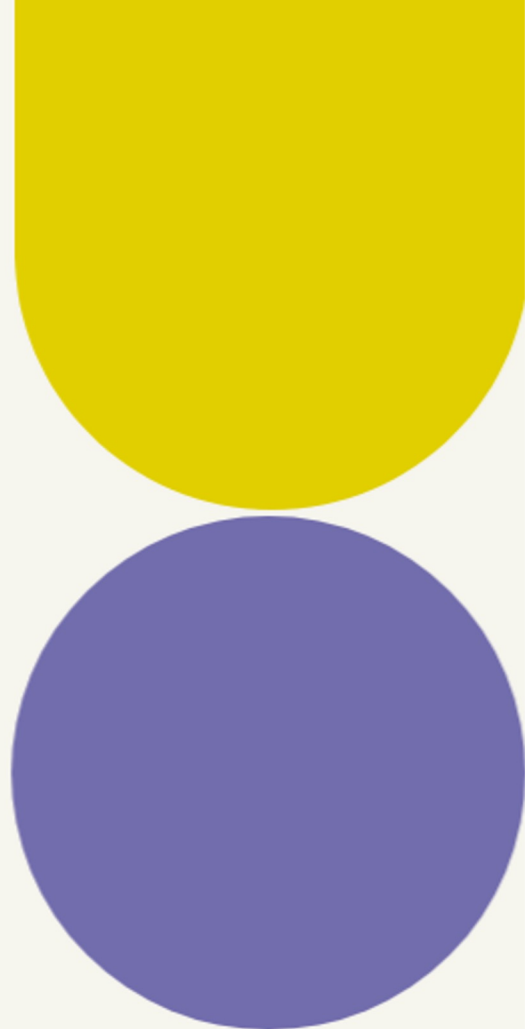
Directly serving 900+ publishers located in every state in the country, **CLMP** ensures a vibrant, diverse literary landscape by helping mission-driven independent literary magazines and presses thrive. Since 1967, CLMP has provided publishers with funding and technical assistance; facilitated peer-to-peer learning and group action; and served as a dependable, essential hub for best practices, resources, and community support.

The **National Book Foundation**, presenter of the National Book Awards, celebrates the best literature published in the United States, expands its audience, and ensures that books have a prominent place in our culture. NBF programs annually reach a quarter million readers of all ages in over 40 states, free-of-charge, with a strong emphasis on NYC and other urban and rural communities where there are barriers to engagement with the literary arts.

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# About this Report

# Abbreviations & Terms to Know

## LAEF

**Literary Arts  
Emergency Fund**

Throughout this report, the abbreviation LAEF is used to refer to the Literary Arts Emergency Fund.

## 410

**2021 Applicants**

Across the 2020 and 2021 application cycles, 606 unique organizations applied to LAEF. This report focuses on the 410 that applied in 2021, and the term "2021 Applicants" refers to this cohort.

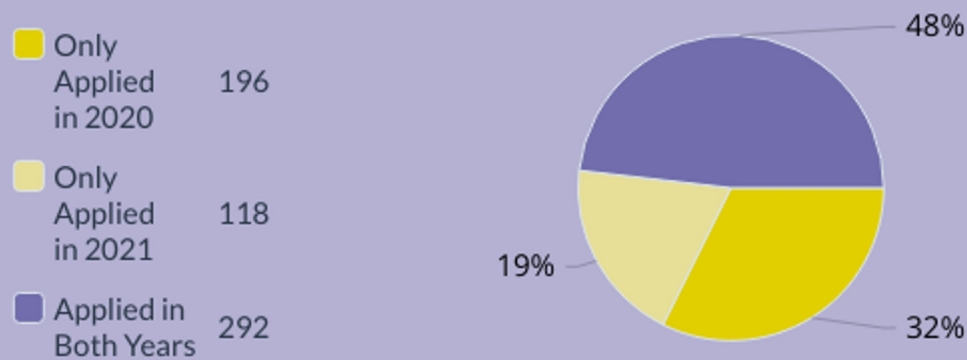
## 292

**Trend Applicants**

Across the 2020 and 2021 application cycles, 292 organizations applied in both cycles. Throughout this report, the term "Trend Applicants" refers to this cohort.

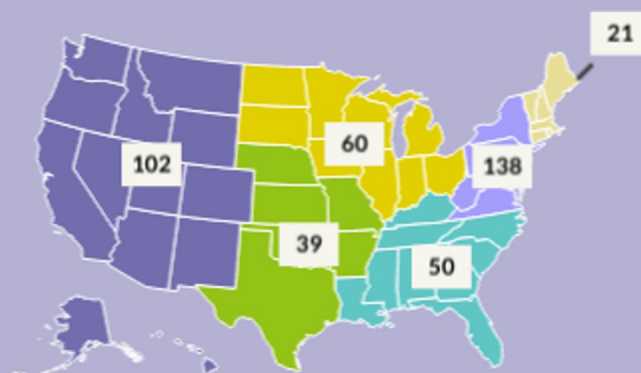
### LAEF Applicants

By Application Year



### 2021 Applicants

Count by Geographic Region





# Overview of Applicants



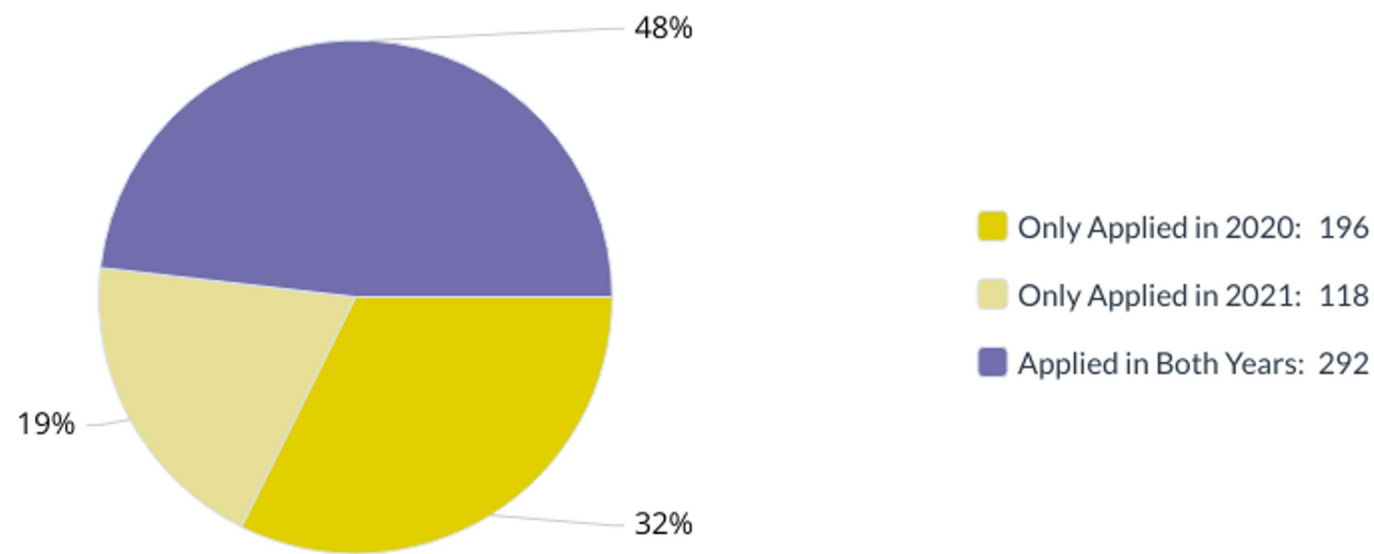
## Overview of Applicants

In its first year, the LAEF distributed \$3,530,000 in emergency funding to 282 nonprofit literary arts organizations, magazines, and presses across the nation that experienced severe financial losses due to COVID-19.

In 2021, the LAEF provided a second round of critical funding for nonprofit literary arts organizations and publishers experiencing continued financial losses due to COVID-19, distributing a total \$4,300,000 to 313 nonprofit literary arts organizations and publishers.

# About the Applicants

By Application Year



In 2020, 488 organizations applied to the Literary Arts Emergency Fund. In 2021, 410 organizations applied to the fund. Across both years, there was a total of 606 unique and eligible organizations that applied to the fund. 292 of those organizations applied in both years.



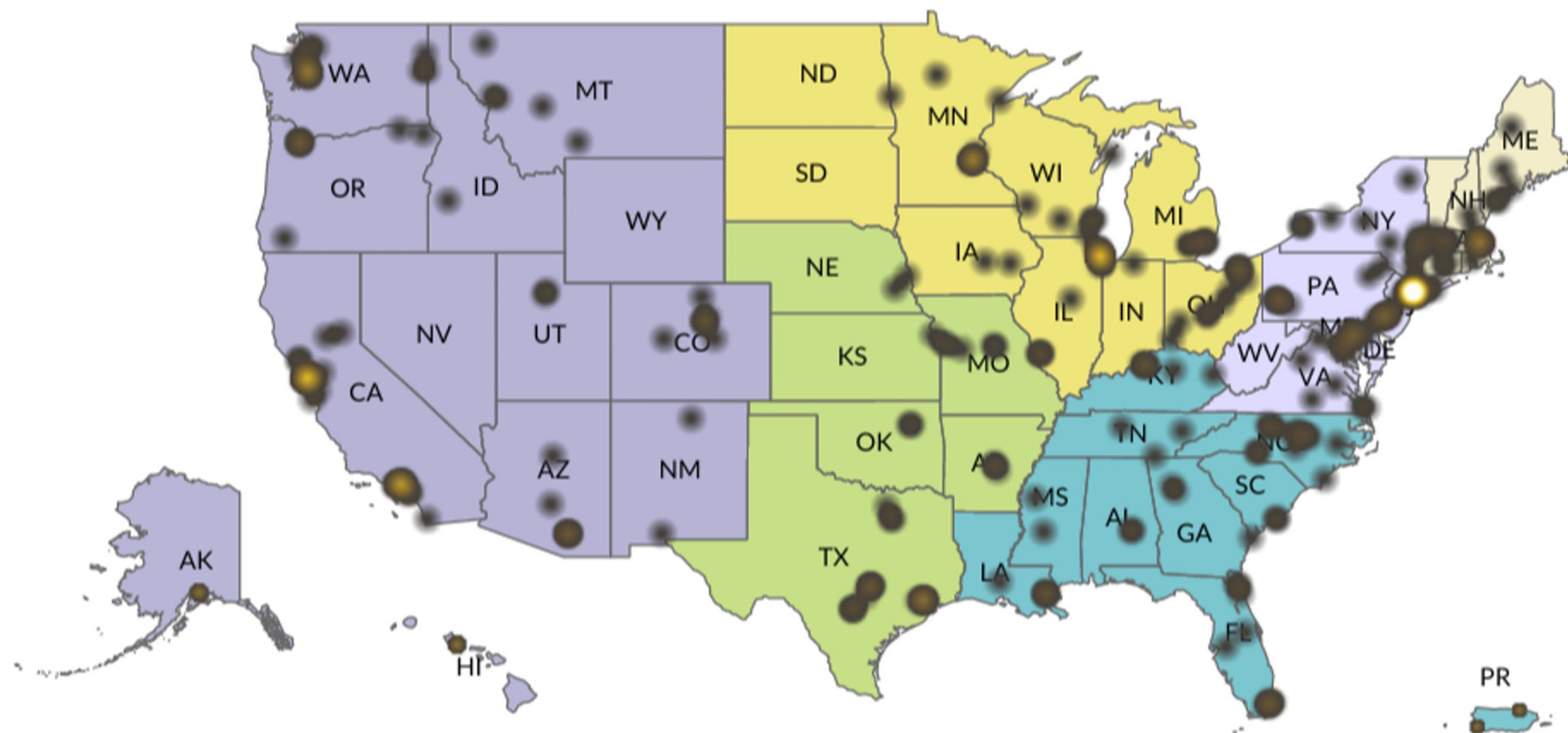
## Overview of Applicants

In 2021, organizations from 44 different states, as well as the District of Columbia and Puerto Rico, applied to the Literary Arts Emergency Fund.

**The majority of applicants were located in the Mid-Atlantic and the West.**

These regions align with the six **Regional Arts Organizations (RAOs)**. Learn more about RAOs [here](#).

# Geography







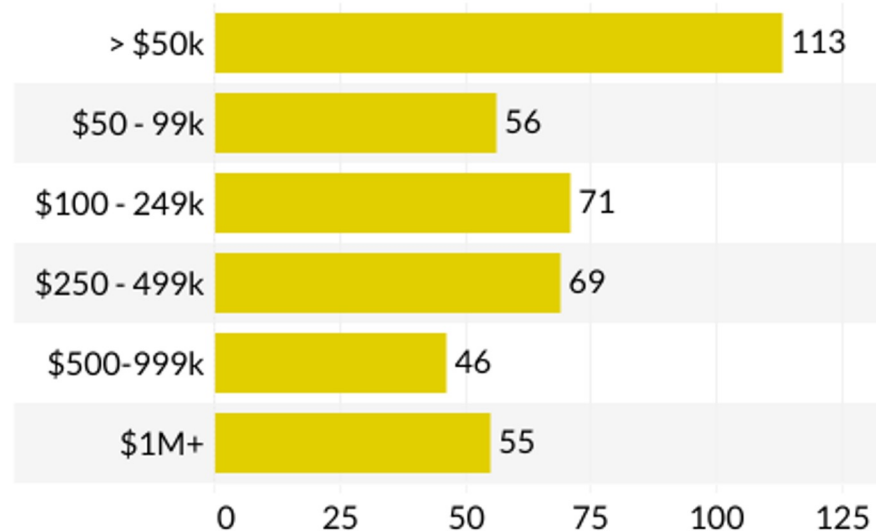
## Overview of Applicants

Of the **410 2021 Applicants**, 87% have annual budgets of \$1 million or less (with 76% with less than \$250,000).

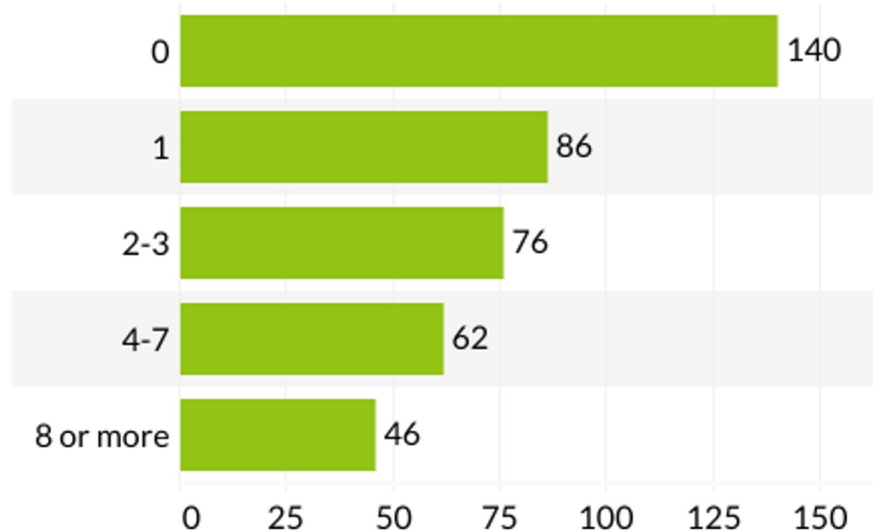
In terms of staff, 74% have three paid full-time staff or less (with 40% with no paid full-time staff). 2021 Applicants reported a total of 1,300 full-time employees.

# About the 2021 Applicants

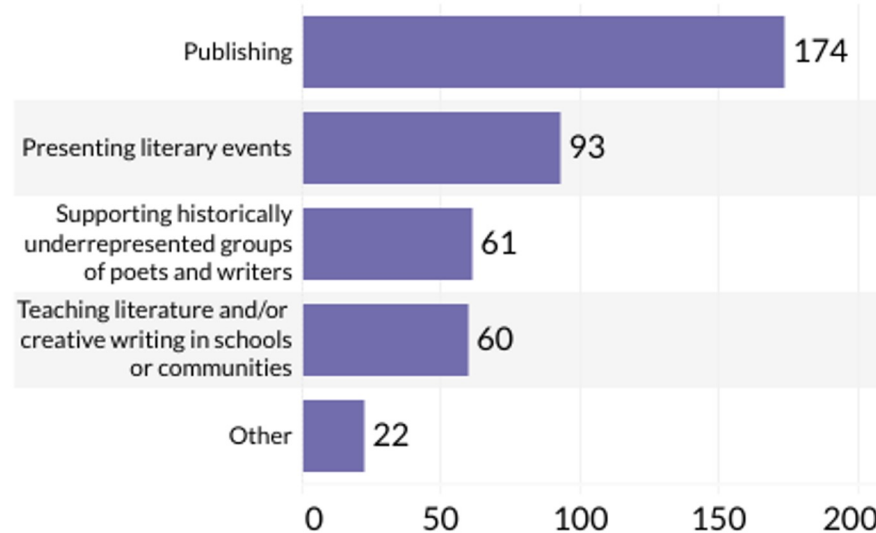
### Count by FY2021 Budget Size



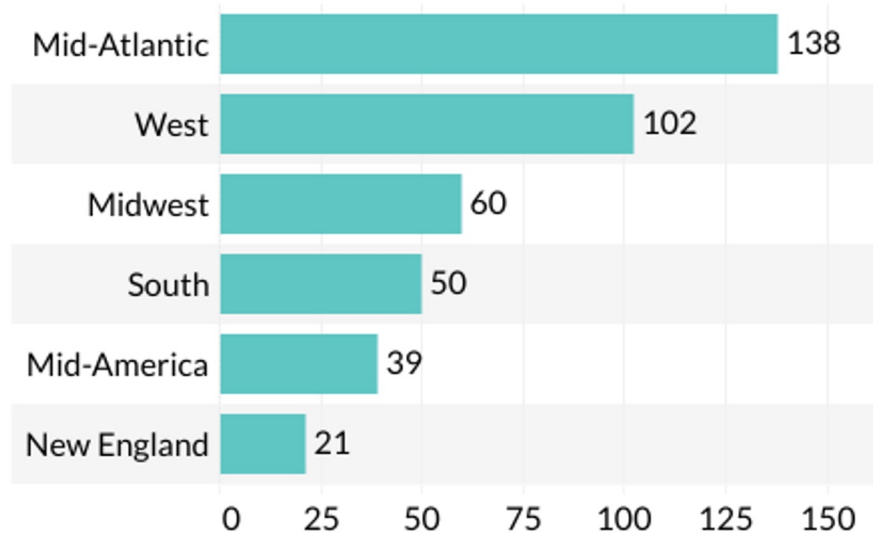
### Count by Full-Time Employees



### Count by Applicants' Primary Focus



### Count by Region





# FY2021 Financial Snapshot

## Revenue

**\$243.6**

million

2021 Applicants reported **total revenue** of \$243.6 million.

**\$194.4**

thousand

The **median revenue** of 2021 Applicants was \$194,358.

**\$11.4**

million

The **maximum revenue** reported by a single applicant was \$11.36 million.

**\$2**

The **minimum revenue** reported by a single applicant was \$2.

## Expenses

**\$198.7**

million

2021 Applicants reported **total expenses** of \$198.7 million.

**\$159.6**

thousand

The **median expenses** of 2021 Applicants were \$159,589.

**\$8.5**

million

The **maximum expenses** reported by a single applicant were \$8.49 million.

**\$710**

The **minimum expenses** reported by a single applicant were \$710.

## Jobs

**1,300** + **1,246**

full-time employees

2021 Applicants reported a total of 1,300 full-time employees.

part-time employees

2021 Applicants reported a total of 1,246 part-time employees.

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**2,546**  
total employees

2021 Applicants supported a total of 2,526 employees in the literary field.

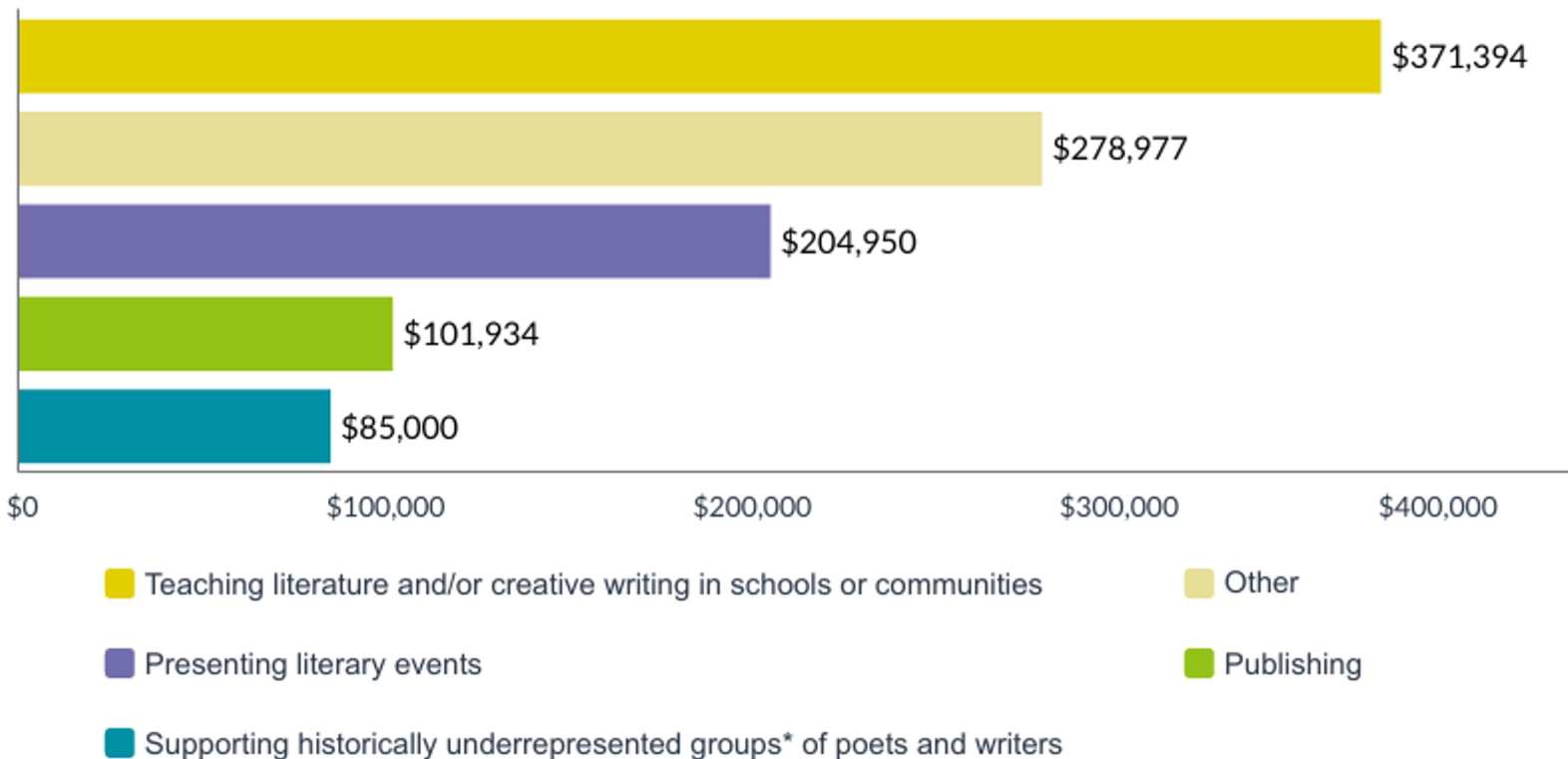


## Overview of Applicants

Among 2021 Applicants, median expenses were highest at organizations whose primary focus is teaching literature and creative writing, and lowest at organizations whose primary focus is supporting historically underrepresented groups\* of poets and writers.

# Expenses Details

Median FY2021 Expenses by Applicant's Primary Focus  
2021 Applicants



**\*Historically Underrepresented Groups:** Within the LAEF application, we used the term “historically underrepresented groups” to acknowledge the historic and systemic inequities that have denied or limited access within the literary arts field to so many—including, but not limited to, Asian/Pacific Islander, Black/African, Latino/Hispanic, and Native American/Indigenous communities; people in geographically remote areas; disabled communities; LGBTQIA+ communities, including trans, nonbinary, genderqueer, and/or gender non-conforming individuals; neurodiverse communities; vulnerable aging populations; veterans; low income and unhoused populations; as well as justice-involved juveniles and adults.



## Overview of Applicants

91.9% of 2021 Applicants reported having poets and writers on staff, and **76.2%** reported that a majority of their staff were poets and writers.

Supporting literary organizations and publishers is another way to meaningfully support individual poets and writers.

# Supporting & Hiring Creatives

## Organizations with Poets and Writers on Staff:

92%

91.9% of 2021 Applicants reported having poets and writers on staff.



## Organizations with Poets and Writers as a Majority of their Staff:

76%

76.2% of 2021 Applicants reported that a majority of their staff were poets and writers.





## Overview of Applicants

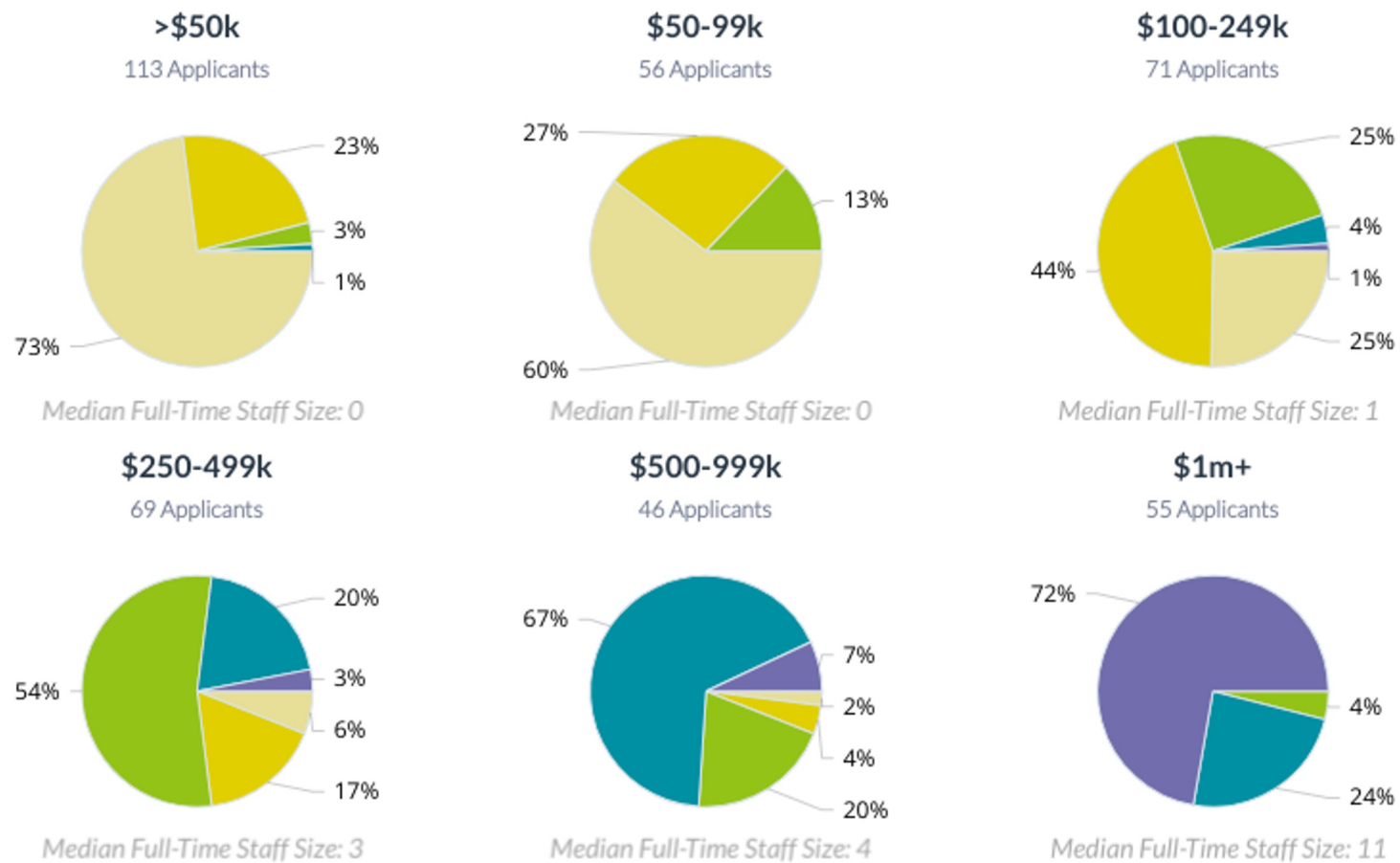
It is no surprise that organizations with larger budgets generally have larger numbers of full-time employees. For example, 72% of 2021 Applicants with budgets greater than \$1,000,000 have 8 or more full-time employees.

What may be unexpected is that the majority of applicants with budgets under \$100,000 have no full-time employees.

# Employment Details

## Number of Full-Time Employees by Budget Category

2021 Applicants



Legend: Number of Full-Time Employees



0



1



2-3



4-7



8+



# Impact of the Literary Field



# 2021 Outreach Snapshot

The nonprofit literary field effectively and economically delivers cultural content and experiences to audiences. With \$198,700,000 in expenses, literary organizations and publishers served 220,300,000 individuals, an average of \$1.11 per person.

## People Served

**8.9**  
million

2021 Applicants reported a total in-person audience of 8.9 million people.

**211.4**  
million

2021 Applicants reported a total online audience of 211.4 million people.

## Events

**3,313**  
in-person

2021 Applicants presented a total of 3,313 in-person events.

**17,882**  
online

2021 Applicants presented a total of 17,882 online events.

## Workshops

**1,994**  
in-person

2021 Applicants presented a total of 1,994 in-person workshops.

**10,973**  
online

2021 Applicants presented a total of 10,973 online workshops.



## Impact of the Literary Field

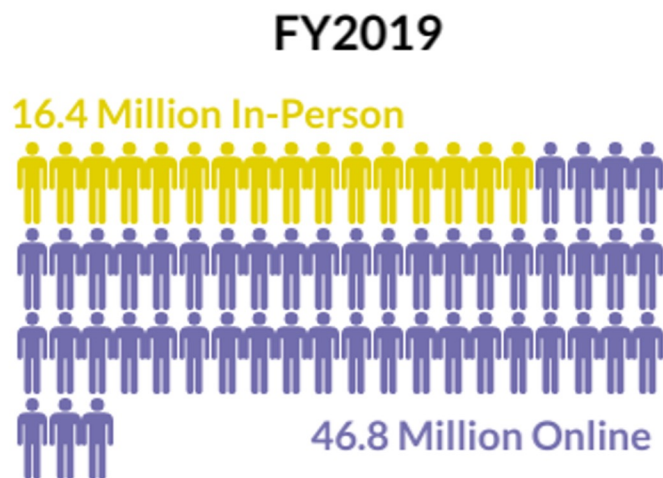
Compared to FY2019, the total FY2021 in-person audience fell by half, while the total FY2021 online audience more than quadrupled. This tremendous increase in online audiences was undoubtedly a result of the pandemic and the adaptation efforts made by applicants.

*As with any audience measured across various events and organizations, it can be difficult to count unique audience members. As such, there may be overlap in these numbers.*

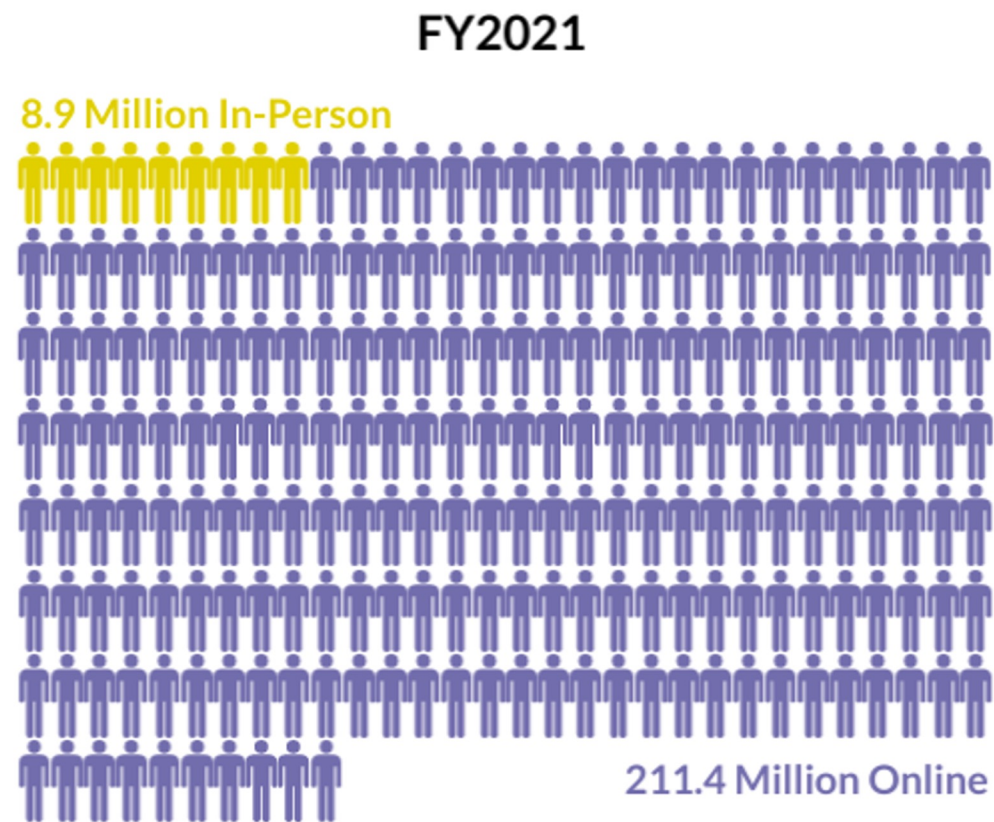
# Audience Size

## Number of People Reached

2021 Applicants



**63.2 million** People Reached



**220.3 million** People Reached

### Legend



One million in in-person audience



One million in virtual audience





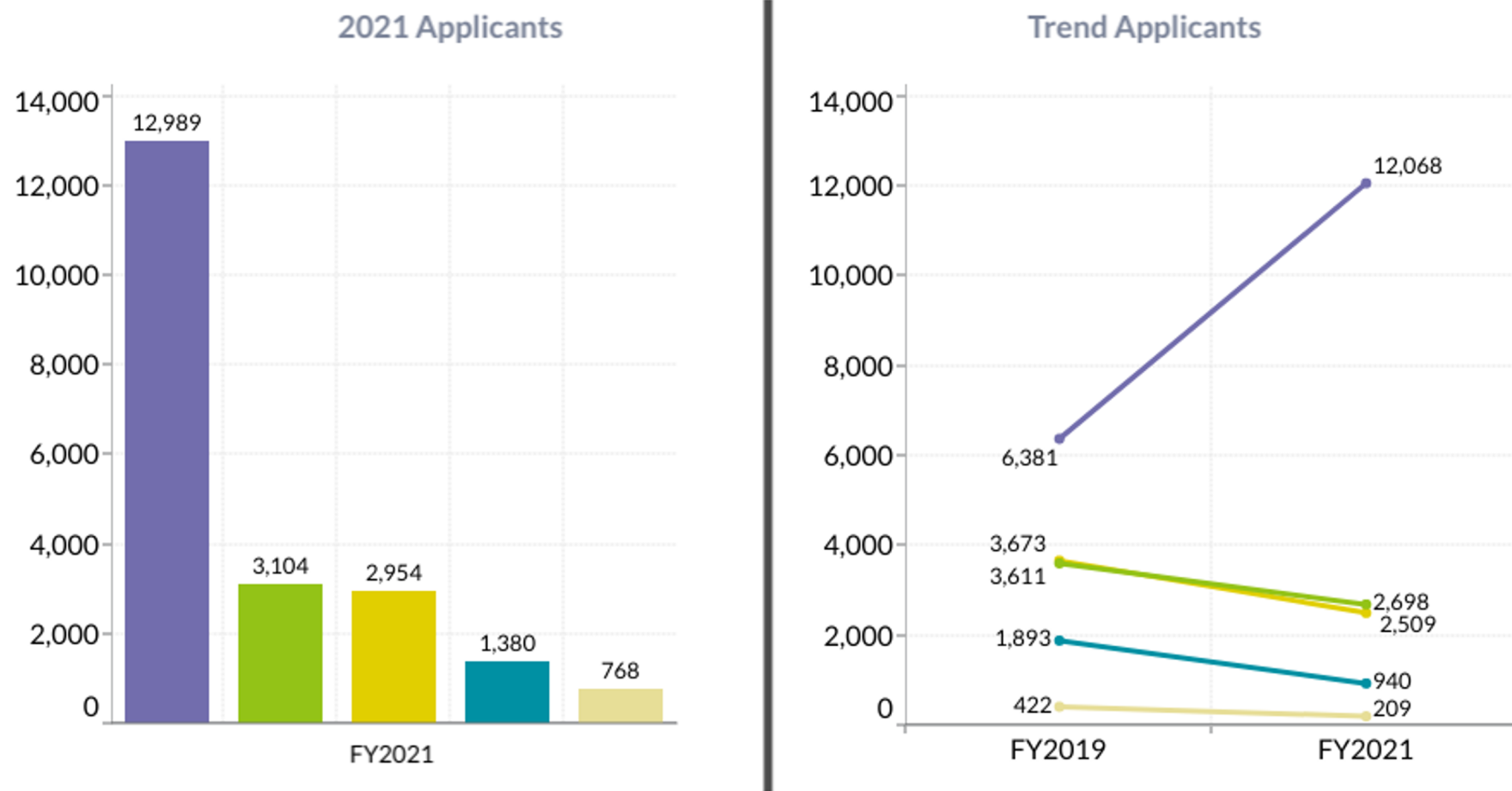
## Impact of the Literary Field

2021 Applicants whose primary focus is presenting literary events accounted for more than 60% of the 21,195 events presented in FY2021. Nevertheless, organizations with a different primary focus were active in event presentation.

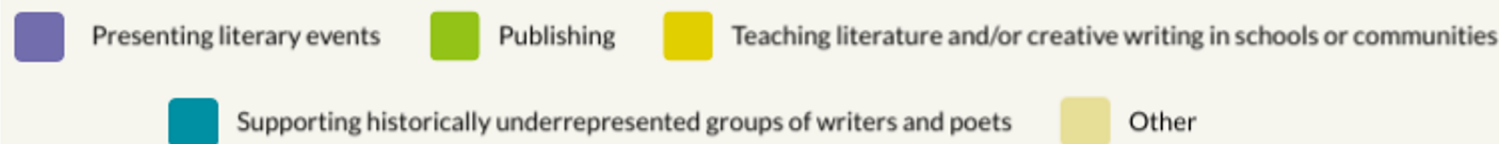
Among Trend Applicants, the number of events produced by organizations whose primary focus is presenting literary events nearly doubled, but every other category saw declines.

# Event Details and Trends

## Number of Events Produced by Applicant's Primary Focus



Legend: Applicant's Primary Focus





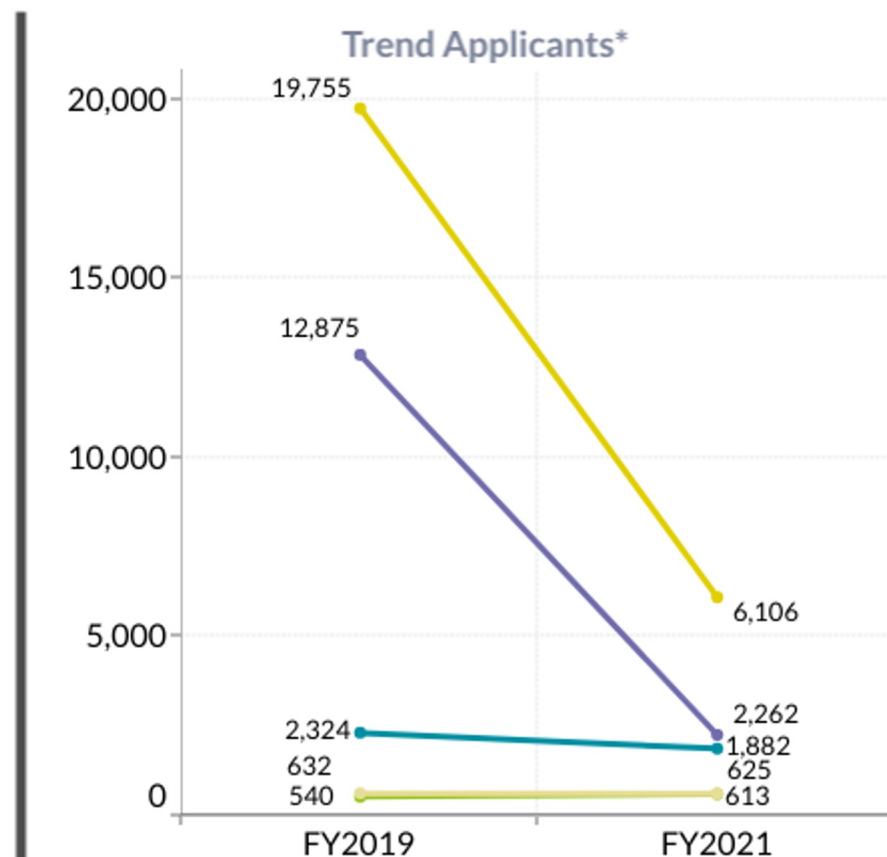
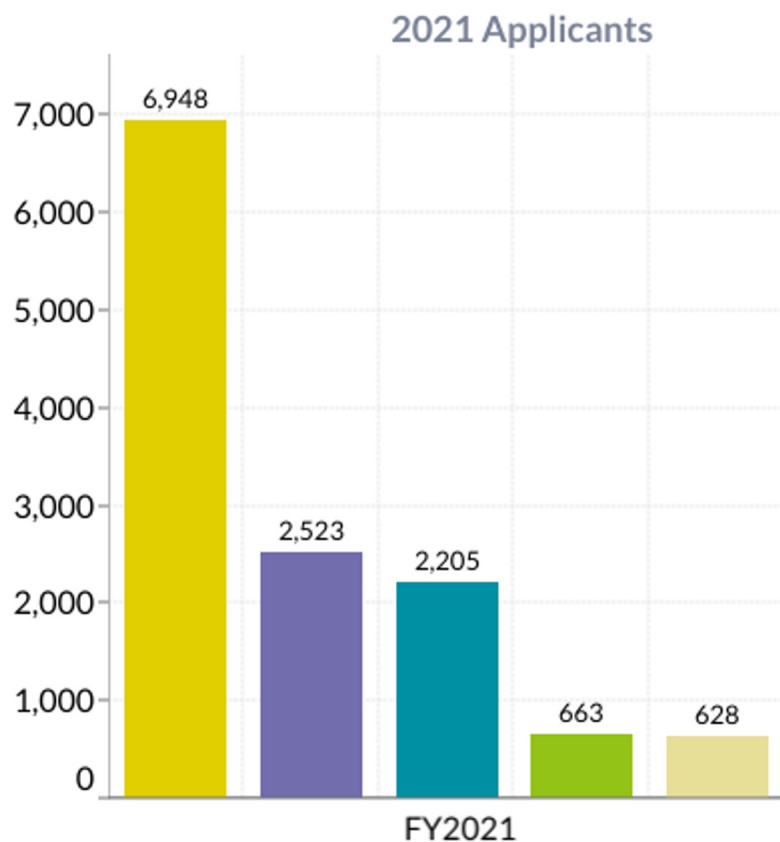
## Impact of the Literary Field

Organizations whose primary focus is teaching creative writing and poetry account for more than 40% of workshops presented in FY2021.

Trend Applicants reported presenting a total of 36,126 workshops in FY2019. The number of workshops produced by these applicants fell to 11,488 in FY2021, a decrease of 68.2%.

# Workshop Trends and Details

## Number of Workshops Presented by Applicant's Primary Focus



\*Organizations whose primary focus is publishing or "other" presented similar numbers of workshops in FY2019 and FY2021, leading to overlapping lines in this chart.

### Legend: Applicant's Primary Focus

- Presenting literary events
- Publishing
- Teaching literature and/or creative writing in schools or communities
- Supporting historically underrepresented groups of writers and poets
- Other



# 2021 Poets and Writers Snapshot

## Publications

**15,433**  
publications

2021 Applicants produced a total of 15,433 publications.



**29,856**  
poets and writers

These publications contained the works of 29,856 poets and writers.



## Prizes & Fees

**32,579**  
poets and writers

2021 Applicants paid and awarded 32,579 poets and writers.



**\$9.9**  
million

2021 Applicants paid these poets and writers \$9.9 million in prizes and publishing fees.



## Teaching Artists & Presenting Authors

**19,880**  
poets and writers

2021 Applicants engaged 19,880 poets and writers as teaching artists or presenting authors.



**\$12.1**  
million

2021 Applicants paid these poets and writers \$12.1 million for their work as teaching artists or presenters at events.





## Impact of the Literary Field

Trend Applicants reported publishing a total of 21,867 works in FY2019. These applicants reported publishing a total of 11,591 works in FY2021, a decrease of 47%. Clearly, the publications area was one of the most significantly impacted by the pandemic.

Trend Applicants shared that publications were seriously impacted by increases in production costs (e.g., cost of paper) and disruptions in supply and shipping chains.

# Publication Trends

## Number of Works Published

Trend Applicants

FY2019



**21.9**  
thousand

In FY2019, Trend Applicants reported publishing 21,867 works.

FY2021



**11.6**  
thousand

In FY2021, Trend Applicants reported publishing 11,591 works.



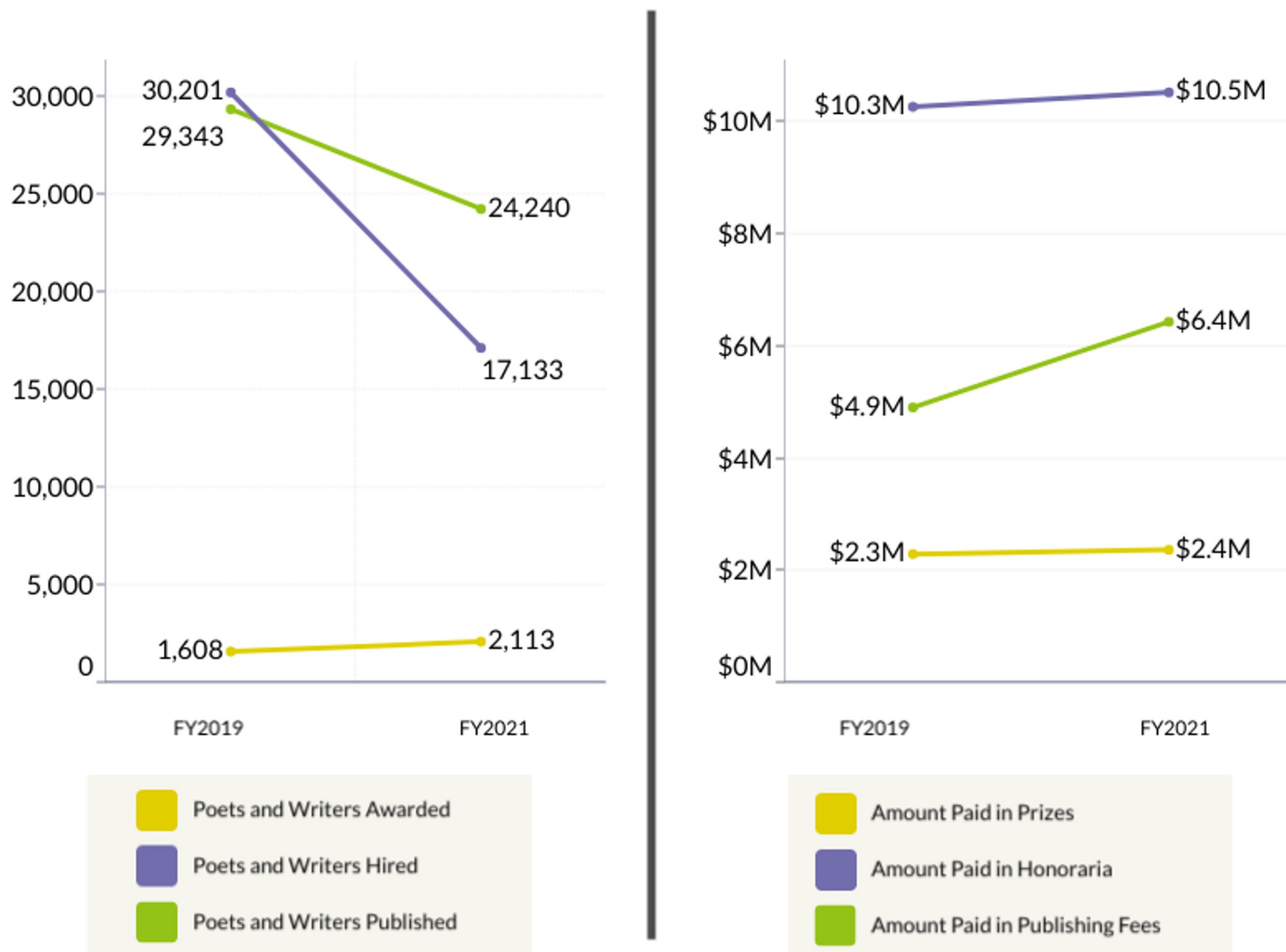
## Impact of the Literary Field

Literary nonprofits provide critical financial support to poets and writers.

Trend Applicants reported publishing, awarding, and hiring 28.9% fewer poets and writers in FY2021 compared to FY2019. However, these applicants paid poets and writers 10.3% more in publication fees and prizes in FY2021 compared to FY2019.

These applicants made it a priority to increase financial support for poets and writers during the pandemic.

# Trends in Support for Poets and Writers





# Diversity, Equity, and Inclusion in the Literary Field



## DEI in the Literary Field

Applicants were asked to provide organization-level demographic data about their board members, their senior staff members, and their staff members. These questions asked about representation within the organization in five areas: race and ethnicity, gender, sexuality, disability, and veteran status. Organizations were asked to report this data only if staff and board members had the opportunity to self-report these aspects of their identity.

# DEI in the 2021 Application

### Terms used in this section

**BIPOC:** Drawing on definitions used by the [Equal Employment Opportunity Commission](#), this includes any person who identifies as American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, Biracial or Multiracial, and/or Native Hawaiian or Other Pacific Islander.

**LGBTQIA+:** This term refers to sexual orientation, and includes any person who identifies as Lesbian, Gay, Bisexual, Queer and/or Questioning, and/or Asexual. Further definitions of these terms are available in the [GLAAD Media Reference Guide](#).

**People with Disabilities:** Drawing on definitions used by the [US Census Bureau's American Community Survey](#), this includes any person who reports having a hearing, vision, cognitive, ambulatory, self-care, or independent living difficulty.

**Veteran Status:** Drawing on definitions used by the [US Department of Veteran Affairs](#), this includes any person who served in the active military, naval, or air service.



## DEI in the Literary Field

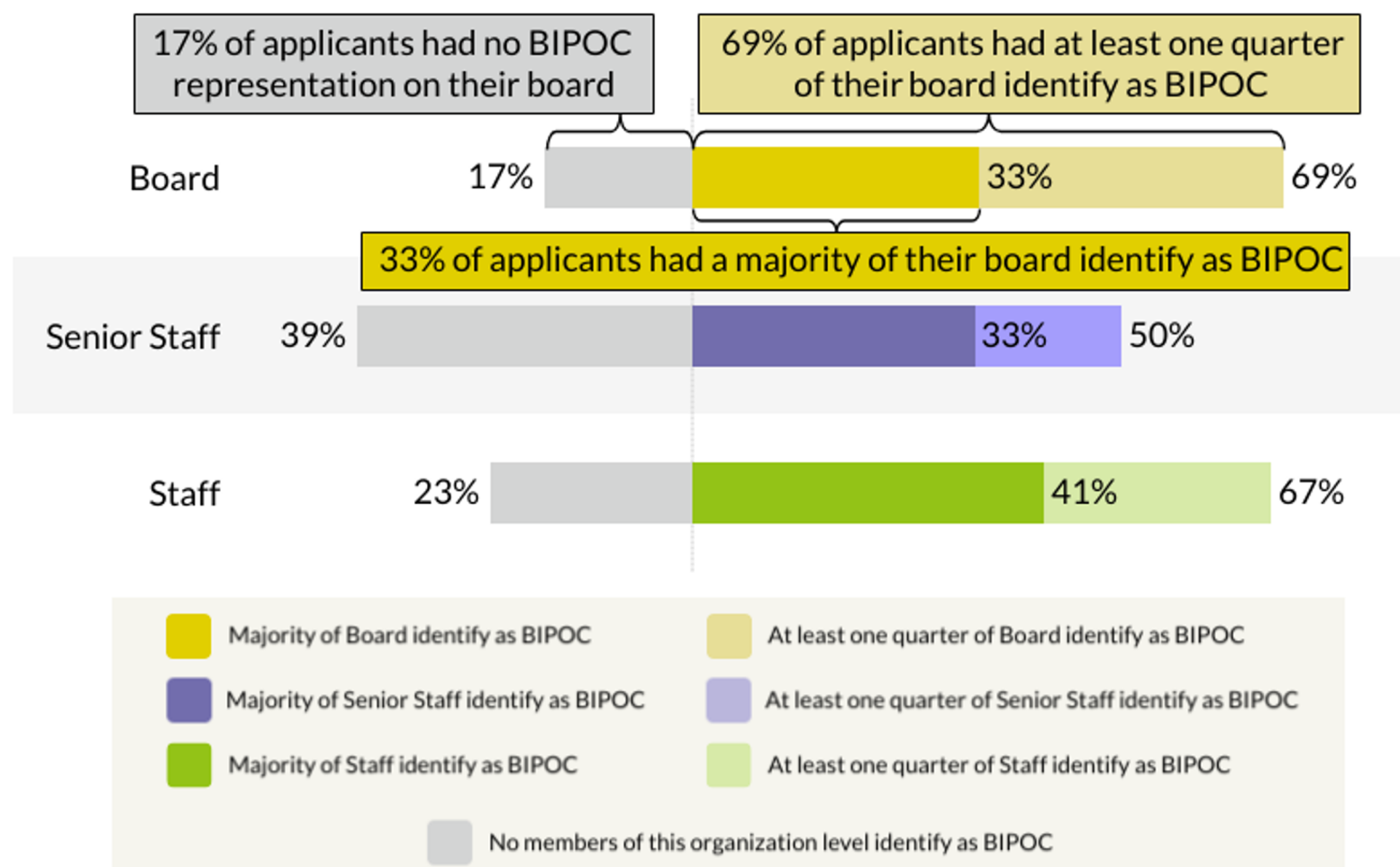
By two measures, the boards of 2021 Applicants had the greatest BIPOC representation. 69% of applicants reported that at least one quarter of their board identifies as BIPOC; and only 17% of applicants reported no BIPOC representation on their board.

The Senior Staff level had the least BIPOC representation, with 39% of applicants reporting no BIPOC senior staff members.

# Race and Ethnicity

## BIPOC Representation by Organization Level

2021 Applicants







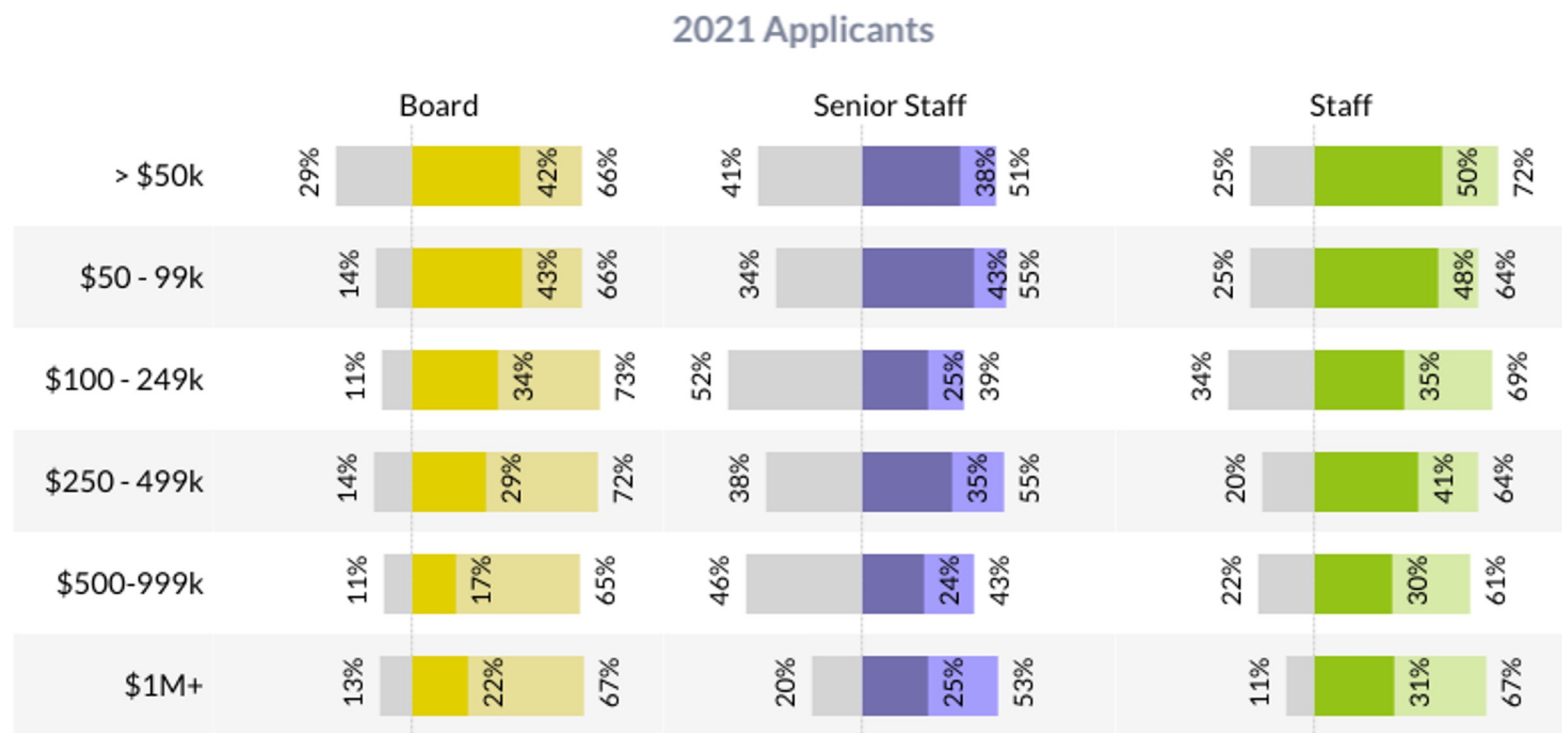
## DEI in the Literary Field

A greater proportion of organizations with smaller budgets reported BIPOC majorities across all three organization levels than those with larger budgets.

However, the proportion of applicants reporting at least a quarter of each organization level identifying as BIPOC remained even across budget categories. For example, 65%-73% of organizations reported that at least a quarter of their board members identified as BIPOC and 61%-72% of organizations reported at least a quarter of their staff identified as BIPOC.

# Race and Ethnicity Details

## BIPOC Representation by Organization Level and Budget Size

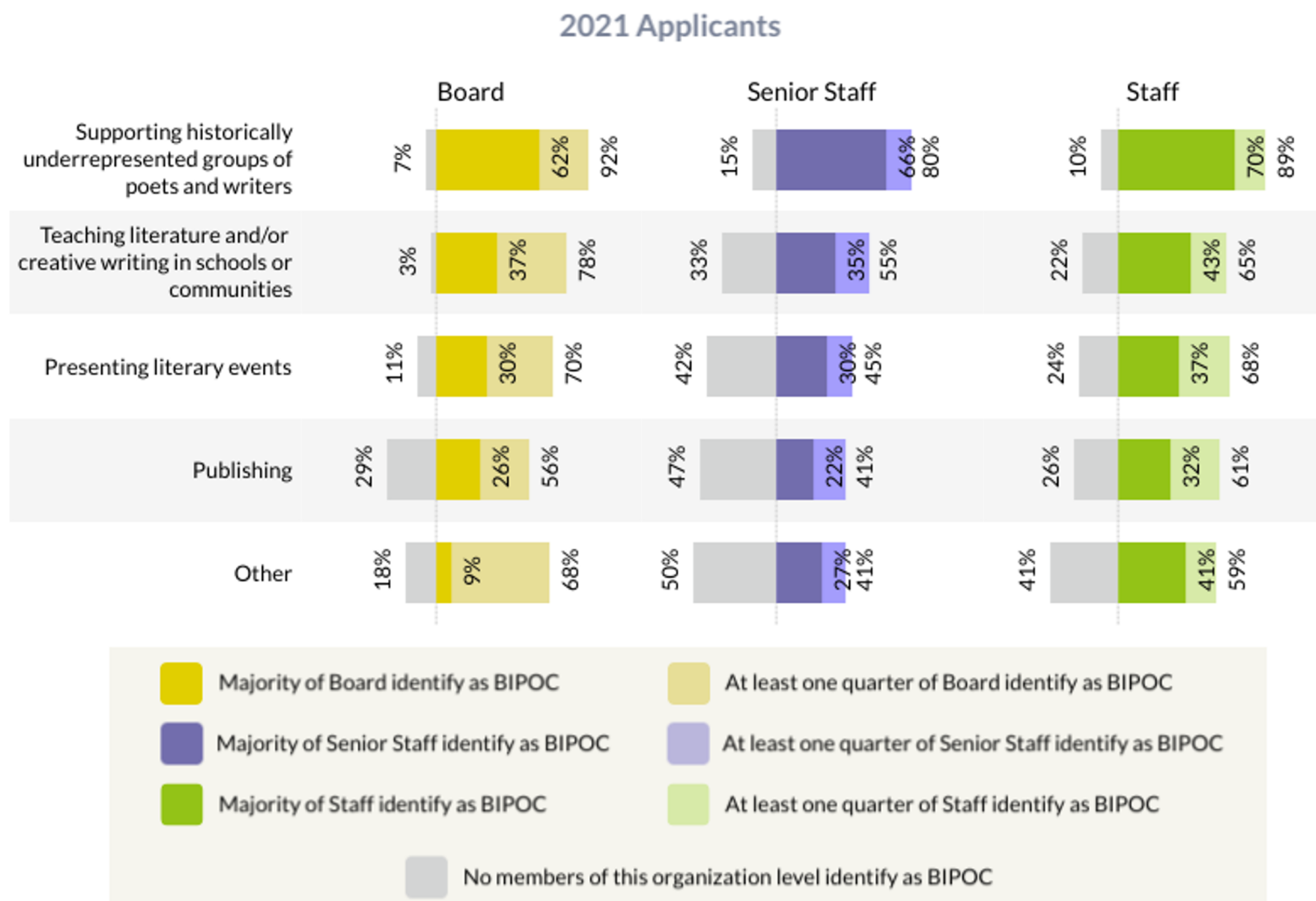




Organizations whose primary focus is to support historically underrepresented groups of poets and writers have the greatest representation of people who identify as BIPOC across all organization staff levels.

# Race and Ethnicity Details

## BIPOC Representation by Organization Level and Primary Focus





## DEI in the Literary Field

Among those identifying as BIPOC, Black individuals, who comprise 13.6% of the US population, have the greatest representation among staff and boards of applicants in FY2021. Individuals identifying as Native American, American Indian, or Indigenous, who comprise 1.3% of the US population, have the least representation.

# Race and Ethnicity Details

## Percentage of Applicants Reporting Any Representation of a Racial or Ethnic Group at the Board and Staff Levels

2021 Applicants

	Board	Staff
Asian American/ Pacific Islander/Asian	46.6%	40.0%
Black/African American/African	62.0%	52.7%
Hispanic/Latino/ Latina/Latinx	37.3%	45.4%
Multi-racial/ multi-ethnic (two or more races or ethnicities)	42.4%	45.9%
Native American/ American Indian/ Indigenous	13.4%	16.6%



## DEI in the Literary Field

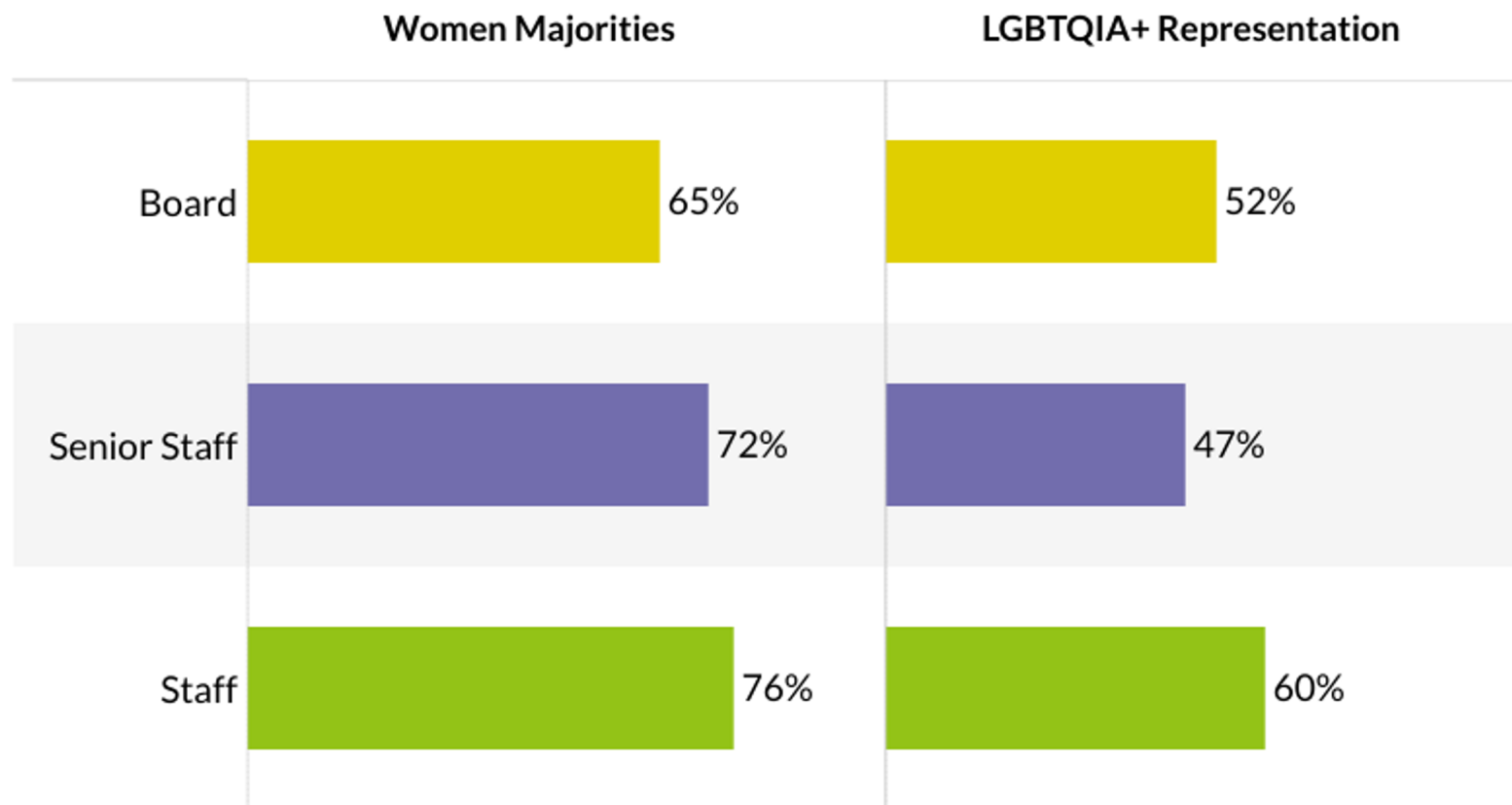
Among FY2021 Applicants, a majority of women was common at all organization levels; two thirds of applicants reported a majority of women on their boards and three quarters reported a majority of women on their senior staff and staff.

Members of the LGBTQIA+ community had the highest representation on applicants' staff levels.

# Gender & Sexual Orientation

## Percentage of Applicants Reporting Women Majorities and LGBTQIA+ Representation by Organization Level

2021 Applicants





## DEI in the Literary Field

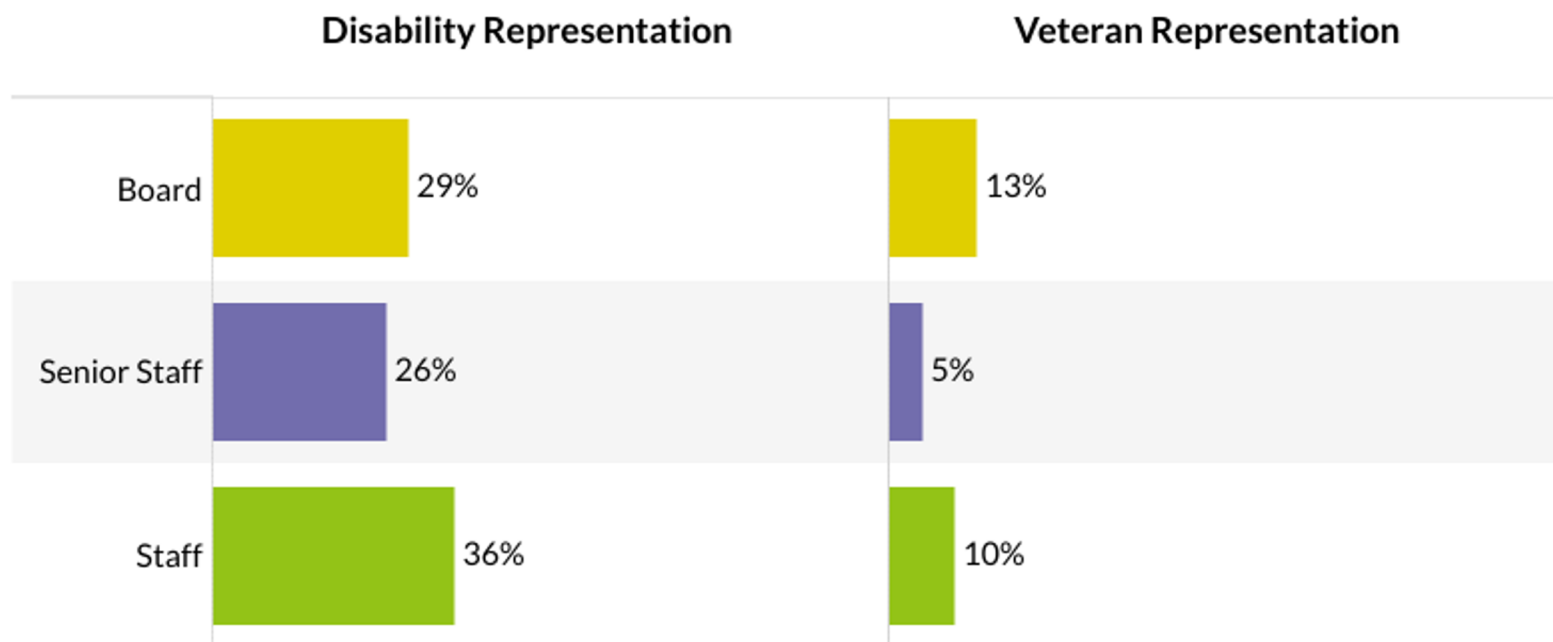
The CDC estimates that about one quarter of the adult US population is living with a disability. More than a third of applicants reported having a person with a disability on staff.

Veteran representation is not common among 2021 Applicants, but most common at the board level.

# Disability & Veteran Status

## Percentage of Applicants Reporting Representation of People with Disabilities and Veteran Status by Organization Level

2021 Applicants





## DEI in the Literary Field

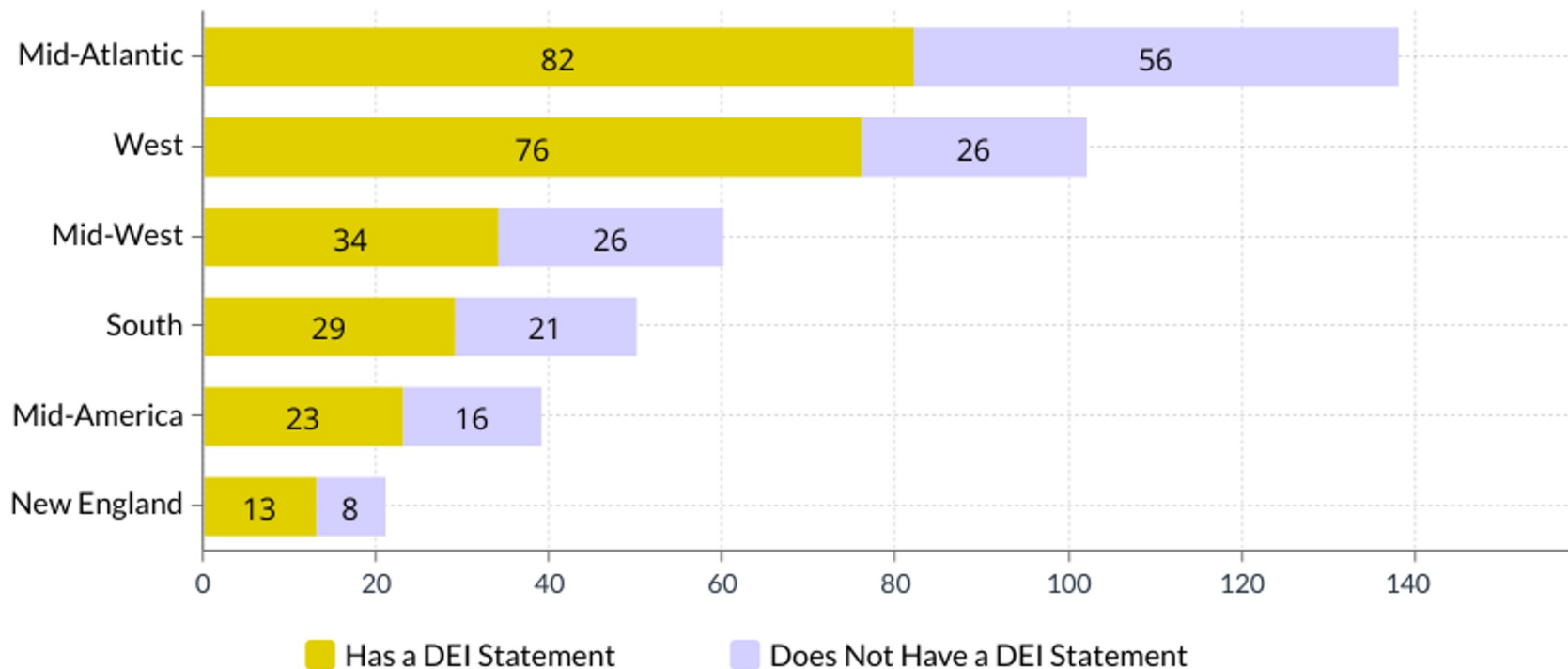
62.7% of 2021 Applicants report having a DEI Statement that has been approved by their board.

The Western region had the highest proportion of applicants that have adopted a DEI statement at 75% - all other regions are between 57% and 62%.

# DEI Policies

## DEI Statement by Region

2021 Applicants





## DEI in the Literary Field

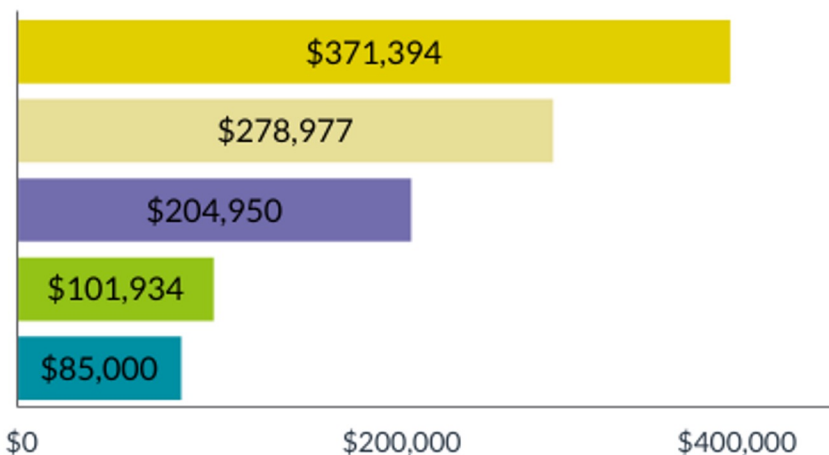
The large majority of applicants have made supporting historically underrepresented groups of poets and writers a part of their work – 15% report this as their organization's primary focus, and an additional 72% list this as an additional work area.

While this widespread focus is encouraging, it is clear that organizations that primarily focus on this are underfunded when compared to the rest of the field, with the lowest median budget of any primary focus category.

# Support for Historically Underrepresented Groups

### Median FY2021 Expenses by Applicants' Primary Focus

2021 Applicants

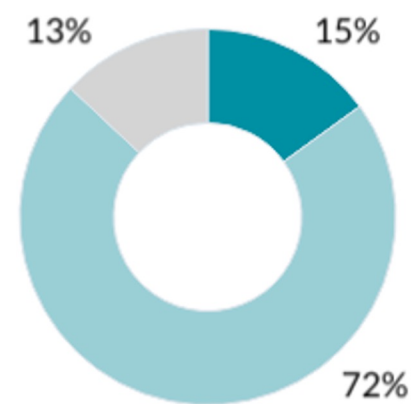


Legend: Applicant's Primary Focus

- Teaching literature and/or creative writing in schools or communities
- Other
- Presenting literary events
- Publishing
- Supporting historically underrepresented groups of writers and poets

### Percentage of Applicants Reporting Any Representation of a Racial or Ethnic Group at the Board and Staff Levels

2021 Applicants



- Organization's primary focus is supporting historically underrepresented groups of poets and writers.
- Organization includes supporting historically underrepresented groups of poets and writers as an additional work area.
- Organization does not include supporting historically underrepresented groups of poets and writers as either its primary focus or as an additional work area.



# Preparedness and Moving Through Crisis





## Preparedness and Moving Through Crisis

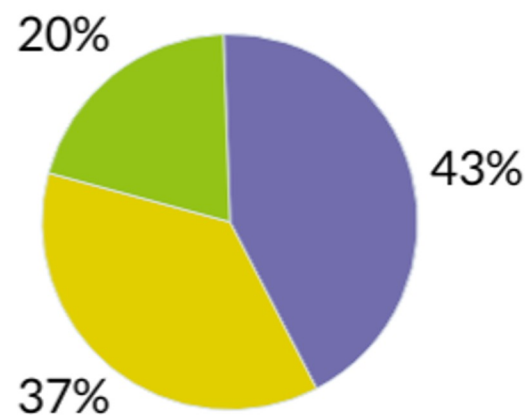
Much of the nonprofit literary field is not financially equipped to meet crisis.




The financial vulnerability of the field was indicated by modest levels of cash reserve and endowment. Only 20% of 2021 Applicants met the threshold of having half of their annual expenditure in cash reserve, and 43% reported no reserve at all.

While there was slight improvement in cash reserve among Trend Applicants from 2020 to 2021, it is clear that there continues to be little to fall back on in times of crisis.

# Financial Vulnerability

Sufficiency of Cash Reserve  
2021 Applicants



-  Organization has no cash reserve
-  Organization has an insufficient cash reserve (less than half of their annual expenses)
-  Organization has a sufficient cash reserve (at least half of their annual expenses)

Organizations with a Cash Reserve of Any Size  
Trend Applicants

FY2020

FY2021



Organizations with an Endowment of Any Size  
Trend Applicants

FY2020

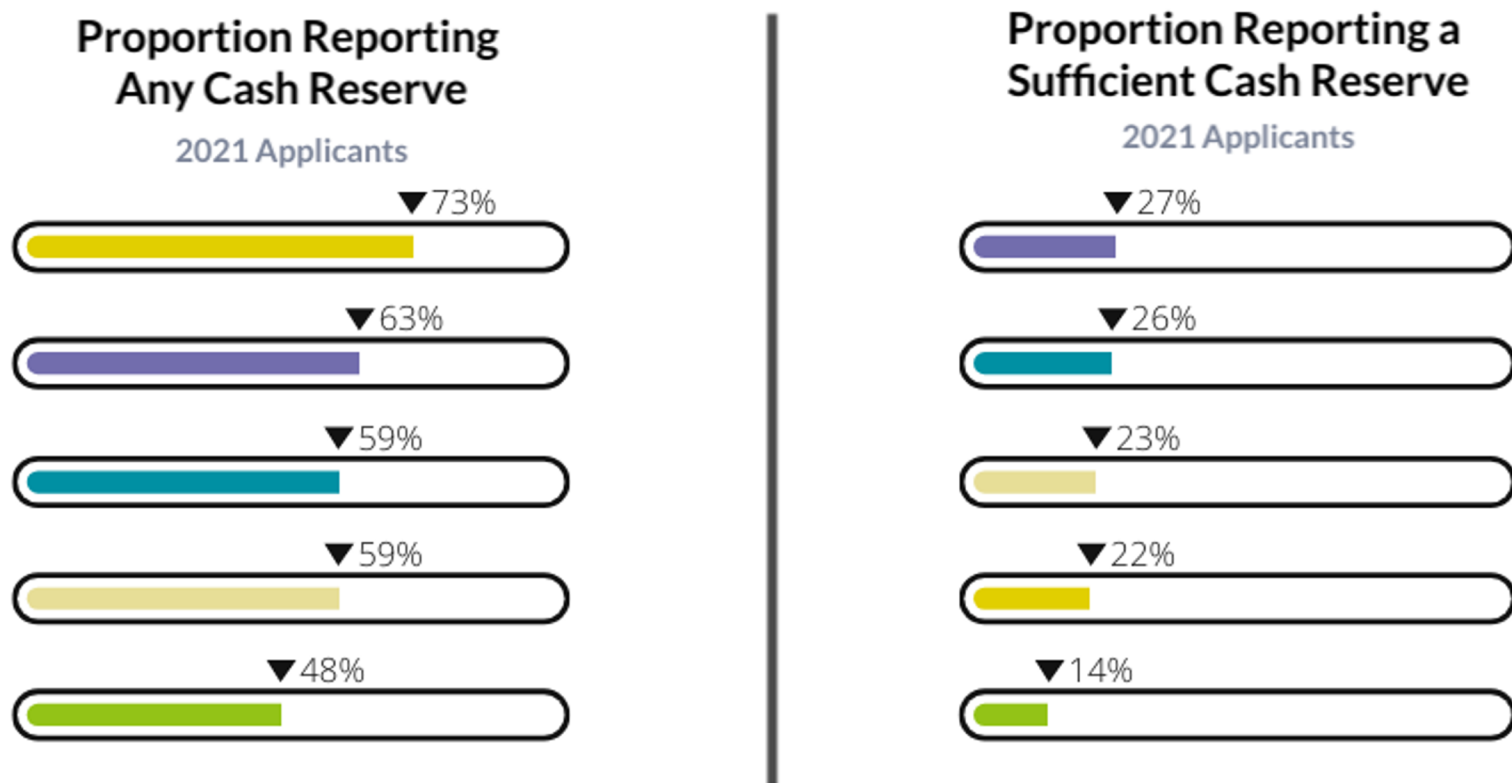
FY2021





In FY2021, organizations primarily focused on publishing were both the least likely to have any cash reserve and the least likely to have a sufficient cash reserve, defined as at least half their annual operating expenses.

# Financial Vulnerability Details



Legend: Applicants' Primary Focus

- Presenting literary events
- Publishing
- Teaching literature and/or creative writing in schools or communities
- Supporting historically underrepresented groups of poets and writers
- Other



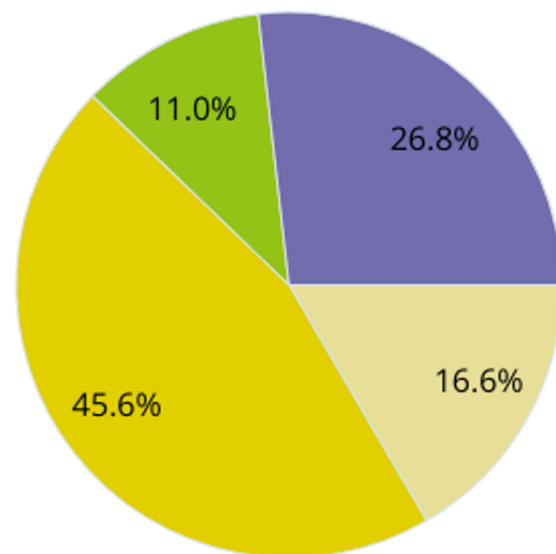
Nearly three-quarters of 2021 Applicants received COVID relief funding, but less than half of applicants received it in both FY2020 and FY2021. Sources of COVID relief funding include, but are not limited to, the Literary Arts Emergency Fund, CARES Act funding from both the National Endowment for the Arts and state arts agencies, the Paycheck Protection Program, and the Shuttered Venue Operators Grant.

Fewer than half of 2021 Applicants with budgets under \$50,000 had received any COVID relief funding at the time they applied.

# Relief Funding

## Proportion Receiving COVID Relief Funding by Fiscal Year

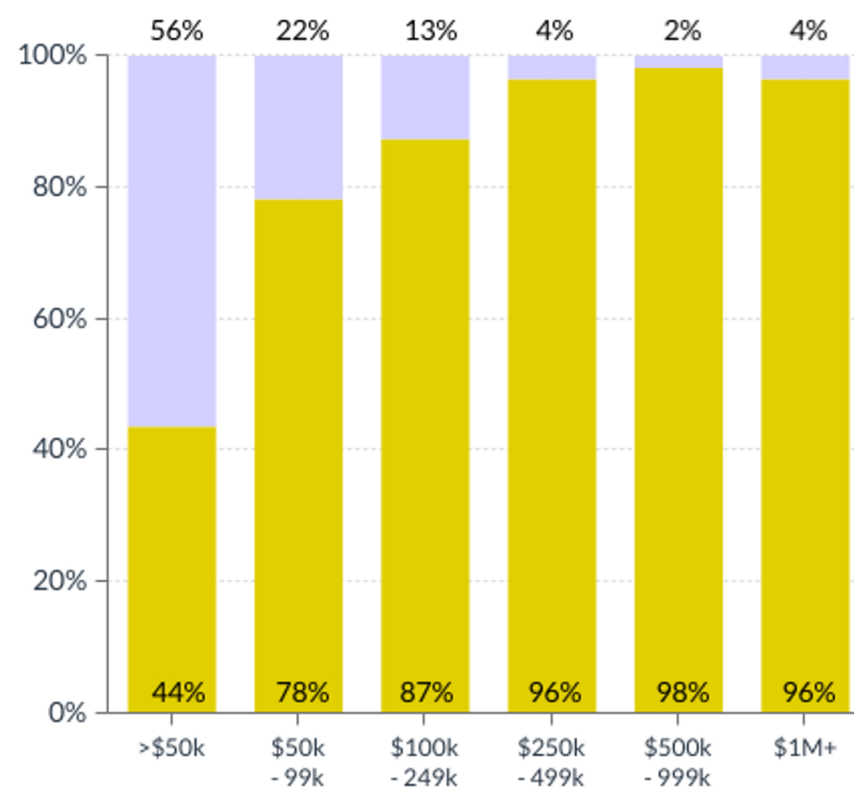
2021 Applicants



Only in FY2020	16.6%
Both FY2020 & FY2021	45.6%
Only in FY2021	11.0%
No Relief Funding	26.8%

## Proportion Receiving Any COVID Relief Funding by Budget Size

2021 Applicants



Received COVID Relief Funding
Did Not Receive COVID Relief Funding



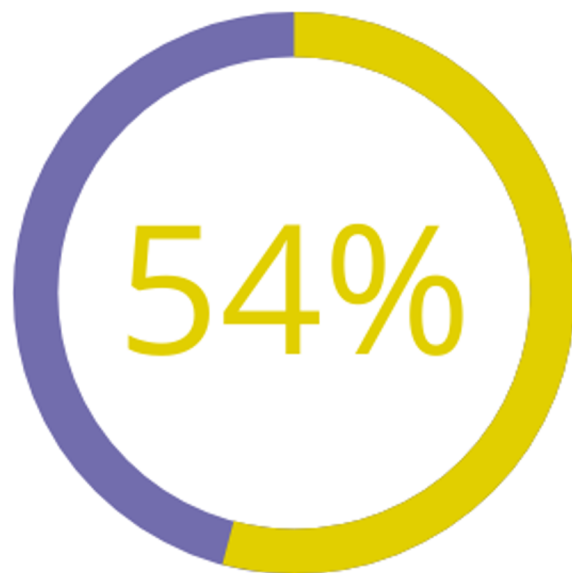
Relief funding was essential for the financial health of 2021 Applicants. Without relief funding, 54.1% of applicants would have reported budget deficits in FY2021. Even with relief funding, 28.8% of applicants did report a budget deficit in FY2021.

# Importance of Relief Funding

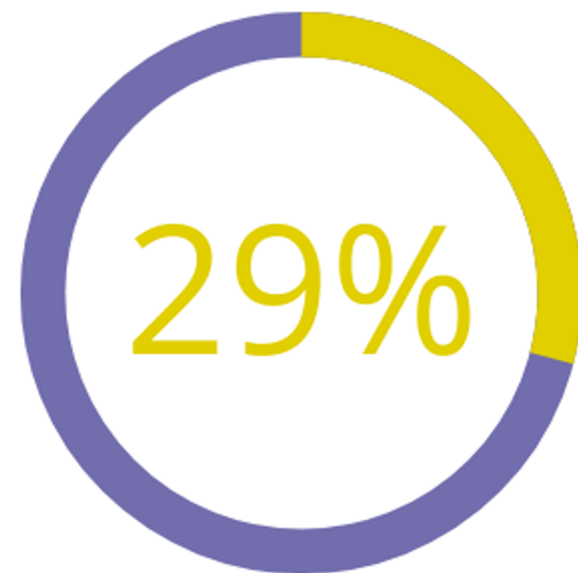
## Percentage of Applicants Facing a Budget Deficit in 2021

2021 Applicants

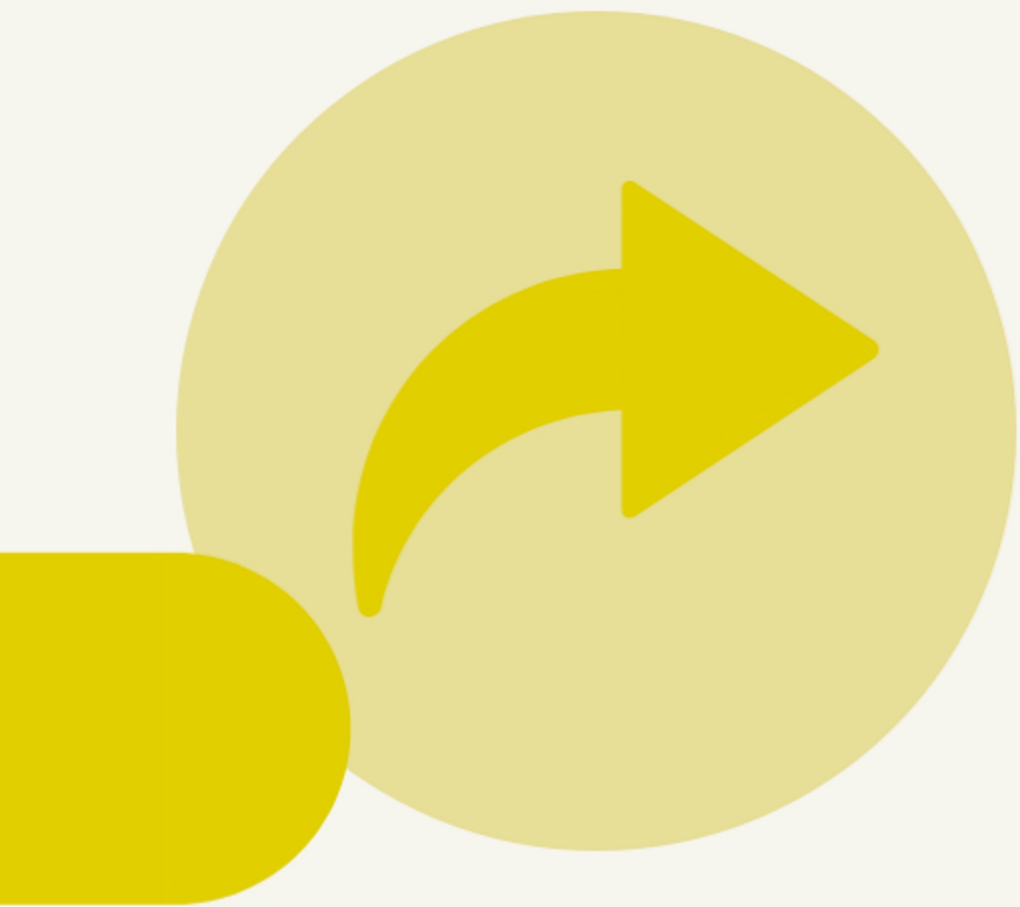
### Without Relief Funding



### With Relief Funding



2021  
Applicants



# Stabilization and Moving Forward



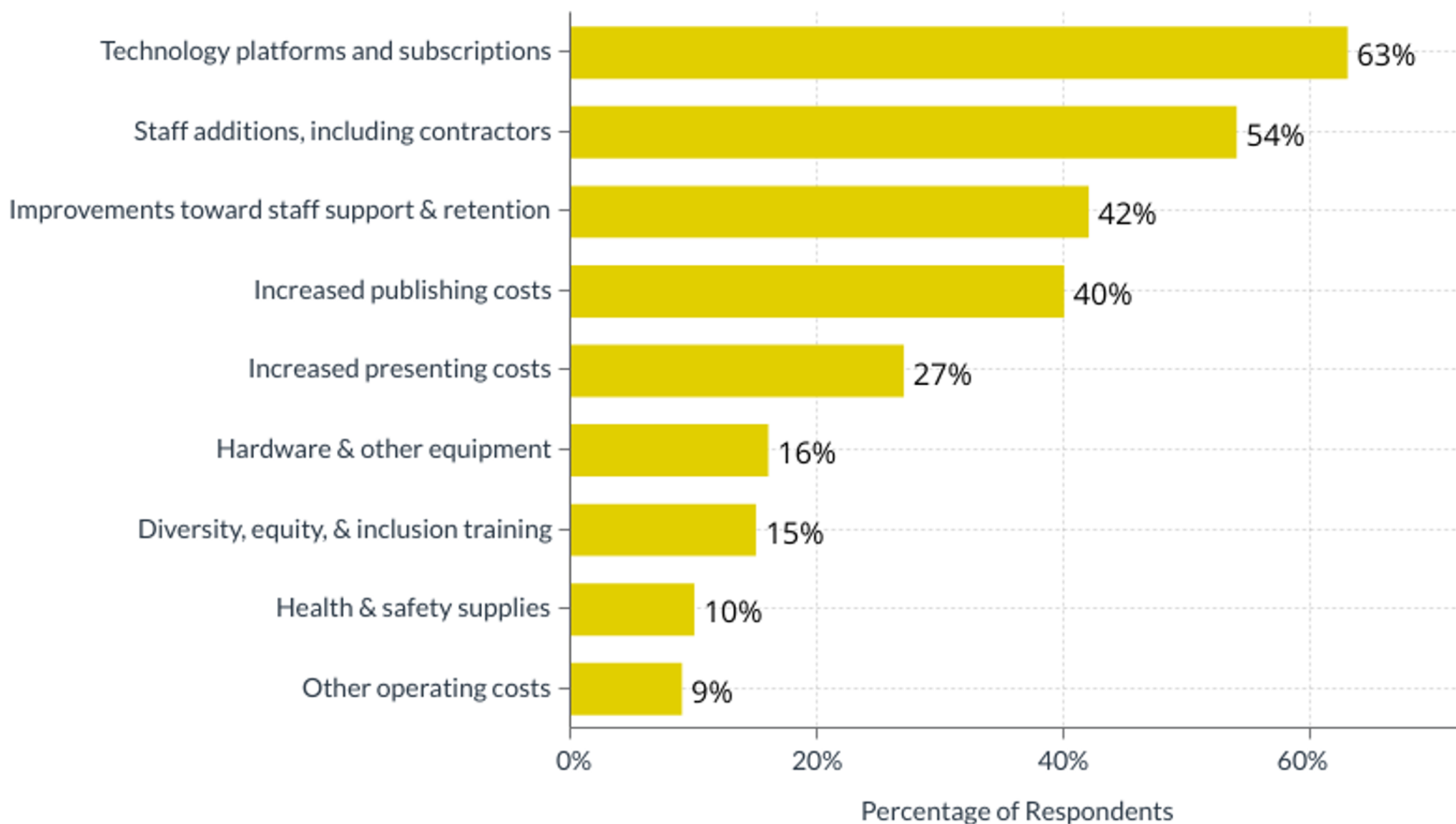
## Stabilization and Moving Forward

When asked about unexpected expenses throughout the pandemic, 63% of respondents indicated that technology platforms and subscriptions were their top unexpected expense. Given that the literary field's digital audience nearly quadrupled in FY2021, it is clear that the field met the realities of the pandemic head on and embraced digital programming.

# Unexpected COVID Expenses

What new expenses emerged during the pandemic that you identify as ongoing areas in need of support?

267 Grantee Responses



To Note: respondents could select up to three of the potential responses.



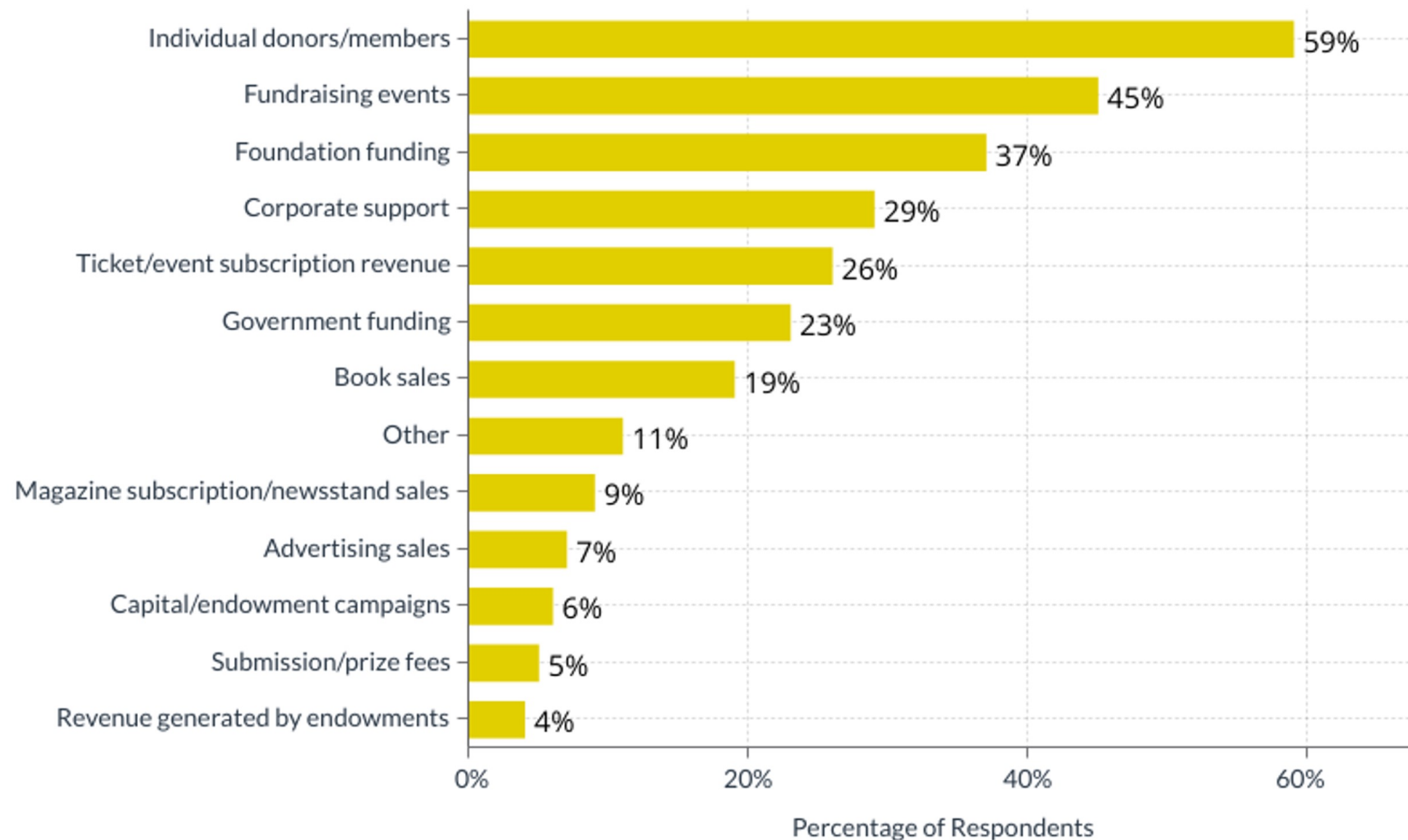
## Stabilization and Moving Forward

Under-resourced and still vulnerable, literary organizations and publishers are wary of their financial health ahead. When asked about which revenue streams they envisioned being a challenge over the next three years, 59% of respondents indicated that they worried about the reliability of giving from individual donors. Following concerns about individual donors came revenue from fundraising events (45%) and foundation funding (37%).

# Challenges & Changes in Revenue

Which revenue streams do you envision being a challenge for your organization over the next three years?

267 Grantee Responses



To Note: respondents could select up to three of the potential responses.

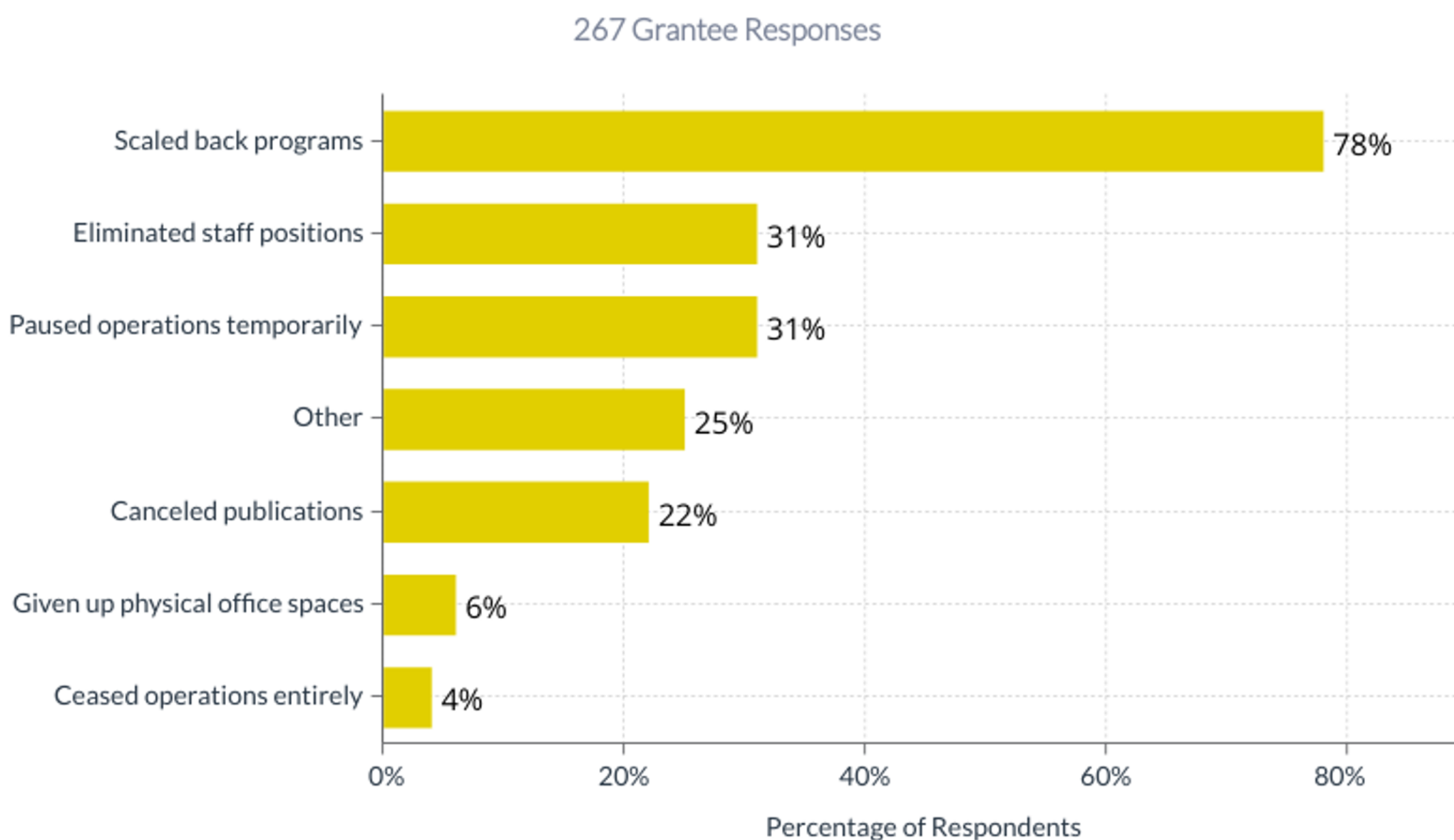


## Stabilization and Moving Forward

78% of respondents reported that, without LAEF funding, they would have scaled back programs and 31% of respondents reported that they would have eliminated staff positions or paused operations temporarily. Fortunately, only 4% of respondents believe that they would have ceased operations entirely highlighting the nimble nature of the literary field.

# Critical Importance of LAEF Funding

What actions would your organizations have taken without support from the Literary Arts Emergency Fund?



To Note: respondents could select up to three of the potential responses.





# Acknowledgements

# Acknowledgements

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