

Women's  
Prize for  
Fiction  
2019 IN PARTNERSHIP  
WITH

Deloitte.



September 6<sup>th</sup> 2018

Dear colleague,

I'm writing to you as we embark on a new year in the cycle of the Women's Prize for Fiction. Attached you will find the details from the Society of Authors, calling for entries for 2019. This is the 24th year for the WPPF and it marks an important change in our organisation. I wanted to use this moment both to thank you for having supported the remarkable journey to establish the WPPF as one of the most significant annual celebrations of women's creativity anywhere in the world and also to explain some of the changes we are making to the structure of the WPPF to help it survive and flourish in the long term.

Over the Summer we have applied to become a charity, and have changed our name: we are now the Women's Prize Trust. This involved reconfiguring our governance and diversifying our funding model to allow gifts and donations tax efficiently to sit alongside our new family of multiple sponsors. Everyone is aware that fundraising for creative enterprises in the current climate - especially for endeavours supporting women's voices - is challenging, but we believe these changes will give us greater opportunities to diversify our supporter base and to raise the necessary funds to continue celebrating exceptional fiction written by women from all over the world.

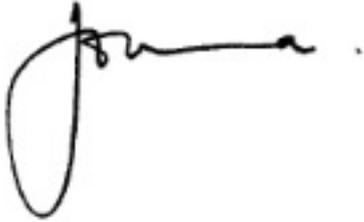
In the summer we set up a new scheme - the Prize Circle Patrons - inviting people to make a contribution of £5000 pa in exchange for a deeper engagement with the WPPF. We are delighted that a number of people, including several authors and publishers, have already signed up for this. We also have been grateful for feedback on the changes we are putting in place and, as a result, we will be launching a new £1000 level this Autumn. You can read about both of these ways of supporting the WPPF here: [www.womensprizeforfiction.co.uk/support-us](http://www.womensprizeforfiction.co.uk/support-us)

In addition to these two new initiatives, we are making a small but important change to our terms and conditions for the prize, which affects publishers directly: namely, by introducing a small fee of £1000 for the 16 longlisted books, in addition to the existing fee of £5000 - which remains unchanged - for each of the six novels shortlisted. Although a very small percentage of the overall costs of delivering the Prize, the publisher contribution is a vital part of the patchwork quilt of funding needed to sustain the WPPF, which delivers consistently outstanding media coverage for all the titles selected from the longlist onwards. Over the last few years in particular, we've grown the digital footprint of the WPPF and now provide a year-round social media presence for thousands of books written by women (we can provide a summary of 2018's coverage for any of you who'd like to see the details). This is the first change in contribution levels we've made in many years and the sales uplift for each key Prize moment more than compensates for this levy. We have also commissioned a report showing how well sales of WPPF titles have performed in the TCM over the last three years which we will soon be sharing with the trade.

I do appreciate that marketing budgets are besieged from all directions, and so this increase is not made lightly. We would not wish the contribution level to prevent any smaller publisher from participating in the prize, so will be happy to talk directly to any publisher who has difficulties in meeting the additional fees.

To end on a positive note, it's a pleasure to note how the roll-call of winners of the WPPF prize is a truly fantastic list of varied, original, diverse, exceptional literary talent - a library of the classics of tomorrow for today's readers. We are so proud of the contribution the WPPF has made to the cultural landscape in general. Thank you for all you do to help us in this mission.

With all best wishes,

A handwritten signature in black ink, appearing to read 'Joanna', with a large loop on the left side of the first letter.

Joanna Prior  
Chair of the WPPF Board