

# MAKING SPACE

**Chapter 510  
2021-2022  
Impact Report**





# By the Numbers

## ALL TOGETHER, CHAPTER 510:



Inspired over **850** Oakland students, aged **8–19** years, to write with confidence and joy

Provided **82** writing workshops in-person post-COVID

Hosted **15** public readings featuring Oakland youth

Published **10** books and broadsides by youth

Partnered, in-depth, with **4** OUSD schools to offer opportunities for students to learn, write, and publish

Recruited over **600** contributors to write a **40-page-long** collaborative poem dedicated to Oakland

Celebrated the Grand Opening of **4** spaces: our Writing Center, Bookmaking Studio, Sound Space Audio Recording Lab, and our Dept. of Make / Believe Storefront

**Make the Space**, our growth campaign, exceeded the **50%** mark in year two of our three-year campaign. **We've raised \$1,900,000 of our \$3,500,000 goal!**

## STUDENT DEMOGRAPHICS:

**46%** African American

**25%** Latinx

**14%** Asian American

**7%** Caucasian

**5%** Mixed race

**3%** Middle Eastern

**1%** Pacific Islander

Approx. **10%** Queer



# Organizational Accomplishments

## THE GRAND OPENINGS OF OUR WRITING CENTER, BOOKMAKING STUDIO, SOUND SPACE & STOREFRONT!

On April 29, after years of designing and nine months of building and beautifying, we celebrated the birth of our writing center in the heart of Old Town Oakland at Swan's Market. Our space was designed by Gensler Oakland, built by Redboot Construction and Girls Garage, and painted floor to ceiling by muralist Simon Tran.

At our opening, the center was blessed by our students, families, and community.

We wrote poetry, printed and made books in our Bookmaking Studio, recorded in our Sound Space recording studio, sent words flying through our pneumatic tube, and saw poets of all ages come through our magic doors to take to the stage for our first poetry reading. We cannot wait for what is to come. All the books that will be written, made, recorded, published . . . infinite possibilities abound.

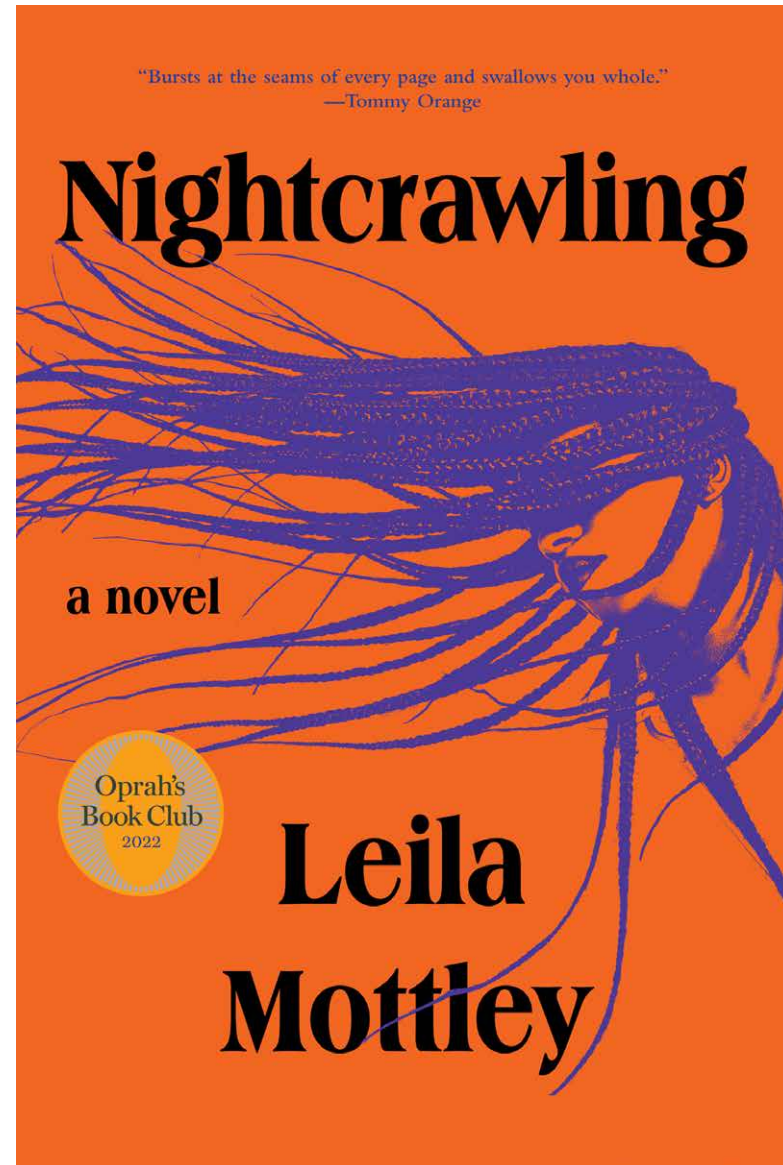


### DEPT. OF MAKE / BELIEVE

Since opening its doors in December of 2021, the Dept. of Make / Believe, our retail storefront, has earned nearly \$40,000 in book and merchandise sales. It's also a space for anyone of any age to write, play, manifest, and learn how to get involved in our organization as a new student, writing mentor, partner, or donor.

## CHAPTER 510 ALUMN LEILA MOTTLEY IS A *NEW YORK TIMES* BESTSELLER!

You may have already heard the news, but Chapter 510 alum Leila Mottley's debut novel *Nightcrawling* was nominated for the Oprah Book Club and became an instant *New York Times* bestseller. Leila was born and raised in Oakland, was the 2018 Oakland Youth Poet Laureate, and was a contributor and youth editor of the Nomadic Press & Chapter 510 anthology *QUIP: An Anthology of Queer Youth Writing*. Congratulations, Leila!



OUR STORY | WRITING PROGRAMS | GET INVOLVED | VISIT US | SHOP BOOKS & MORE | DONATE

### CHAPTER 510'S NEW BRAND WON SF DESIGN WEEK'S SOCIAL IMPACT AWARD!



**We love our bold and colorful, shape-filled new look designed by IDW Studio, and so did the SF Design Week Award Committee!**

The 2022 San Francisco Design Week Awards is an international design competition seeking to encourage thought leadership by supporting designers whose works contribute towards a positive future for society. The Design Awards celebrates and recognizes exemplary work in all fields of design including architecture, interiors,

### OUR NEW, AWARD-WINNING BRAND

While we were building our writing center and store, we also launched a gorgeous new brand and website. For two years, IDW Studios worked pro bono to create a new look with bold fonts, bright colors, and magical shapes that encapsulated our radical joy and activism. We aren't the only ones in love with our new brand. It recently won the prestigious international SF Design Award for Social Impact.



## WE BELIEVE WRITING IS AN ACT OF LIBERATION.

**OUR PROGRAMS INCLUDE FREE CREATIVE WRITING AND BOOKMAKING WORKSHOPS, PUBLISHING OPPORTUNITIES FOR YOUTH, IN-SCHOOL BOOK PROJECTS, FIELD TRIPS, YOUTH OPEN MICS, AND MORE!**

**Are you a young Oaklander?**

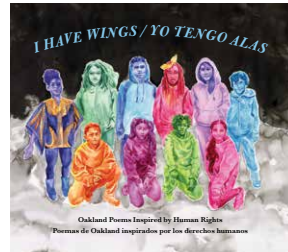
**Write with us.**

## Impact In Our Schools

### STUDENT SPOTLIGHT: ERIC YANET-CANCHOLA, 5TH GRADE, HOOVER ELEMENTARY

Lupe, Eric's parent, tears up when talking about how confident Eric has become on stage and as a writer: "Chapter 510 gives my son an avenue for expression. Now he digs deeper. Chapter 510 has opened doors for our family."

Eric took part in our in-school program at Hoover Elementary in West Oakland from 3rd to 5th grade. He and his Hoover classmates wrote three books with Chapter 510: *Motherland*, *Redefining Justice*, and *I Have Wings / Yo Tengo Alas*, the last of which students wrote



after being inspired by learning about the Universal Declaration of Human Rights (UDHR). Eric is proud of his growth as a writer, and makes it clear that he will only read "his most recent poems."

Lisette Averhoff, Hoover Elementary Principal, says: "There are very few arts education opportunities nearby. Chapter 510 uniquely engages our students, and helps them to communicate meaning and important ideas. Our students really love Chapter 510."

**"After writing with Chapter 510 at my school, I know poetry can help you show people something that they might not be able to see on their own. Now I am the first one to raise my hand to share my poem. The only way the world is going to be nicer is if kids are writing about justice and freedom."**

**—Eric, 10, Chapter 510 Author**



### OUR FIRST MURAL AT FRANKLIN ELEMENTARY

Our Spring poetry program with Franklin Elementary fifth-graders culminated in our very first permanent poetic mural by artist Ryoko Tokuho!

## MYSTERY NOVELS AT WESTLAKE'S WRITERS' ROOM

In our first year back in person at Westlake, we ran a year-long Mystery Novel Writing Workshop with 6th-grade Westlake scholars. Each budding novelist was paired with a mentor and a professional illustrator who helped bring the books to life.



Novelist Christian Veasey's novel *The Missing Boy* will be released on December 10, 2022.



## METWEST COLLEGE ESSAY PROGRAM'S SEVENTH YEAR

For the ninth year, Chapter 510 volunteers mentored MetWest High School seniors on their college essays. This year, 40 students successfully completed their applications.



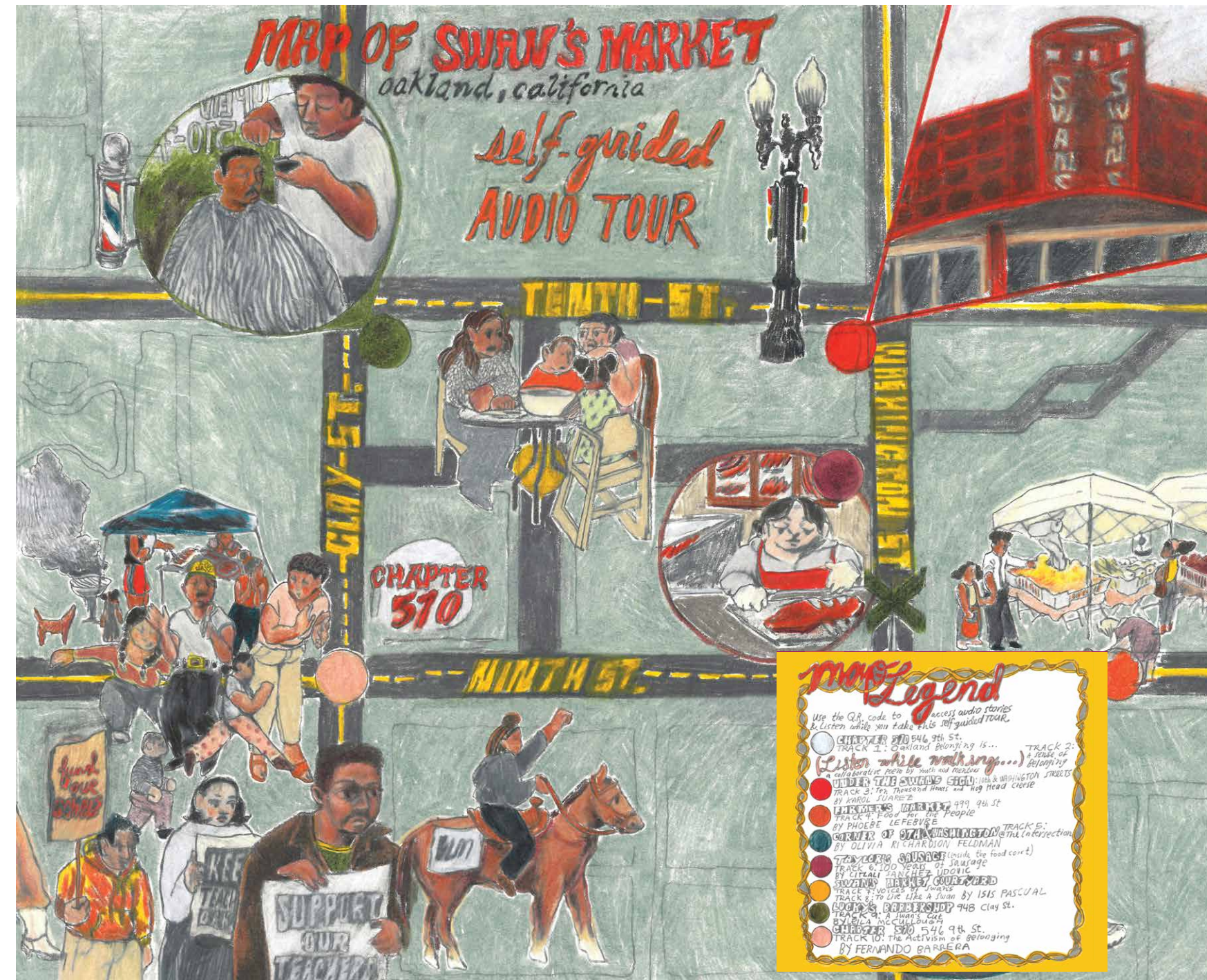
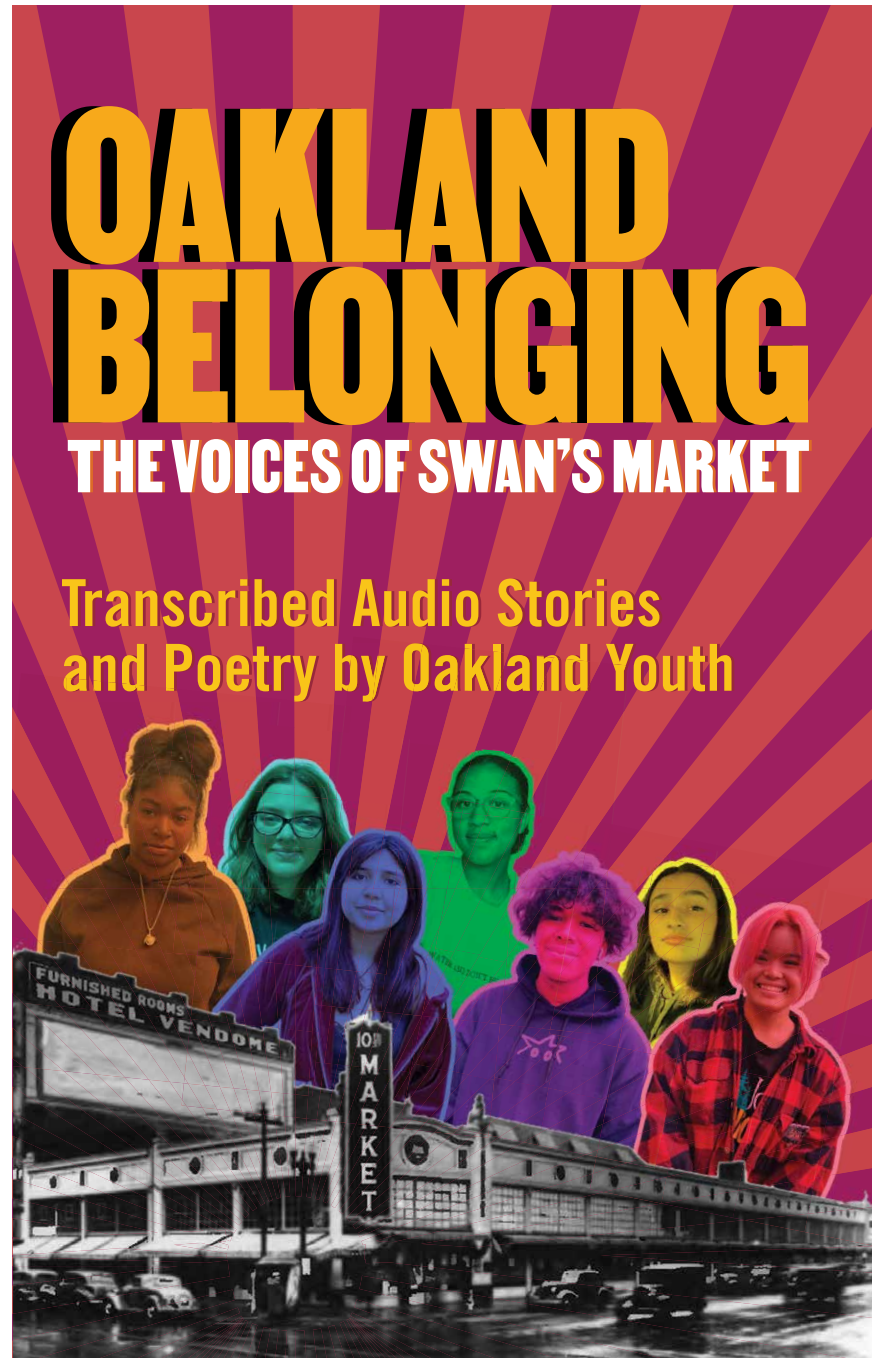
“Never before have we had an organization be so in tune with the climate and culture of our school. Chapter 510 got to work. They ensured our scholars had a place to feel sure and confident of their abilities with the creation of the Writers’ Room and their writing workshops. Some of our most vulnerable young people have written novels and are published authors—young people of color from all sides of Oakland.”  
—Principal Maya Taylor,  
Westlake Middle School

**“OAKLAND BELONGING: THE VOICES OF SWAN’S MARKET,”  
A SELF-GUIDED AUDIO TOUR CREATED BY YOUTH IN OAKLAND, CALIFORNIA**

How do we reflect past, present, and future stories into the built environment? How might this process enable placemaking, placekeeping and belonging?

Holding these ambitious inquiries closely, a group of curious high school students gathered in January of 2022 at Chapter 510 in Oakland, California. Thus began a nine-month exploration of Swan’s Market in partnership with Emily Weinstein Consulting, Sitelab Urban Studio, and an advisory board of historians, architects, culture workers, and journalists.

The tour and zine was released on October 1, 2022, and is available through the QR code below.



Use this QR code to access the self-guided audio tour.



**STUDENT SPOTLIGHT:**  
**AIDA NDIAYE, 6TH GRADE,**  
**CLAREMONT MIDDLE SCHOOL**

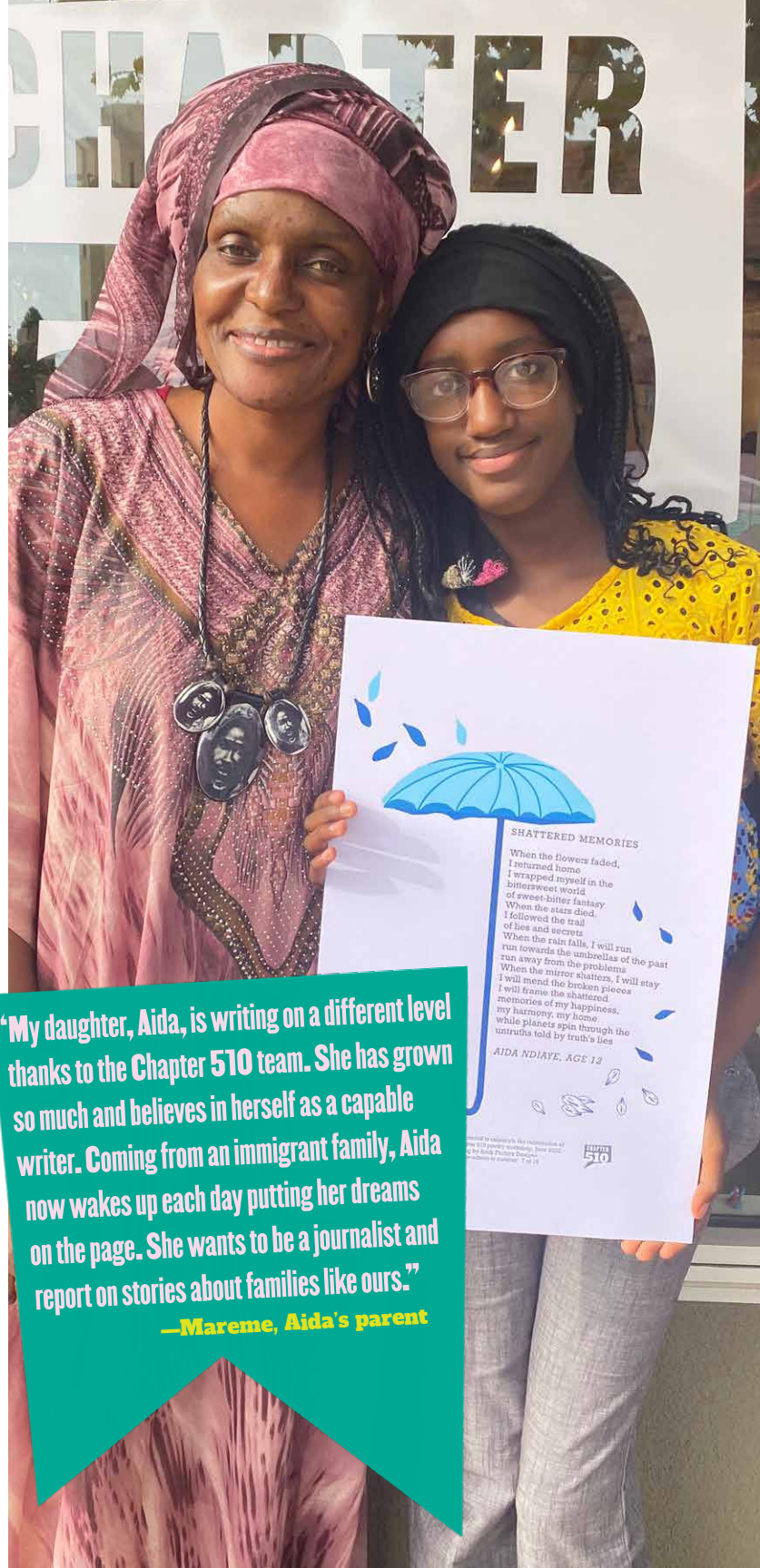
At the age of 13, Aida has already been a published author three times. She wrote her first book *Evil Burrito and the FBI* with Chapter 510 at the age of 10 in our second annual Picture Book Writing Camp, and went on to write a full-length chapter book, *The Imagination Book*, the following year. As a middle school student, Aida has continued in our programs and her poem “Shattered Memories” was one of six beautiful broadsides released in May. This coming year will mark her fifth year writing with us. It has been an honor to watch her grow as a writer and a powerful young woman.

**About Aida**

Aida Ndiaye is thirteen years old and goes to Claremont Middle School. She is the author of *The Imagination Book* and *Evil Burrito and the FBI*. Aida likes to write novels, and often doesn't plan to write them—it just happens. One of her life goals is to try as many different kinds of donuts as possible. She dreams that one day, she will finally invent something new for the world.

**“My daughter, Aida, is writing on a different level thanks to the Chapter 510 team. She has grown so much and believes in herself as a capable writer. Coming from an immigrant family, Aida now wakes up each day putting her dreams on the page. She wants to be a journalist and report on stories about families like ours.”**

**—Mareme, Aida's parent**



**TEACHING ARTIST SPOTLIGHT:**  
**DUANE HORTON**

Duane Horton, an Oakland-based Black queer fantasy and science fiction writer, joined Chapter 510 as a teaching artist in January. Duane, reflecting on his own adolescence, mentions that he didn't see himself—either as a Black man or as a queer person—fully reflected in literature, sci-fi, or in mass media. “I am creating for students the kind of courses I wish I could have taken when I was young. It would have made me feel more confident had I had Black and queer writers and role models. I spent countless years feeling that I was on a solo journey.”

At Chapter 510, Duane launched a science fiction and fantasy program for sixth and seventh graders of color who identify

as LGBTQ. He calls the sessions “thrilling,” especially when he sees students apply techniques such as personification and alternate points of view to express their creativity, vulnerabilities and strengths. Duane also leads Chapter 510's creative writing class at Westlake Middle School, a course students take for school credit. Duane has an MFA in creative writing from Mills College, a BA in English and a minor in women's studies from Allegheny College, and recently completed his own fantasy novel. Duane is the 2022-23 Judith Tannenbaum Teaching Artist Fellow, which invests in writers of color who bring creative writing to community settings.

**“I strive to give students a space where they can blueprint the future using their imagination, and see themselves as adults who can invent, connect and lead as fully whole, beautiful, and creative Black and brown beings.”**

**—Duane Horton,  
Chapter 510 Teaching Artist**



# THE DIVISION OF

# INFINITE POSSIBILITY

## Where We're Headed In 2022-2023

Now that our center is open and we are back to in-person learning, we are excited to start a new chapter. **In the coming year we plan to:**

- Expand programming at our center, hosting **1-2 FREE writing workshops each weekday**
- Bring back our **Interactive Storytelling Field Trips** for OUSD classrooms (inviting up to 400 elementary students into our space to collaboratively tell a story with a "live" illustrator. )
- **Expand our Westlake Middle School Program** to 4 days per week year-round to enhance students' joy, confidence, and academic outcomes.
- Conduct a comprehensive evaluation of our programs and the impact they have on Oakland youth with **RISE Research & Evaluation**
- Do the deep and important work to become an anti-racist organization with support from Be the Change Consulting
- **Close our three-year, \$3,500,000 Make the Space Expansion and Growth Campaign!**

# Financials

## INCOME

### Contributed

Individuals	\$191,514
Foundations	\$268,000
Government	\$205,765
Corporate	\$70,955
In-Kind	\$24,531

**Total  
Contributed \$760,765**

### Earned

Retail	\$38,337
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**Total Earned  
Income \$38,337**

**TOTAL INCOME \$799,102**

## EXPENSES

Programs	\$557,069
Development	\$205,432
Operations	\$168,246

**TOTAL EXPENSES \$930,747**

Chapter 510's FY '21-'22 ended in a deficit due to the impact of COVID. We increased our federal small business loan (EIDL) which supports small businesses' recovery from the pandemic's economic impacts.

# Donors and Community Partners

Our organization and work is shaped and informed by Oakland's community. Chapter 510 could not exist without the support of our generous donors, volunteers, teaching artists, board, and staff. Thank you for continuing to make believe with us as we help our students learn to write with confidence and joy!

## STAFF & TEACHING ARTISTS

Alexandra Céspedes-Kent, Director of Development	Jahan Khalighi, Program & Events Director	Perla Yasmeen Meléndez, Creative Director
Azusa James, Dept. of Make / Believe Store Clerk	Janet Heller, Founder & Executive Director	Tavia Stewart, Founder & COO
Duane Horton, Teaching Artist	Marabet Morales, Community & Programs Manager	Tania Quintana, Program Associate
Elena Botkin-Levy, Teaching Artist	Margie Chardiet, Program & Publications Director	Tiffany Golden, Teaching Artist
Giovanna Lomonto, Teaching Artist		Vernon Keeve III, Teaching Artist
		Vicky Cassis, Operations Coordinator

## BOARD OF DIRECTORS

Mike Armstrong, Co-Chair, Stream Data Centers	Janet Heller, Chapter 510	Stephen Switzer, Treasurer, NewSchools Venture Fund
Patti Birbiglia, Co-Chair, LabCorp	Lauren Kerr, Board Secretary, Apple	Adrienne Timmons, The Seven Hills School
Toni Dawkins, Set The Tone   The Strategic Pitch Design Studio	Alexis Madrigal, KQED	Joe Wetzel, Latham & Watkins, LLP

## WRITING MENTORS

Jen Daly	Meera Sriram	Stephanie Yun
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Eric Glover	Nia Mucher	Emiliano Villa
Sumiko Saulson	Greer N. Lee	Nia Coats
Dalila Ali Rajah	Amelia Vigil	Julie Tinker

## ARTISTS

Alan Clark  
Alicia Crawford  
Alphabet Rockers  
Alvaro Villanueva  
Anna Kingsley  
Betsy Streeter  
Breena Nuñez  
Colby Williams  
Daniel Camacho  
Dawline-Jane Oni-Eseleh

Dom the Sign Painter  
Emelia Martinez Brumbaugh  
Felicia Hoshino  
Janine Macbeth  
Jessica Jones  
Julia LaChica  
Lawrence Lindell  
Kamakshi Duvvuru  
Kanya Abe  
Mara Ramirez

Natalia Anciso  
Robert Liu-Trujillo  
Serafina Medina  
Simon Tran  
Ryoko Tokuho "Koko"  
Todd Berman  
Tiffany Golden  
Vanessa Mora Méndez  
Yisel Meza  
Zhanné Easter

## PARTNERS

Athletes Unlimited  
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Girls Garage

Hoover Elementary School  
IDW Studios  
Mesa Refuge  
MetWest High School  
Nomadic Press  
Oakland Literacy Coalition  
Oakland Public Library

Oakland Roots Sports Club  
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Pickypockets Press  
Redboot Construction  
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Studio Pathways  
Westlake Middle School

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Kenneth Rainin Foundation  
Quest Foundation

Emily Weinstein Consulting  
Frances Hellman and Warren Breslau  
The Harry and Jeanette Weinberg  
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Michael and Adriane Armstrong  
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Walter & Elise Haas Fund

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Foundation

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Warriors Community Foundation

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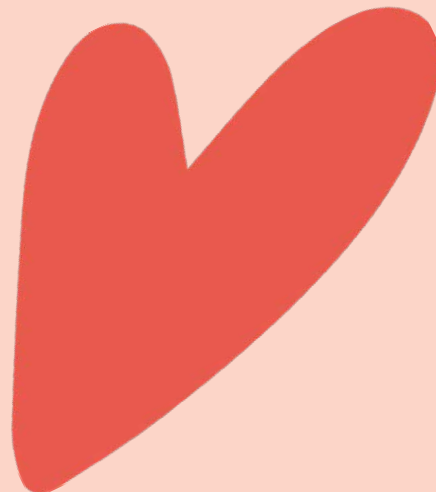
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Linda Minor  
Linda Skare  
Lisa Maulhardt  
Mark and Shari Doherty  
Michelle Boyd  
Mike Birgiblia and Jen Stein  
Oakland Literacy Coalition  
Rachael Kagan  
Rupa and Deepak Gupta  
Sarah Eisemon  
SOBU Oakland  
Susan Adelhardt  
Toni Dawkins  
Trish Ang

### In-Kind Supporters

Alicia Crawford  
Anonymous  
Gensler Oakland  
Girls Garage  
IDW Studios  
Jeremy Baird  
John Newsom  
KIREI USA, LLC  
Kim Thompson and John Bliss  
Lauran Weinmann  
Las Guerreras  
Ordinaire  
Square Pie Guy



**“This space is  
a blessing.”**

—Dr. Ayodele Nzinga  
(2021 Oakland  
Poet Laureate)

**“May this space always be filled with story and song  
Poetry and purpose, passion and art  
Blank pages that come alive every time  
A young person’s imagination sparks.”**

—From *Blessing Poem for Chapter  
510 Youth Writing Center*,  
Written by Chapter 510 Staff

**“A magicked-up safe  
and creative space for  
Oakland’s young artists to  
come together and create.”**

—Aida Ndaiye, Age 13, Author

#### MISSION & VISION

Chapter 510 is a made-in-Oakland youth writing, bookmaking & publishing center. Our teaching artists and volunteers work side-by-side with educators to provide a safe space and supportive community for Black, brown, and queer youth ages 8-19 to bravely write. Our vision is that every young person in Oakland writes with confidence and joy.

#### CHAPTER 510 PROGRAMMING

We believe that writing is an act of liberation. When young people write and get published, they transform themselves and their communities; succeeding in school, work, and life.

#### LAND ACKNOWLEDGMENT

We acknowledge that the land we are on today is the traditional and ancestral homelands of the Chochenyo Ohlone people. We are located in Huichin, also known as Oakland, on the unceded territories of Chochenyo and Ramaytush Ohlone peoples, who have continuously lived upon this land since time immemorial. We recognize the historic discrimination and violence inflicted upon Indigenous peoples in California and the Americas, including their forced removal from ancestral lands, and the deliberate and systematic destruction and genocide of their communities and culture.

**CHAPTER  
510**

**CHAPTER510.ORG  
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OAKLAND, CA 94607**