

Micro-Placements Project

Company Name:	Hundred Heroines
Website:	https://hundredheroines.org
Brief company description:	<p>Hundred Heroines is the only UK charity dedicated to advancing public awareness of women in photography. Heroines worldwide are using photography to change perceptions of women by highlighting inequalities, pushing boundaries, tackling taboo subjects, examining difficult social issues and challenging norms. Our organisation is wholly dedicated to encouraging wider public interest in their work to help harness the heroic voices to bring about better representation of women in cultural programming. Because of COVID, we currently only operate online. We have a vision: the universal acknowledgement of photographic heroines past, present and future. Our mission is to achieve this.</p> <p>Hundred Heroines is the only UK charity dedicated to advancing public awareness of women in photography. Heroines worldwide are using photography to change perceptions of women by highlighting inequalities, pushing boundaries, tackling taboo subjects, examining difficult social issues and challenging norms. Our organisation is wholly dedicated to encouraging wider public interest in their work to help harness the heroic voices to bring about better representation of women in cultural programming.</p> <p><u>Our Values:</u> We believe in creativity, curiosity, compassion, competence, collaboration and community.</p> <p><u>Our History:</u> 2020 marked the re-birth of Hundred Heroines as it achieved charitable status, thus securing its independence as an organisation. Despite the challenging operating environment created by the global pandemic, the passion and drive behind Hundred Heroines have resulted in an impressive presence that delivers intrigue, education and enrichment – the first step in its transition from campaign to movement.</p> <p><u>Pre 2020</u> In 2018, to mark the centenary of the women’s right to vote in the UK, the Royal Photographic Society ran a public campaign, conceived and led by its Vice President, Dr Del Barrett, to identify outstanding female photographers from around the globe. The response was overwhelming with nearly 5,000 people nominating more than 1,300 different candidates. From this, a panel of luminaries from the photographic world selected a final list: The One Hundred Heroines, representing the best of the inspiring women from across the world, whose work is transforming photography and the visual arts.</p> <p>The project was so successful, it began to generate a range of new activities, and growing interest and support. To enable the project to flourish, and to provide a platform for further related initiatives, a new organisation was created by Dr Barrett with the name Hundred Heroines, and the RPS has now passed the custodianship for all future activity directly to this organisation, at the end of 2019.</p>

	<p>Our Charitable Objects are: (i) to advance art for the general public, particularly (but not exclusively) in photography and the visual arts, in particular by the exhibition and promotion of, and creating access to, women in photography; and (ii) to advance the education of the general public, by increasing the public's knowledge and understanding of photography and in doing so to promote the highest standards of achievement in photography in order to encourage public knowledge and appreciation of photography, in particular (but not exclusively) the contribution of women in photography. Hundred Heroines is a member of The Cultural Governance Alliance, The NCVO, The Small Charities Coalition and is registered with the Fundraising Regulator.</p>
Industry/Sector:	Voluntary sector/charity work
Size of the organisation:	Micro Organisation
Clients (if appropriate):	As a charity, our wider audience is the general public. Our research shows that our our followers, supporters and volunteers are predominantly (70%) Millennial/upper Gen Z women from diverse racial backgrounds. They are passionate about equality, sustainability and social justice.
Address:	
TFL Travel Zone (if applicable):	1
Host Name:	

The Project: Fundraising Assistant

Project Description:	<p>Project Description: The project will be to create the Hundred Heroines 2021 Christmas Appeal. The fund-raising environment is likely to be even more challenging in 2021 than it has been in 2020, and so Hundred Heroines is looking to create an eye-catching and compelling campaign to run from Giving Tuesday (30.11.21) until Christmas.</p> <p>The main focus should be on income generation, but the campaign should also include the means whereby people can make non-monetary donations, by volunteering their time and skills.</p> <p>The ideal candidate will produce a campaign that covers the spectrum of fund-raising, from individual in-kind donations to corporate support. The outcome will be a presentation to the trustee board with a recommendation for the Christmas appeal, and the ability to put the wheels in motion to launch a successful fundraising campaign.</p> <p>The impact on the organisation will be significant as it will provide core funding for a significant part of 2022. This will enable us to continue to deliver a public benefit in the arts and education sector, one which has been infused with insecurity due to the ongoing Covid-19 pandemic.</p> <p>Organisational Need: How can our organisation raise funds through which to continue to sustain its invaluable work in the arts space, supporting independent female</p>
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	<p>artists and educating the public on women's contributions to the visual arts?</p> <p>Tasks: Analyzing Christmas appeals of similar organisations; brainstorming with HH stakeholders and hosting focus groups to refine fundraising ideas and campaigns; compiling information into presentations and presenting it; acting on the findings of this specific research to generate ideas for the Christmas appeal; identifying resources required, predicting outcomes, and estimating impact of the recommended appeal.</p> <p>Objectives: The student will be attend a fundraising seminar run by the National Council for Voluntary Organisations, so they will learn the fundamentals of fundraising for different sizes and scales of not for profit organisations. They will grasp a comprehensive understanding of teamwork and development working from within a small organisation</p> <p>They will learn to identify and understand audiences for the output of small charities, specifically within the arts sector. All activities will be completed remotely.</p> <p>Project Outcome: Presentation</p>
Person Specification:	<p>Core skills sought: Creative problem solving, Attention to detail, Numerical and analytical skills, Self-motivation</p> <p>Languages and other additional skills: Interest in the arts, interest in gender equality and women, digital proficiency.</p>
Number of students sought:	1
Discipline sought:	Business Management - Year 1, Business Management - Year 2, English - Year 2, Music - Year 2, Psychology - Year 2, Sociology - Year 2
Suitable project for 1st years?	Y
Suitable for internationally based students?	N
Selection:	In order to assess the potential candidate(s) the Host would like to choose based off CV and Cover Letters only.
Project sector:	Voluntary Sector/Charity work
Project Type:	Remote working
Preferred start date:	
Flexible?	Yes
Duration:	Full time, Part time
Remuneration:	The company accepts that they will cover travel expenses and either provide lunch or cover the cost of lunch when the student is in the office.
Project Location:	Remote working
TFL Travel Zone (if applicable):	N/A

To best prepare for the meeting, we would encourage you book an appointment to speak to a Careers Consultant in the Careers Service.

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