



Trustees' Annual Report
for the period from
18 November 2019 to 30 November 2020
for
Hundred Heroines
(Charity registration no.1190277)

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1. Introduction and Objectives

Hundred Heroines is the only UK charity dedicated to advancing public awareness of women in photography. As women photographers, our 'Heroines' challenge how we see the world, push artistic and social boundaries, and highlight human rights issues. Through innovative exhibitions and events, we showcase the invaluable contribution women make – and have made – to the visual arts and to society, while building a living archive that aims to increase public appreciation of their pioneering work and transformational humanitarian impact.

Our objectives 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.

The public are our ultimate beneficiaries. Everything we do is available without charge - we aim to improve the accessibility of our resources, and to provide new ways of accessing the visual arts, particularly for people who may not engage regularly with galleries or museums. Our belief in the value of education inspires what we do: we believe that art is for everyone, and that a more detailed understanding of the work we promote is beneficial to artists and audiences alike.

2. Activities

Our 2020 programme was originally planned around a touring exhibition, with related events such as talks and workshops, and was predicated on operating in a physical environment. Due to the impact of Covid-19, we had to respond quickly and develop a completely new way of working. We rose to the challenge, creating innovative ways of delivering cultural engagement in collaboration with artists, arts professionals and volunteers. We built an online platform of activities and resources including exhibitions, a film festival and volunteer programme, and participated in the Kensington and Chelsea Art Week and the Photo Oxford Festival.

Exhibitions

In 2020 Hundred Heroines created two online exhibitions: *Cabinet of Remedies* and *Struck by Light* both of which provided opportunities for audience participation and engagement.

Cabinet of Remedies (April 2020)

Inspired by Alain de Botton's *Art as Therapy* which recognises the healing value of art, we invited some of our Heroines to produce images in response to the pandemic and solicited public responses to their work. In the exhibition, creative writing by our volunteers features

alongside the Heroines' images, with each photograph inspiring poems and stories submitted by the public. The exhibition also served as the basis for a workshop series using art appreciation to improve well-being. As a permanent online space, the Cabinet of Remedies gallery invites people to continue to share their creative responses.

Struck by Light (October 2020)

Based on an open call for responses to a challenge set by the renowned experimental photographer and artist, Ellen Carey, this exhibition features the work of early-career photographers who are pushing the boundaries of what a 21st century 'photograph' can be. Ellen chose the winner to exhibit with her during the Kensington and Chelsea Art Week. The exhibition is still available to view online.

Film Festival

Artist and film-maker, Lisl Ponger, curated a themed weekly programme of short films made by, or about, women from videos in the public domain. Originally planned for 'three weeks of lockdown' in April 2020, it continues to create an interesting archive of films and has already been used for online teaching about film-making. Audiences were encouraged to submit suggestions to shape the programme and to submit their own films showing different creative responses to the pandemic.

Bootcamp

We developed our 'Bootcamp' educational volunteer programme: a rolling two-week, skills-sharing and learning series, accompanied by online events with artists and professionals. Starting in August, our first 'Bootcampers' received training in communication skills focused on the visual arts, such as research, writing, and social media management. They had an opportunity to engage critically with photography through Q&A sessions, talks and seminars, gaining from the expertise of industry professionals and Heroines. As well as developing skills and conducting their own research, Bootcampers acquired knowledge of the practical and theoretical aspects of arts management and cultural production. We provided paid internships for two Bootcampers as well as references for all those who completed the full programme.

Photo Oxford Festival - Photography Question Time

For Photo Oxford we held a Zoom event in a format borrowed from the TV programme, where four Heroines responded to audience questions about photography and their practice. Moving online allowed us to bring photographers based in Nigeria (Lagos and Abuja), France and England together with a UK and international audience.

Contribution made by volunteers

We could not exist without our volunteers and are immensely grateful to them. In total, some 60 volunteers contributed over 3,000 hours to Hundred Heroines. Starting in July 2020, we have run a flexible programme for volunteer writers to create content for the website and to help with Bootcamp. Our Criteria of Merit Panel is made up of academics, professionals and industry experts who donate their time to assess nominations and choose the 2020/21 cohort of 75 Heroines.

Public Benefit

The trustees refer to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its activities. The impact of Covid-19 during our first year of operation was significant – in the middle of planning our launch exhibition and related public programme, exhibition venues were closed, and events and travel cancelled. However, we responded quickly to move our activities online so that we could continue to fulfil our charitable objects in a different environment. Feedback provided to us showed that that our work made a significant difference to some beneficiaries. By creating a virtual community during lockdown, we helped to alleviate isolation, encouraged creativity and improved emotional well-being. Some Bootcamp participants have cited the programme as a contributory factor in getting work, and its success means it now forms a key part of our strategy and related activities. More generally, our growing online archive provides an invaluable resource for the public benefit by increasing understanding and appreciation of the contribution of women to the visual arts, particularly photography.

3. Financial Review

The financial position represents a considerable achievement for a new charity established during a pandemic. Lockdown restrictions meant cancellation of events which had been planned to establish donor and sponsor relationships, develop partnerships with other organisations, and build a presence in the artistic community. Donation and grant income of £44,092 was received through the year, with expenditures of £41,607 leading to a surplus of £2,485 at year end. This was achieved through active management of charitable activities through the year with the shift to focus on online activities to achieve these ends. The trustees are aware that a surplus of this level is not sufficient to fund the medium-term activities of the charity. They have taken steps to bring Hundred Heroines into a more sustainable financial position and are confident that progress will be made in 2020/21.

The aim of the reserves policy is to ensure the charity and its activities are reasonably protected from unexpected financial risks, ensure cashflow, and provide resources for possible future opportunities. Risks could include:

- unexpected decrease in funding streams or increase in costs
- additional working capital required to meet cashflow needs
- the possible need to meet unexpected one-off expenditure impacts.

Amount of reserves held

Taking account of current risks and the need to continue to generate income while the organisation undergoes a period of significant change, the trustees take the view that the charity retain expendable capital in the range £30,000 to £50,000.

The closing position at year end falls outwith this position due to planned activities not taking place within this financial year. Clear plans were put in place to improve this situation through the first half of the 20/21 financial year with increases to the asset base held by the charity and moving to more secure longer-term funding models.

4. Independent Examiner's Report

Report to the trustees of	Hundred Heroines	
On accounts for the year ended	30 November 2020	Charity no: 1190277
Responsibilities and basis of report	<p>I report to the trustees on my examination of the accounts of the above charity ("the Charity") for the year ended 30 November 2020.</p> <p>As the Charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").</p> <p>I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.</p>	
Independent examiner's statement	<p>I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:</p> <ul style="list-style-type: none">• the accounting records were not kept in accordance with section 130 of the Charities Act; or• the accounts did not accord with the accounting records; or• the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination. <p>I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report to enable a proper understanding of the accounts to be reached.</p>	
	Name: Victoria M Risk	Date: 14/09/2021
	Relevant professional qualification(s) or body:	Member of the Institute of Chartered Accounts of Scotland ACT Associate Member
	Address:	4/1 Rosebery Crescent, Edinburgh, EH12 5JP

5. Structure, Governance and Management

Hundred Heroines is a charitable company limited by guarantee (no.12318478), incorporated on 18 November 2019, and registered as a charity on 7 July 2020 (no.1190277). The company was established under a Memorandum and Articles of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

The directors of the company are also trustees for the purposes of charity law - they give their time voluntarily and receive no benefits from the charity. Given the small size of the organisation and its financial position, the trustees are responsible both for the development of strategy and day-to-day running of the charity. They have developed appropriate policies for volunteer management, safeguarding, conflicts of interest, complaints handling, and payment of staff, and subscribe to the Code of Fundraising Practice.

Hundred Heroines identifies and recruits trustees based on the combination of skills, experience and competencies required to deliver the aims and objectives of the charity. New trustees are provided with Charity Commission and NCVO guidance on the duties and responsibilities of the role of a trustee.

Board of Trustees (corporate directors) for the financial year 2019-2020*

Dr D Barrett	appointed 18 November 2019
Ms T Barry	appointed 18 November 2019
Ms S Brice	appointed 18 November 2019
Mr S Hill	resigned 31 March 2020
Ms D King	appointed 10 August 2020
Ms J Ricketts	resigned 12 August 2020
Ms M Walsh	appointed 10 August 2020
Ms M Yale Preston	appointed 10 August 2020

During the year, two directors resigned (one prior to registration as a charity) and three new directors/trustees were appointed.

*As at date of approval of report

Dr D Barrett, Ms T Barry, Ms S Brice, Mr M Mulube, Ms M Yale Preston, Ms Z Cheatle

Administrative details

Registered address:	No1 Business Centre 1 Alvin Street Gloucester GL1 3EJ
Website:	www.hundredheroines.org
Phone:	07831 487606

6. Statement of Financial Activity

Including Income & Expenditure account for the year ended 30th November 2020

Income	Restricted	Unrestricted	Endowment	Total Funds
Donations		43,606.18		43,606.18
Grants	486.00			486.00
Charitable Activities				0.00
Trading Activities				0.00
Investments				0.00
Total Income	486.00	43,606.18	0.00	44,092.18
Expenditure				
Raising Funds		3,675.61		3,675.61
Charitable Activities	486.00	22,220.13		22,706.13
Other / Administrative		15,225.52		15,225.52
Total Expenditure	486.00	41,121.26	0.00	41,607.26
Net Income / (Expenditure)	486.00	2,484.92	0.00	2,484.92
Movement in Funds				
Transfers between funds				0.00
Other recognised gains/losses				0.00
Net Movement in Funds	0.00	0.00	0.00	0.00
Reconciliation				
Funds Brought Forward	0.00	0.00	0.00	0.00
Total Funds Carried Forward	0.00	2,484.92	0.00	2,484.92

7. Balance Sheet

As at 30th November 2020

Current Assets	
Cash at bank and in hand	2,484.92
Total Current Assets	2,484.92
Net Current Assets (Liabilities)	2,484.92
Total Assets less Current Liabilities	2,484.92
Net Assets	2,484.92
Capital and Reserves	
Current Year Earnings	2,484.92
Total Capital and Reserves	2,484.92

8. Statement of Cash Flows

For the year ended 30th November 2020

Operating Activities	
Receipts from donors	43,3606.18
Receipts from grants	486.00
Payments to suppliers and employees	(41,607.26)
Net Cash Flows from Operating Activities	2,484.92
Net Cash Flows	2,484.92
Cash and Cash Equivalents	
Cash and cash equivalents at beginning of period	0.00
Net change in cash for period	2,484.92
Cash and cash equivalents at end of period	2,484.92

9. Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the trustees by:

Signature:

A handwritten signature in black ink, appearing to read 'Del Barrett', is shown within a light gray rectangular box.

Name: Dr Del Barrett

Position: Chair and Founder

Date: 14 September 2021

10. Notes to the Financial Statements

Accounting Policies

Basis of preparation of financial statements

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

Going concern

The trustees have assessed the use of going concern and have considered possible events or conditions that might cast doubt on the ability of the charity to continue as a going concern, including the impact of Covid-19. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure are sufficient with the level of reserves for the charity to be able to continue as a going concern.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors which have been raised by the Charity for a particular purpose. The cost of administering such funds is charged against the specific fund. The aim and use of these funds were to support a specific cultural event, which was successfully executed.

Incoming resources

All incoming resources are included in the Statement of Financial Activities when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be reliably measured, and it is probable that income will be received.

Resources expended

All expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Support costs, which cannot be directly attributed to particular activities, have been apportioned proportionately to the direct staff costs allocated to the activities.

Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

Staff Numbers

The average monthly head count for Hundred Heroines was 0 staff as activity was managed through a combination of volunteers and freelance resources.

Trustees

During the year, no Trustees received any remuneration.