

Trustees' Annual Report
for the period from
1st December 2021 to 30th November 2022
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.

Our vision is the universal recognition of women in photography – past, present and future. Our mission is to connect people with the visual arts and to share opportunities for diverse communities to celebrate women in photography. We provide an accessible and varied programme of creative, social, and educational activities and opportunities, particularly empowering for young women.

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

Installations and Exhibitions

Astro 2030: Present Future (from March 2022)

This is an interactive installation by Mexican-British visual artist, Mónica Alcázar-Duarte, that invited the viewer to join the conversation about space travel, colonisation and ecology. Through the use of augmented reality, lightboxes, and video presentations, the installation poses questions about taking the next step in space exploration and what it means to humanity both here on earth and those who journey into the realms of the unknown, and ultimately to the colonisation of a new planet: Mars. Since 2014 Alcázar-Duarte has been working on a project related to current efforts towards space exploration. The resulting body of work delves into the beginning of an era of technological prodigy. Originally shown at the Heroines Hub in JOLT Studios, the installation remains on view at the Hundred Heroines Museum in Gloucester's Eastgate Centre.

The public programme included dedicated visits with themed activities for local schoolchildren, including [*When We Get to Mars, My Perfect Planet and One Way Ticket to Mars*](#). As well as encouraging creativity and storytelling, the tasks were designed to generate conversations around immigration and empathy, and inspire new channels of self-expression.

First Impressions: The Archive of Elisabeth Buchmeyer-Lewis (June - August 2022)

Elisabeth Buchmeyer-Lewis (1935-2018) was a prolific and ground-breaking commercial photographer with a career spanning over 50 years. In April 2022, the executors of the Buchmeyer-Lewis estate gifted Hundred

Heroines the entire archive from Elisabeth's life and work: more than 20 boxes containing hundreds of photographs, negatives, papers, ephemera and mixed media artefacts. In June 2022, an installation at the Heroines Hub at Jolt Studios provided the first glimpse into the archive.

Skin Deep (August 2022 – January 2023)

An interactive photographic experience by Paola Paredes, *Skin Deep* presents fifteen stories, representing the diverse sexualities and gender identities of the queer community in Ecuador. The project symbolically reconstructs personal stories through "interactive portraiture", and aims to tear aside perceived stereotypes to show a community that is ethnically, economically, generationally and emotionally diverse. It rejects the limited definition of gender or sexuality as static or innate, and recognizes both as something fluid, built by each individual throughout their lifetime as they understand and consolidate their own identity. Merging tactile interaction with digital platforms/technology, the images presented break with traditional dynamics of museography and visual arts. The viewer becomes a participant who, through the act of touching and tearing the image, reveals the depth of each narrative. The interactive nature of the work invites the viewer to consider the subject beneath the surface of appearances, creating an empathetic and immersive approach to the humanity of these everyday stories.

Laxmi, the Third Gender in India (August 2022 – January 2023)

This exhibition features an ongoing documentation of the life and evolution of Laxmi Narayan Tripathi, commonly known as Laxmi, an Indian transgender rights activist. Anita has been photographing Laxmi since 2003 and has witnessed her transformation, particularly her relationship with her biological family and neighbourhood. The transgender community in India, also referred to as the third gender or *hijras* are a source of fear, fascination, and curiosity. Born either male or intersex, the members of this community identify as female, dress accordingly, with some even undergoing the ritualistic castration ceremony, known as *nirvana* which is considered a rebirth. This is the first time this work has been shown in the UK.

Indian photographer, Anita Khemka (b. 1972), read English Literature at Delhi University and Visual Merchandizing at La Salle, Singapore before she decided to become a photographer in 1996. Her photographic praxis has since been a constant endeavour to find meaning in the relations with the people in her life and their identities as people, ideas, or communities. "Laxmi is a mixture of profound warmth, intelligence, ambiguity, and tempestuous emotions. I spend time with her and hence I photograph her."

Creative Canvas

This a public space outside the Hundred Heroines Museum displaying participatory artworks in the form of visual responses by visitors to the exhibitions and collection.

Events

PhoGlo – a Photo Festival for Gloucester (26-29th August 2022)

To celebrate the opening of its new space in the Eastgate Centre, Hundred Heroines launched Gloucester's first photography festival, hosting a bank holiday weekend of photography exhibitions, artist talks and screenings, along with an exciting programme of empowerment and creativity.

Glostorama (from November 2021)

Glostorama is a community-based participatory photography project for the people of Gloucester. HH provides prompts, workshops, and talks to get people on their own personal photography routes. The images are added to an online living archive for the future and, once there is an image from every street in Gloucester, the intention is to hold an exhibition showcasing the city in the 2020s. As well as views of the city's streets, *Glostorama* is growing to include an eclectic mix of urban details, landscapes, people, local wildlife, and anything else people are inspired to photograph.

100 x 100 (from March 2022)

We are working alongside the Museum of Gloucester for this project featuring women of Gloucester - as photographer and subject. The inspiration for the project came from Heroine Elena Brotherus' work celebrating other women. Launched on International Women's Day 2022, this ongoing project will see 100 Gloucester-based women photographers making portraits of 100 Gloucester heroines.

Bootcamp

Photography & Protest (January-February 2022)

Our first Bootcamp of 2022 explored how Heroines use visual art as a medium for political expression and featured workshops led by Heroine Paola Paredes. To increase accessibility, sessions took place online and all presentations and workshops were recorded. An exhibition showcasing participants' work took place at the Heroines Hub in JOLT Studios in August 2022.

Creative Bootcamp (from November 2022)

Funded by GWR Community Fund, this two-part programme is designed to improve participants' photography skills, help them see things from a different perspective and understand more about contemporary art. Part 1 (November and December 2022) focuses on the transformational powers of art, development of the artistic eye and offers the opportunity to try different creative activities, from photography to collage. It includes optional field trips within the GWR network and the chance to meet some of the world's leading contemporary women artists. Starting in early 2023, part 2 will comprise a series of practical workshops, where participants will receive support and training in technical photographic skills and will have the chance to have their work exhibited.

Contributions of our volunteers

We could not exist without our volunteers and are immensely grateful to them. We continue to run a flexible programme for volunteer writers to contribute articles, reviews, and blogs for the website and to help with Bootcamp.

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. provide pathways into, employment in the arts through our Bootcamp programme. More generally, our growing online archive of images, articles and exhibition reviews provides an invaluable resource for the public benefit by increasing understanding and appreciation of the contribution of women to the visual arts, particularly photography.

New location

In Spring 2021, we chose Gloucester as the location for our first physical space: near Bristol and within reach of London, Birmingham and Oxford, the city is implementing a major regeneration programme with culture at its heart. We are excited to be part of this journey and, in November 2021, Hundred Heroines opened at JOLT Studios, a creative co-working hub in Gloucester city centre. After a busy few months, it became apparent that we needed more room to stage exhibitions, run workshops and hold our growing collection and archive. In August 2022, Hundred Heroines moved to its current home on the first floor of the Eastgate Centre. The Hundred Heroines Museum is the first museum in the UK (and possibly the world) dedicated to celebrating the work of women in photography.

3. Financial Review

Given the prevailing climate during the period under review, along with the move to our new premises in the Eastgate Centre, the trustees are satisfied with the progress the charity made during the year. Despite income falling by 5% due to a lower level of donations, the charity was still able to deliver an excellent public programme. Gloucester is in the bottom decile of deprivation (IMD data) and we are pleased that we were able to continue to offer all our events and activities free of charge, thanks to an increase in income from grants. We continue to run a free admission policy for the museum and exhibitions. An increase in artistic donations and heritage assets strengthened the asset base and balance sheet.

Despite the ongoing cost-of-living crisis and particularly its impact locally, the year ended strongly, with income generation initiatives instigated in 2022 already showing results going into 2023.

Reserves Policy

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.

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 as this provides 4 months of running costs excluding programme activity.

Our reserves are outside this range because of the difference between project funding and project completion timelines over the year-end.

Going Concern

The trustees consider that the group has sufficient working capital and adequate resources to continue in operational existence for the foreseeable future and they continue to adopt the going concern basis in preparing these financial statements.

4. Independent Examiner's Report

Report to the trustees of Hundred Heroines

On accounts for the year ended 30 November 2022

Charity no: 1190277

Responsibilities and basis of report I report to the trustees on my examination of the accounts of the above charity ("the Charity") for the year ended 30 November 2022.


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").

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.

Independent examiner's statement 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:

- 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.

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.

Signed: 

Date: ...22/09/2023.....

Name: Lisa Oliver.....

Relevant professional qualification(s) or body: FCCA

Address: Ysgol Hill, Rosebush, Pembrokeshire

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. The high turnover of trustees since the charity's launch in 2020 reflects the challenges facing an arts charity during a global pandemic followed by a cost-of-living crisis.

Board of Trustees (corporate directors) for the financial year 2021-2022*

Dr D Barrett	appointed 18 November 2019
Ms T Barry	appointed 18 November 2019
Ms S Brice	appointed 18 November 2019
Mr M Mulube	appointed 16 April 2021
Ms E Carey	appointed 31 May 2022
Ms G Kynoch	appointed 31 May 2022
Ms S Sharma	appointed 31 May 2022
Ms G Williams	appointed 31 May 2022
Ms M Yale Preston	resigned 24 March 2022
Ms Z Cheadle	resigned 24 March 2022

*As at date of filing of report

Dr D Barrett, Ms T Barry, Ms S Brice, Ms E Carey, Ms T Collett, Ms G Kynoch, Ms S Sharma.

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 2022

	Restricted Capital £	Restricted General £	Unrestricted £	FY 21/22 Total Funds £	FY 20/21 Total Funds £
Cash donations	-	-	81,518	81,518	109,871
Grants	-	34,647	709	35,356	8,635
Trading activities	-	-	110	110	355
Investments	-	-	13	13	2
Donations and legacies	25,000	-	-	25,000	30,000
Total Income	25,000	34,647	82,350	141,997	148,863
Raising funds	-	-	-	-	1,325
Charitable activities	-	5,403	95,568	100,972	102,780
Other/Administrative	-	-	5,391	5,391	6,094
Total Expenditure	-	(5,403)	(100,959)	(106,362)	(110,199)
Net Income/(Expenditure)	25,000	29,244	(18,609)	35,635	38,664
Transfers between funds (Note 1)	-	(7,828)	7,828	-	-
Net movement between funds	25,000	21,416	(10,781)	35,635	38,664
Funds brought forward	30,000	-	11,149	41,149	2,485
Total funds carried forward	55,000	21,416	368	76,784	41,149

Note 1

The transfer of £7,828 from restricted to unrestricted funds reflects the expenditure during the year on tangible fixed assets which were funded by a restricted donation but which are held for a general not restricted purpose. The assets purchased will be written down over their useful life and the depreciation included within the unrestricted fund until the assets have been fully written off.

7. Balance Sheet

As at 30th November 2022

	30-Nov 2022	30-Nov 2021
	£	£
Fixed Assets		
Heritage assets	55,000	30,000
Other fixed assets	7,982	-
Total Fixed Assets	62,982	30,000
Current Assets		
Savings bank account	23,551	44,002
Trading bank account	2,016	5,269
Paypal	357	316
Total cash at bank and in hand	25,924	49,587
Prepayments	5,940	2,000
Stock	100	-
Total Current Assets	31,964	51,587
Creditors: Amounts falling due within one year		
Accounts payable	6,566	2,331
Accruals	10,401	-
Deferred grants	950	35,950
Salaries and pensions payable	245	2,157
Total creditors: Amounts falling due within one year	(18,163)	(40,438)
Net Current Assets/(Liabilities)	13,802	11,149
Total Assets less Current Liabilities	76,784	41,149
Net Assets	76,784	41,149
Capital and Reserves		
Restricted Funds - Capital	55,000	30,000
Restricted Funds - General	21,416	-
Unrestricted Funds	368	11,149
Total Capital and Reserves	76,784	41,149

8. Statement of Cash Flows

For the year ended 30th November 2022

Account	2022
Operating Activities	£
Cash receipts	83,208
Payments to suppliers and employees	(96,259)
Net Cash Flows from Operating Activities	(13,051)
Investing Activities	
Payment for property, plant and equipment	(7,828)
Other cash items from investing activities	(3,940)
Net Cash Flows from Investing Activities	(11,768)
Financing Activities	
Other cash items from financing activities	2,366
Net Cash Flows from Financing Activities	2,366
Net Cash Flows	(22,453)
Cash and Cash Equivalents	
Cash and cash equivalents at beginning of period	48,377
Net change in cash for period	(22,453)
Cash and cash equivalents at end of period	25,924

9. Declaration

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

Signed on behalf of the trustees by:

Signature: 

Name: Dr Del Barrett

Position: Chair and Founder

Date: 27th September 2023

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. 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 1.

Trustees

During the year no Trustees were remunerated.

Heritage Assets

Heritage Assets held by the charity are photographic artworks, archives, and artists' artefacts which directly contribute to the overall charitable purposes. They form the basis of the charity's collection and are presented to the public in the Hundred Heroines Museum. Where items are received into the collection through donation from living artists or acquired through restricted funding, they are recognised at market valuation. Objects deemed solely to have artistic and/or cultural rather than monetary value are not recognised on the Balance Sheet.

Basis of capitalisation	At Valuation	At Cost	Total
Carrying amount at beginning of reporting period	30,000	-	30,000
Additions	25,000	-	25,000
Disposals	-	-	-
Depreciation/impairment	-	-	-
Revaluation	-	-	-
Carrying amount at reporting date	55,000	-	55,000

Depreciation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset Class	Depreciation method and rate
Other Fixed Assets	20% reducing balance

11. Tangible Fixed Assets

	Other fixed assets £	Total £
Cost or valuation		
At 1 December 2021	-	-
Additions	8,118	8,118
Disposals	-	-
At 30 November 2022	<u>8,118</u>	<u>8,118</u>
Depreciation		
At 1 December 2021	-	-
Charge for year	135	135
Eliminated on disposals	-	-
At 30 November 2022	<u>135</u>	<u>135</u>
Net book value		
At 30 November 2022	<u>7,982</u>	<u>7,982</u>
At 30 November 2021	<u>-</u>	<u>-</u>