

How will attending this course/event benefit your audience? * (To strengthen your application, please make reference to how it will address BFI2022 and Hub priorities, how it will support the BFI Diversity Standards, and what specific benefits the activity will deliver for you, your organisation and the wider Hub network.)

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The company I currently volunteer for, [REDACTED] (member of Film Hub London), is led by myself (I'm from Hong Kong) and my co-director [REDACTED] who is from Pakistan. In part due to our lived experience, we are extremely passionate about programming stories and providing a platform for films that gives a voice to those marginalised by their race.

We are currently funded and contracted by Croydon Council for a specific time-limited project, to deliver on a film screening, workshop and networking events specifically for young people under the age of 25 in the area, with a strategy in place to target those from BAME backgrounds. Therefore our organisation is well-positioned to contribute to BFI2022 audiences priorities of engaging young audiences across the UK, keep them for life and offering a rich cultural programme as well as targeting under-represented and underserved audiences.

We are determined to expand our income streams, stabilize the company and create a longer term strategy beyond this current contract, and we are looking at the different options including becoming a registered charity or community interest company. It is important for us to get this right so we can continue to exist meaningfully for our audiences, create empathy and provoke positive social change in line with the hub's priorities and BFI Diversity Standards.

This certificate in fundraising course will equip me with the knowledge and skills to develop the company and generate income to deliver our activities. And therefore, making a positive contribution to a young and ethnically diverse audience by having a sustainable and consistent programme offering.

How will it support the BFI Diversity Standards, and what specific benefits the activity will deliver for you, your organisation and the wider Hub network?

East-Asian, amongst all ethnic minority groups, are heavily under-represented within the film audience workforce, and I identify as part of this group.

Therefore, I believe I am one of the most suitable professionals within the industry to make a positive difference towards these priorities, using empathy to drive for results, both through my role at [REDACTED] and other roles I will go on to do.

This is why I am applying and I hope you could consider offering me a bursary, providing me with the much-needed catalyst for professional development.