

HOPE STREET

A Television Series



by
Sara Giles, Raiomond Mirza & Arthur Landon
with
Lion Television

LOGLINE

Drawing from exclusive access to the archives HOPE PLACE is a returnable drama series about the children living in the care homes founded by one of the nation's best known, yet least understood historical figures.



Thomas Barnardo's campaign against destitution, poverty and prejudice has influenced most philanthropic institutions that exist today.

Through powerful, emotional and uplifting stories Hope Place scrutinises the double edge of philanthropy -- the selfless as well as the selfish nature.



Barnardo's celebrates its 150th Anniversary in 2016.

We have exclusive access to their archives and the organisation's full support.

Hope Street will be an original, gritty and emotional series reflecting the true hardships of Victorian slum-life and the triumphant victories that emerged from such misery, whilst conveying the lasting power and effects the institution, its benefactors and even its enemies have on society.



The Boys' Band



The Funeral of Thomas J. Barnardo

HOPE STREET



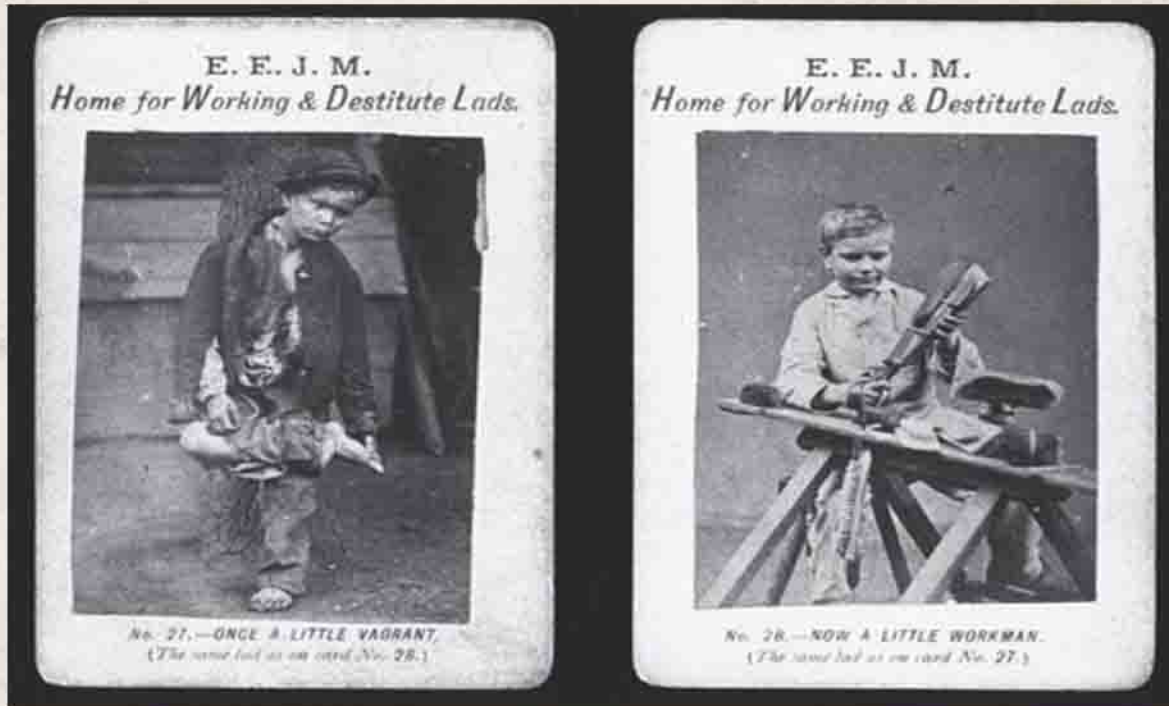
Barnado's story is staggering by any era's standards. A surprisingly modern man, within just a few years he transformed himself from an unknown medical student volunteering with cholera victims to the best-known figure of Victorian philanthropy.

In an age when paternalistic do-gooders were two-a-penny, this diminutive, strange looking man, a mysterious Irish-born Jew with no great family behind him, rose above his many peers - much to their chagrin.

Through his use and manipulation of the media, and of his own image and the images of those he helped, he essentially invented modern fundraising and advertising techniques. His moving photographs of street children have endured in the public memory for over a century.

But the pioneering methods that propelled him to stardom were also those that nearly caused his downfall. Constantly caught up in bitter feuds with rival philanthropists and charity authorities, Dr Barnado was one of the most controversial figures of his day. Which is precisely what made him so intriguing 150 years ago - and which still makes him so today.

Victorian Advertising & Social Media



Every day was a battle for Barnardo and his in-house photographer who would strive relentlessly to seize the public's attention. The methods they used are now commonplace in the modern consumer and philanthropic markets; it was they who pioneered these methods whilst facing the same moral debates concerning its deceitful nature.

<p>DR. BARNARDO'S HOMES</p> <p><i>The Anniversary</i> 8,000</p> <p>orphan and destitute children are being supported and trained for self-reliant future.</p> <p>EASTER OFFERINGS</p> <p>are earnestly asked for to maintain the Charter of the Homes.</p> <p>"No destitute child ever refused admission."</p> <p>10/- will feed one child for a fortnight.</p> <p>435 will support a healthy child for one year.</p> <p><small>Cheques and Orders payable "Dr. Barnardo's Homes," and should be sent to Dr. Barnardo's House, 22, Abchurch Lane, Square, Cornhill, London, E.C. 4.</small></p>	<p>DR. BARNARDO'S HOMES</p> <p>CHARTER— "NO DESTITUTE CHILD EVER REFUSED ADMISSION." NO WAITING LIST. <small>No Voucher required.</small></p> <p>The Knocking at the Door.</p> <p>Will you assist some helpless little one up these steps?</p> <p>30 is the weekly average of admissions.</p> <p><small>Please note that the above figures are only for the year of Dr. Barnardo's Homes as mentioned in the Weekly Edition of the "Hesperian," and are not to be taken as a measure of the success of the Homes in any other year.</small></p> <p><small>Cheques and Orders payable "Dr. Barnardo's Homes," and should be sent to Dr. Barnardo's House, 22, Abchurch Lane, Square, Cornhill, London, E.C. 4.</small></p>	<p>DR. BARNARDO'S HOMES</p> <p>Once destitute! Barnardo's are making a man of him!</p> <p>100,500 CHILDREN ADMITTED. 8,000 CHILDREN BEING SUPPORTED. 5 COME IN DAILY.</p> <p>10/- will feed one child for ten days.</p> <p><small>Cheques, etc., payable "Dr. Barnardo's Homes, Food Fund," and crossed, addressed Dr. Barnardo's Homes, 22, Abchurch Lane, Square, Cornhill, London, E.C. 4.</small></p>	<p>PLEASE DON'T FORGET THE 9,044 ORPHAN & DESTITUTE CHILDREN IN</p> <p>DR. BARNARDO'S HOMES</p> <p><i>Archives</i></p> <p>THIS CHRISTMAS-TIDE.</p> <p><small>Contributions earnestly solicited to pay for Fuel Bill.</small></p> <p><small>*C. Clarke and Co., 10, Abchurch Lane, London, E.C. 4.</small></p>
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Every method is deployed in a modern sense from "blogging" in regular journals to "crowdfunding" through public appeals. Revenue generating PR campaigns involved a questionable amount of artistic license or "Doctoring" of "before & after" pictures of rescued children whilst the spin-doctoring of illegally rescued children is rebranded as "philanthropic abduction".

HOPE STREET



POST CARD