



**50 giving stories shared as part of
The Marketors' Trust's 50th Anniversary celebrations in 2026**

No 27: The museum putting East London's women back into history



The museum brings east London's women's history to life through talks, exhibitions and events.

The East End Women's Museum is dedicated to the extraordinary and everyday stories of East London's women, past and present. Its cast is wonderful: the suffragette Sylvia Pankhurst; Annie Brewster, a black nurse working in Victorian Whitechapel; the Ford Dagenham machinists whose strike helped win equal pay; Dorothy Levitt, the pioneering motorist credited with the idea of the rear-view mirror. The museum exists to put lives like these centre stage.

Founded in 2015 as a positive protest when a Jack the Ripper attraction opened nearby, it set out to celebrate East London's women rather than sensationalise them. Today it is the only dedicated women's museum in England, and it has reached more than 20,000 people at live events, and many thousands more online.



The team behind the East End Women's Museum. Photo: Kathleen Arundell.

It does all this as a “kitchen table museum”: volunteer-run and, for now, without a permanent home of its own. Instead it works through pop-up and online exhibitions, talks, workshops and research, seeking out the women history has overlooked, and making sure their stories are found, kept and told. Across London, only around 14% of English Heritage’s blue plaques commemorate women; the museum is quietly helping to close that gap.

A small, volunteer-run charity with a big mission faces a very particular challenge: how do you convince funders to back you when you have no building to show them? In 2021 The Marketors’ Trust awarded the East End Women’s Museum a £2,500 Charity Marketing Grant to help with exactly that. It funded a campaign to raise the museum’s profile among the people and organisations able to support it, through two profile-raising events and a printed “case for support”, designed to open doors with corporates, networks and potential major funders. Alongside it came pro bono help from the Marketors’ Outreach team.

It is a quietly fitting match. The museum exists to make sure the right stories are remembered and told; the Trust’s gift was the marketing craft to help it tell its own. £50 for 50 is a campaign about the next fifty years, and about who and what we choose to remember. Fifty years of giving, in the belief that good marketing can help good causes be seen and heard.



Website: eastendwomensmuseum.org

How to give

Every gift, at whatever level, helps secure the Trust’s grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>