

Headshots 4 Hunger: a campaign to support effective altruism

Headshots 4 Hunger is a unique campaign dedicated to fighting micronutrient deficiency by donating proceeds to just two effective charities: the Iodine Global Network and Project Healthy Children. Its creator is Jenn Korman, a St. Louis-based photographer with a passion for effecting positive change in the world, and founder of **Don't Wait Donate**.

IGN: What prompted you to start the Don't Wait Donate project and website?

Jenn Korman: **Don't Wait Donate** was founded to make it easy for people to find and support organizations creating measurable and sustainable results. We want the most prominent narratives about charitable organizations to feature those who are setting a higher bar for the non-profit world. The most common thing that I hear when I talk to people about charitable giving is a fear of corruption and wondering where donations actually go. People want to support great causes, but they're jaded by an industry that has frequently failed with regards to transparency, efficiency, and measurable impact.

In your recent blog you talk about effective altruism. But why have you chosen to support salt iodization?

On a personal level, I am drawn to salt iodization because of its specific impact on women and children. I first heard about the power of salt iodization when reading Nicholas Kristof and Sheryl WuDunn's book, *Half the Sky*. I remember being amazed at the huge impact that such a simple ingredient could have on the lives of individuals and entire communities. *Don't Wait Donate* focuses on food fortification because of its strong track record of success and its cost-effectiveness. We looked to reputable charity evaluation resources like GiveWell and Giving What We Can to find high-impact organizations.

When did you realize that Headshots was a winning formula?

Headshots 4 Hunger is the first initiative of Don't Wait Donate. It's a pop-up headshot studio that raises funds and awareness for



hidden hunger. So far, we have hosted 16 studios at co-working spaces, universities and corporate events/training programs. I knew that I was onto something with Headshots 4 Hunger when I scheduled 9 events in the first month of the initiative. With the growing popularity of LinkedIn, a good headshot is a must. Since October, I have taken 268 headshots and I'm starting to get more consistent interest from larger groups (50+).

During a headshots event you talk to many people about iodine deficiency. What is their typical reaction?

After doing a few events, I realized that headshots afforded me five to ten minutes of a person's undivided attention. This is an opportunity to tell them face-to-face why food fortification matters. I would estimate that about 75% of the people that I photographed had never heard of hidden hunger or food fortification. Most were excited about the idea and seemed surprised that programs like this existed. Many people have donated over the suggested donation after hearing about the cause, but I have yet to have someone donate after the event. That is the ultimate goal, and I am working on shaping my messaging to have the highest overall impact.

What do you think drives people to support your unique campaign?

People are definitely drawn in by the need for a headshot! When you look through LinkedIn, you see a lot of selfies, cropped family photos, and out-of-date headshots. We make headshots convenient and pair it with something that people can feel truly good about. It has proven to stir up a lot of interest.

Finally, how can people reach you to book an event? Is there anywhere you wouldn't travel?

To book a Headshots 4 Hunger studio for your company or community, visit *our website* or reach out to me directly at Jenn@dontwaitdonate.org. This February, I had the privilege of traveling to San Diego and Denver for the first two Headshots 4 Hunger events outside of St. Louis. They were huge successes and it was awesome to take the message outside of Missouri. I am willing to travel just about anywhere to host an event, but I'm also working to recruit photographers from different regions to scale my efforts.

Do you see your campaign going global?

The concept of Headshots 4 Hunger is really simple and I can definitely see it spreading nationally and internationally. I want to create a strong network of photographers who use their talents to support food fortification programs. In the next few years, I want Headshots 4 Hunger to be a recurring event on every college campus. I also want to establish Headshots 4 Hunger events as staples at large companies that are consistently hiring new employees.