

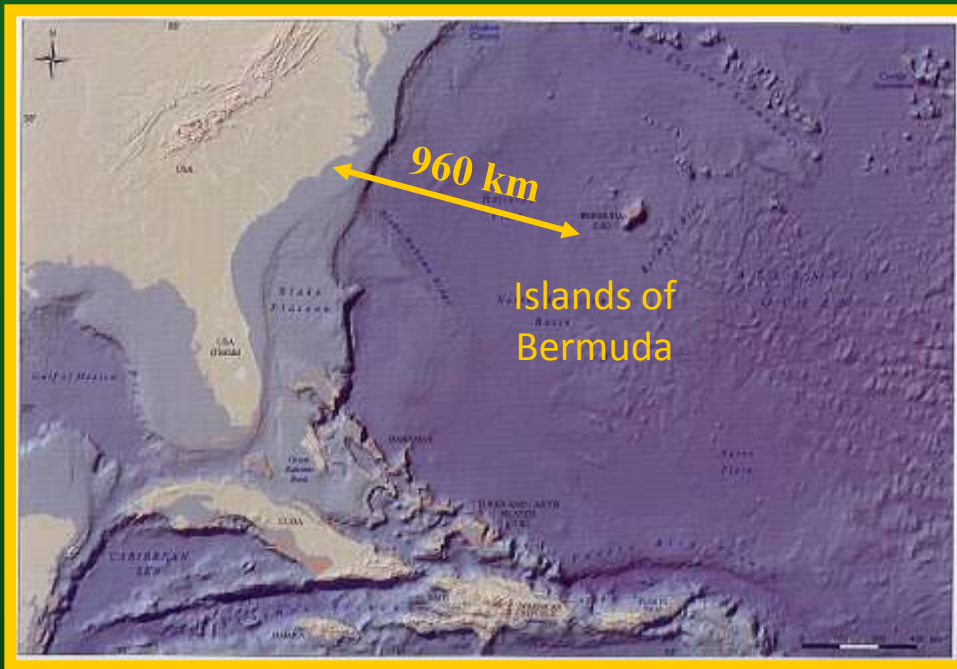
THE BERMUDA NATIONAL TRUST



Riding the Waves and Preparing for the Storms

14TH INTERNATIONAL CONFERENCE OF NATIONAL TRUSTS

A BERMUDA PERSPECTIVE



- 960 km east of Cape Hatteras
- 21 Sq Miles
- Most northern coral reef system
- Sub-tropical
- Unique Biodiversity
- Population 65,000

- Rich in Culture and history
- Oldest Stone buildings
- Oldest Church
- First Tennis Court
- Gun Powder Rogues and Runners
- Unmatched Beauty and elegance



A BERMUDA NATIONAL TRUST PERSPECTIVE

NGO CREATED THROUGH AN ACT OF PARLIAMENT 1969
REPLACED THE HISTORICAL MONUMENTS TRUST 1937
NOT-FOR-PROFIT
DEPENDS ON DONATIONS, LEGACIES AND MEMBERSHIPS

COUNCIL 13
COMMITTEES 13
STAFF OF 21

MEMBERSHIP 2500+
VOLUNTEERS 500+

Mission: *To protect and promote Bermuda's unique natural and cultural heritage forever, by: acquiring and conserving land, buildings and artefacts; inspiring appreciation and stewardship through advocacy, research, education and participation.*

A BERMUDA NATIONAL TRUST PERSPECTIVE

In the Trusts care are some 77 properties covering more than 250 acres and representing the best of Bermuda's heritage.

Bermuda National Trust Stewardship Properties



The Trust has long regarded St George's as the heart of Bermuda's heritage and played a major role in having the town declared a UNESCO World Heritage Site in 2000. The Trust's thirteen properties comprise vital parts of the fabric of the Old Town.





acquiring and conserving land

Open Spaces

250 acres of nature reserve, cemeteries, arable land and gardens





acquiring and conserving buildings and artefacts

Museums

Three museums
a priceless collection





acquiring and conserving buildings

Historic properties

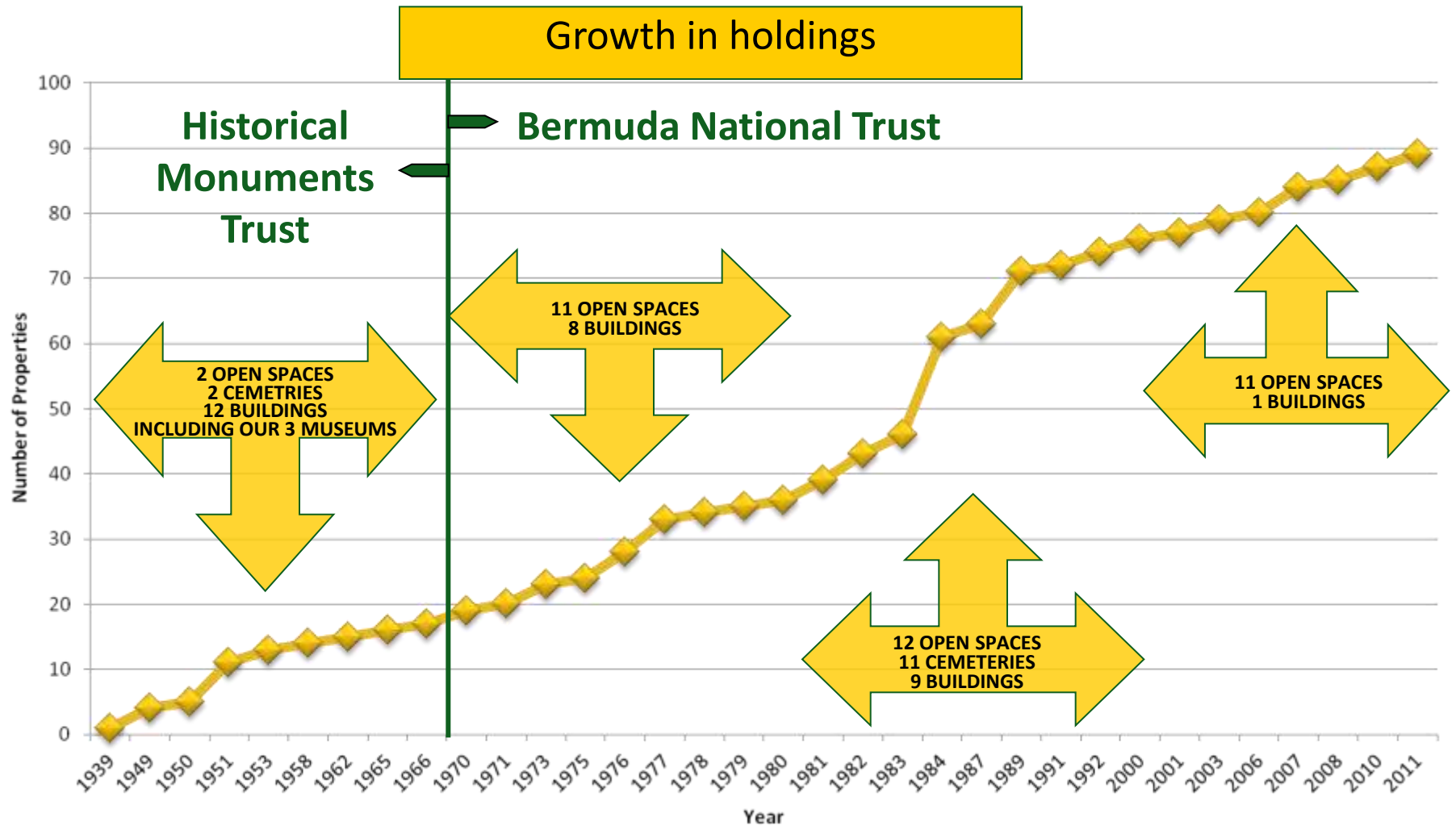


55 historic buildings

**13 in the World Heritage Site
The Old Town of St. George's**



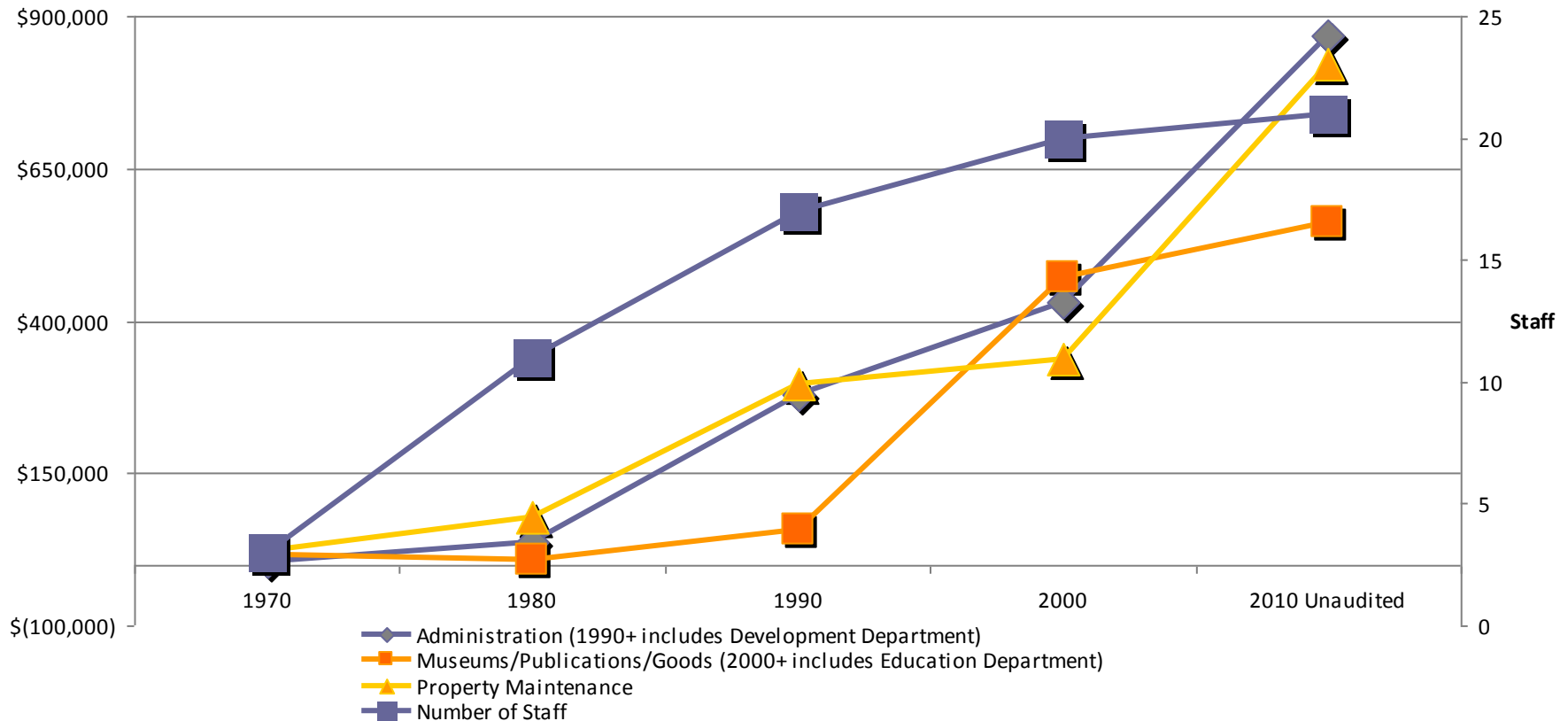
A STORY OF GROWTH




A STORY OF GROWTH

1970 - 3 staff budget of \$23,600 ♦ 2011 - 21 staff, budget of \$2,252,300

Growth of expenses and growth of staff



A STORY OF GROWTH

- 
- Growth in holdings
 - Growth in programmes
 - Growth in budget
 - Growth in charity competition
 - Decline in tourism
 - Decline in available money
 - Decline in donations

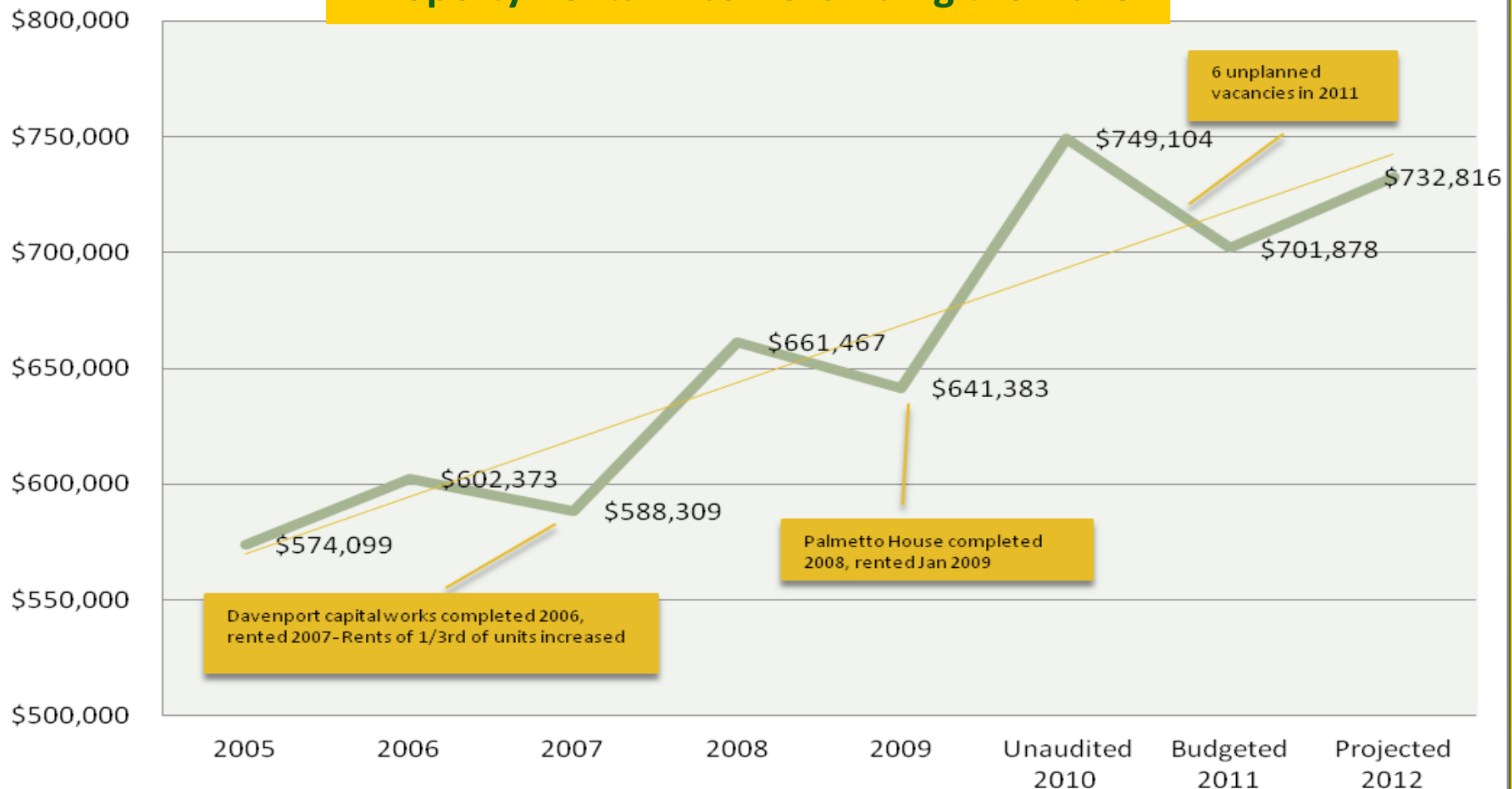
Sustainable?

...No

Working Properties

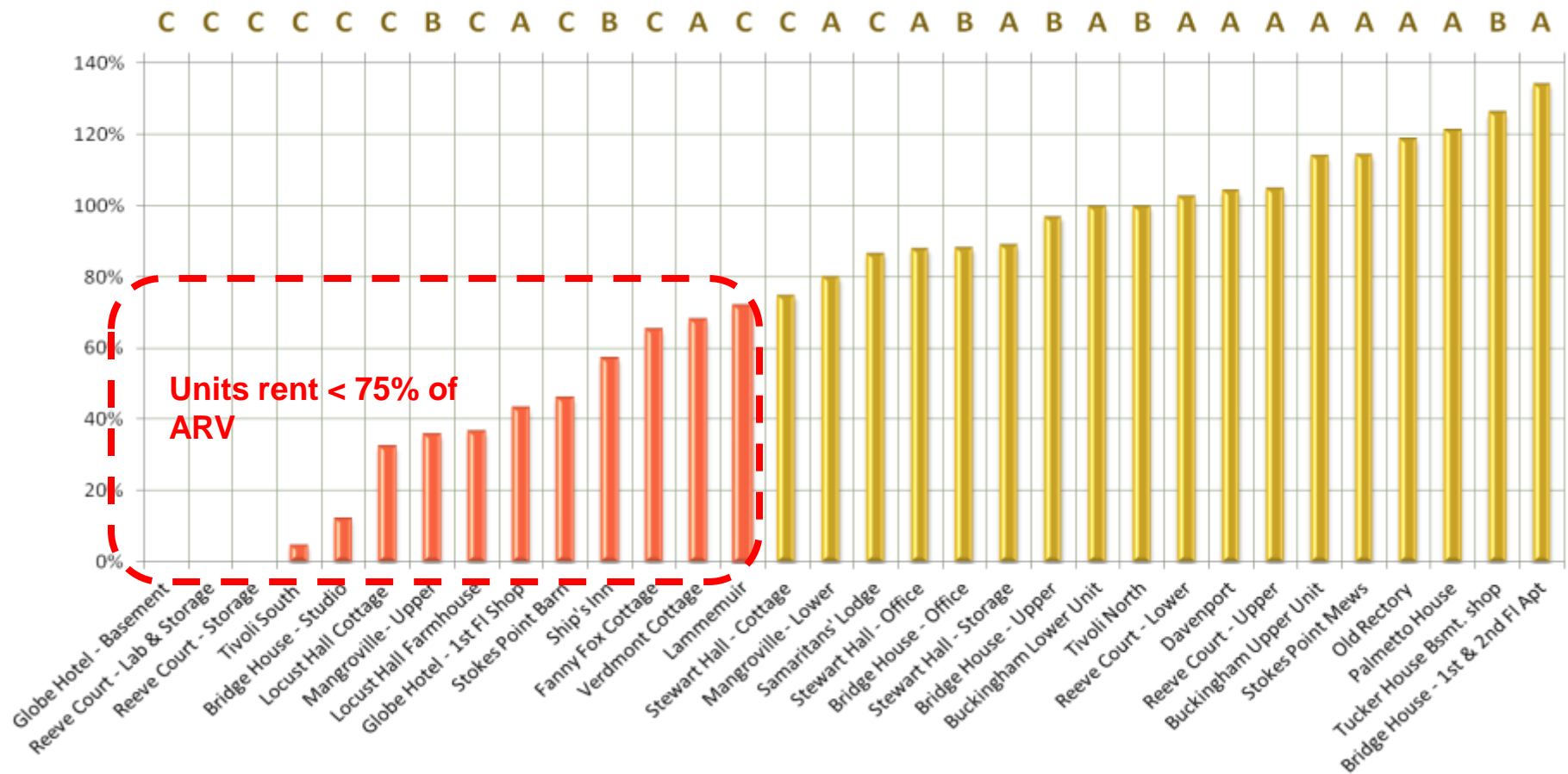
Property Revenue increased 23%
from 2005 – 2010 and constitutes
~ 35% of total income

Property Rental Income is riding the wave



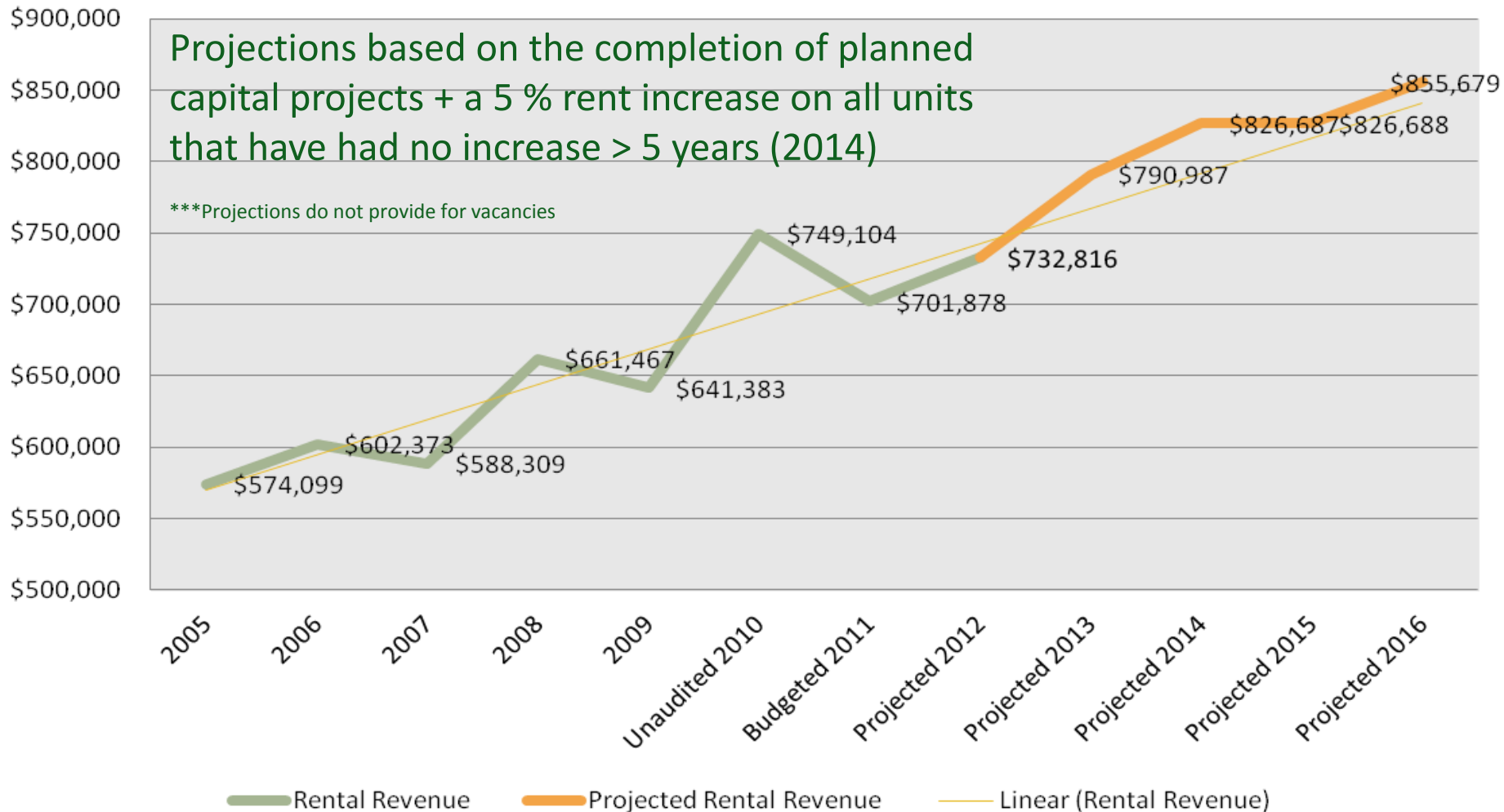
Working properties need to work harder!

Condition Rating:

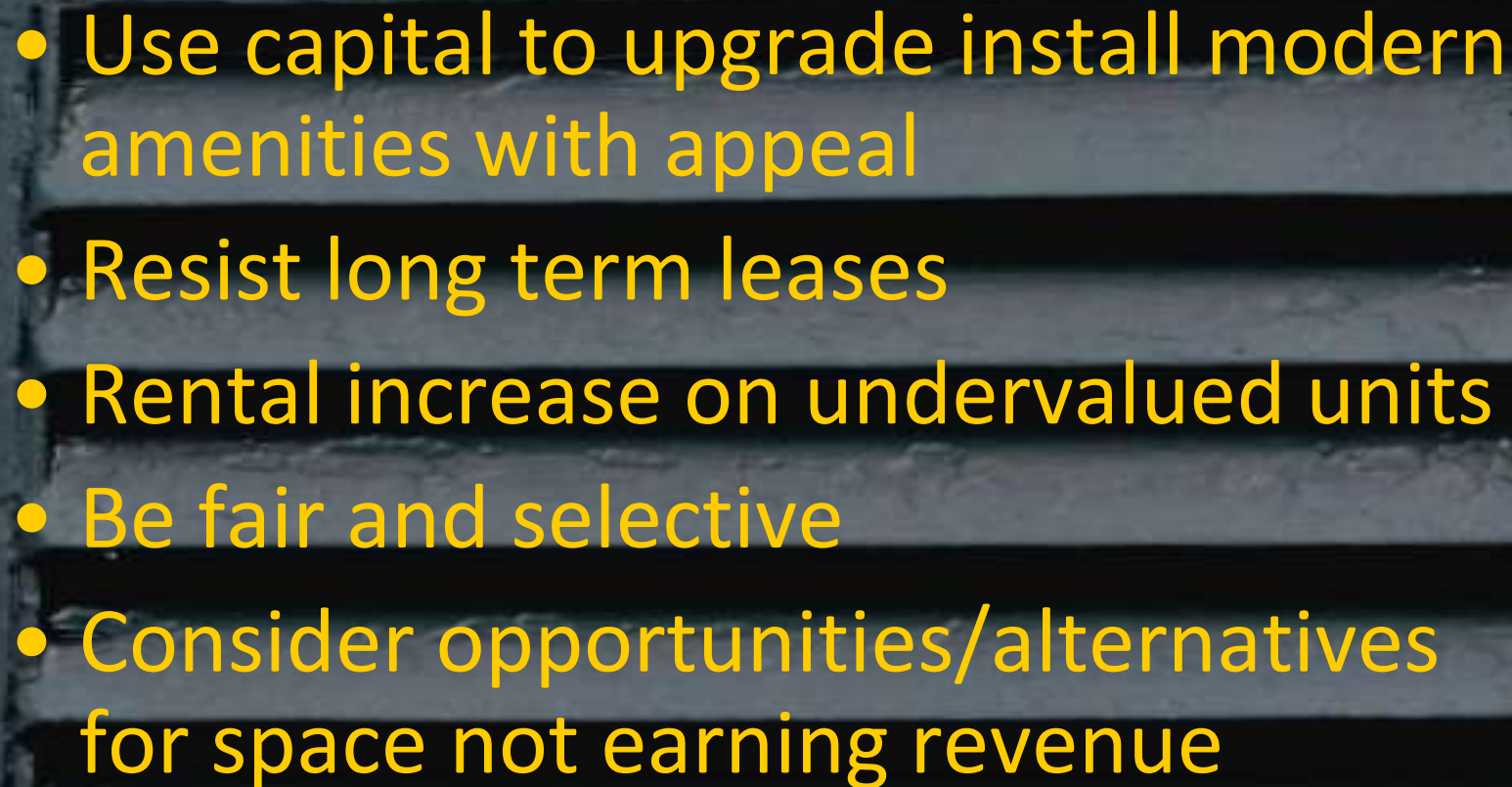


Projected Property Revenue

Property Rental Income 2005-2016



Working properties need to work harder!

- 
- Use capital to upgrade install modern amenities with appeal
 - Resist long term leases
 - Rental increase on undervalued units
 - Be fair and selective
 - Consider opportunities/alternatives for space not earning revenue

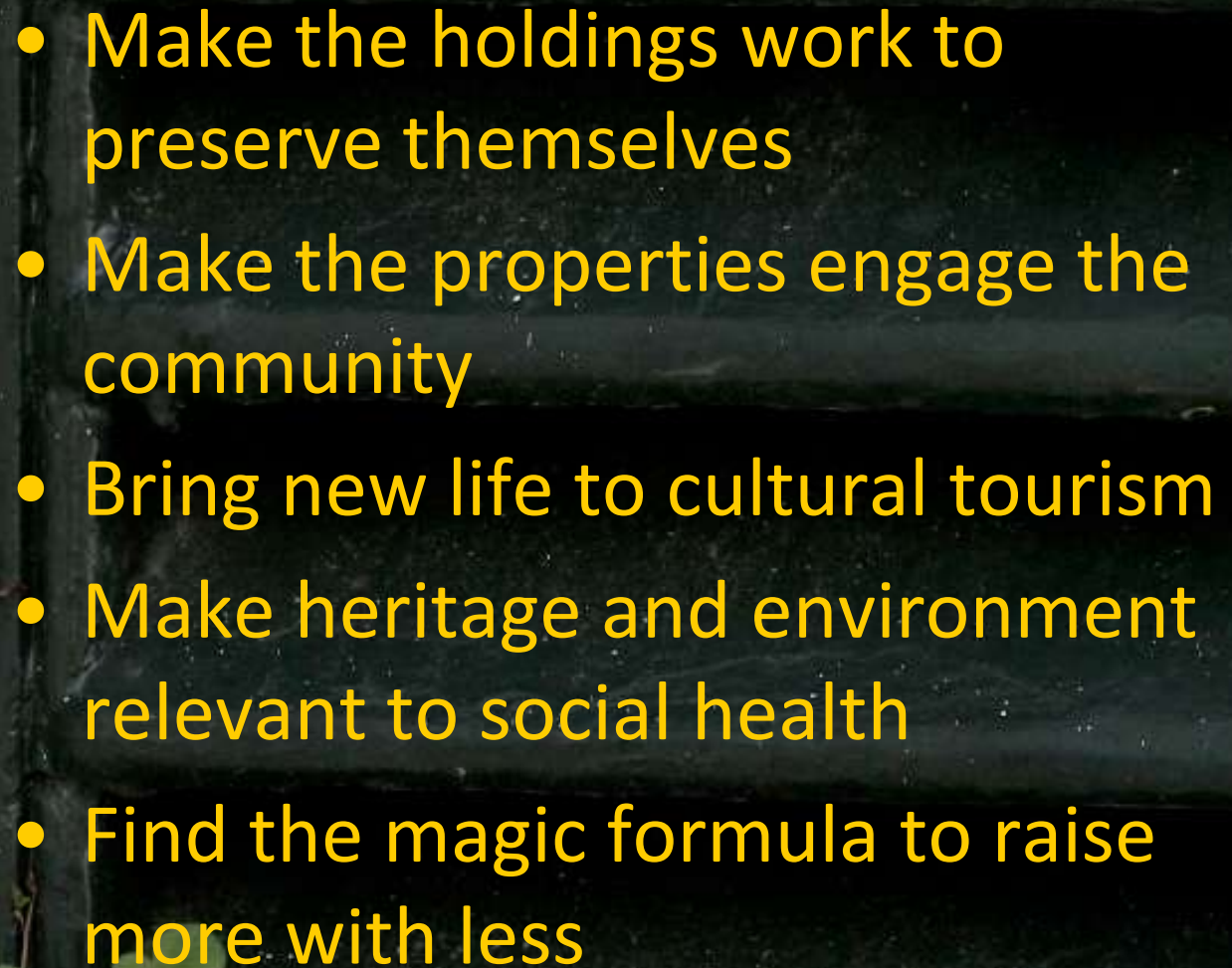
Working properties working harder!

Elegant Settings

We welcome the use of our beautiful historic sites for dinners, cocktail parties and weddings.



Strategy preparing for the Storm

- 
- Make the holdings work to preserve themselves
 - Make the properties engage the community
 - Bring new life to cultural tourism
 - Make heritage and environment relevant to social health
 - Find the magic formula to raise more with less

Strategy to engage the community



Globe Museum
Visitor Information Centre



Verdmont Museum
Culturefest
and
Museum Chats



**Cultural
Programme**



**Special Interest
Property Tours
Private Home Tour**



Engage the community



Community Events

Palm Sunday Walk
Children's Nature Walk
Christmas Walkabout
Annual Awards



Engage the community and make it relevant

Verdmont Exhibit - A House and it's People



A new exhibit provides historical record and insight into the story of the house and the people who lived and worked there. The community were engaged through a theatrical production which brought to life our rich history and both the good and bad relationships of the owners and their slaves.

Bring new life to cultural tourism



Collaborate

National Heritage Tourism Plan

Partners

Bermuda
National Trust

Bermuda
National Museum

Bermuda
National Gallery

Make Culture and Environment Relevant to Community Health

In tough economic times philanthropic giving is directed to human needs.

Heritage and environment is relevant! We just have to prove it.

A sense of cultural identity brings pride in environment and heritage. Studies show that people who interact with nature show lower stress levels, are less violent and heal faster from illness.



Cultural Heritage and Nature are human needs



Education key to Community Health

inspiring appreciation and stewardship through education and participation



**100% funded
by AXIS Capital Holdings @ \$250,000**

**Historic buildings and
nature reserves provide
living classrooms like no
other.**

**Facilitates a growing and
diverse membership**

Extensive programme:

- Curriculum support
- Holiday camps
- 6000 + children / year



Creative Fundraising - Helping Society

Activate Inspire and Motivate (AIM)

100% funded @ \$21,000



Think Outside the Box

Creative Fundraising



Plant and Bake Sale
\$10,000

Auction and Jumble Sale
\$40,000

Tennis Calcutta
\$12,000

Ultimate Unwind Happy Hour
Membership + \$5,000



Fundraising for More with Less

Field to Fork...an Organic Feast

Low budget event raised
\$93,000



Creative Fundraising



Buy Back Bermuda



...to save our precious remaining land by reclaiming special areas for the benefit of the people of Bermuda and our biodiversity forever.



Total of 14 acres saved
\$4.2 million raised



OUR STRATEGY PREPARING FOR THE STORM:

CONTINUE TO 'TRIM THE FAT'

FOCUS ON CORE MISSION

REVIEW ACT OF PARLAMENT AND BUILD A STRONGER BOARD

MAKE PROPERTIES WORK TO PRESERVE THEMSELVES

ENGAGE THE COMMUNITY

BRING NEW LIFE TO CULTURAL TOURISM

MAKE BUILT AND NATURAL HERITAGE RELEVANT TO SOCIAL HEALTH

KNOW THE DONOR FORUM AND MAKE ASKS RELEVANT

FIND THE MAGIC FORMULAS TO RAISE MORE WITH LESS

THINK OUT OF THE BOX AND DARE TO BE CREATIVE

RIDE THE STORM WITH GRACE



LOOK FORWARD TO RIDING THE WAVES AGAIN



THANK YOU FOR LISTENING