

SA National Heritage Trust

Traversing the financial challenge

SA NHT – the background

- Two known previous attempts to form National Trust
 - Heritage South Africa 1959
 - SA National Heritage Trust 1998
- Latest effort – since 2009
- Well-defined but poorly resourced Government heritage agencies
- Plethora of small private heritage trusts

SA NHT – since 2009

- Consultative Conference September 2009
- Liliesleaf declaration March 2010
- Website
- Mailing list
- Interim Board
- Volunteers

The 4 phases of SA NHT

- Phase 1 – Establishment
- Phase 2 – Operationalisation
- Phase 3 – Sustainable continuous productive operation
- Phase 4 – Systematic rollout of long-term projects

Essential aspects of Phase 1

- Goal = 20000 members by 2013
- Established Trust in terms of statutory requirements (Private entity)
- Professional organisation
- Business Plan
- Working capital of €440k to fund first two years

Developing working capital

- Two routes
 - Big bang
 - Slow build-up
- Possible hybrid of above two

Big bang approach

- Initial Business Plan
- Executive Summary
- Single donor / series of large donors
- Government sources
- Private sources
- Successes
- Failures

Slow build up approach

- Initial Business Plan
- Executive Summary
- Memberships
- Projects
- Fundraising events
- Successes
- Failures

Conclusions

- Volunteerism versus professional organisation
- Competition for donor funding
- Networks and connections
- Product offering