

FORGING NEW PARTNERSHIPS TO PROMOTE THE BUSINESS OF HERITAGE CONSERVATION

INTO – 14th International Conference of National Trusts
Victoria, British Columbia

October 13, 2011
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Vancouver, Canada
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Forging new partnerships to promote the business of heritage conservation

What role can philanthropy—a private action for the public good—play in the “business of heritage conservation”?

Beyond philanthropy: Four key strategies to promote conservation:

1. Collaborate with others via cause-related marketing
2. Diversify income streams
3. Engage in partnerships—public, private + non-profit
4. Create new management models for public places

Philanthropy

- A Greek term meaning, "love of mankind"
- Philanthropy is an idea, event or action that is done to better humanity and usually involves some sacrifice as opposed to being done for a profit motive.

Acts of philanthropy include:

- Donating to a charity
- Volunteering time + management expertise on a board
- Fundraising for a specific cause
- Assisting organizations to close the gap between operating costs + revenues + community participation

Finding new ways to support our cultural resources

A local example: Carr House in Victoria



How do we make our cause compelling?



The Changing World of Philanthropy

Seven emerging trends:

- A growing demand for transparency and accountability
- Donors have more options to support causes 24/7
- An increasingly competitive philanthropic environment
- Composition of the donor community is changing
- A period of demographic and economic change
- Technology is transforming philanthropy 24/7
- A growing need for business partnerships among charities, funders and service providers

Many of philanthropy's core practices and principles remain essentially unchanged from the way they were done a hundred years ago, The world around philanthropy is changing much, much faster than philanthropy itself...the cutting edge of philanthropic innovation over the last decade was mostly about improving organizational effectiveness, efficiency and responsiveness, we believe that the work of the next 10 years will have to build on those efforts to include an additional focus on coordination and adaptation.

Katherine Fulton, Gabriel Kasper and Barbara Kibbe. *What's Next for Philanthropy: Acting Bigger and Adapting Better in a Network World*, The Monitor Institute, 2010.

The case for heritage conservation

- Articulate organizational values
- Stick with your mission
- Focus on a few priorities
- Know your value proposition
- Study your competition
- Look beyond the “heritage conservation” community
- Create synergy between and among partners
- Keep your eye on the balance sheet
- Share your stories to attract partners +investors
- Link marketing, communications and fund development
- Expand your circles: diverse audiences + next generation

Competition for Donors' Attention

Access 24/7 to causes around the globe. What can we learn?

- Kiva.org—microloans: since 2005, \$249 million
- Donors Choose.org—on-line charity links donors+ classrooms
- NetworkforGood.org—links to one million non-profit organizations: *Forbes Magazine*, “The best place to research, support + volunteer for a wide range of causes”.
- How do national trusts, national parks, cultural landscapes, historic buildings + sites attract and retain partners?

Travel Philanthropy and Voluntourism

THE GLOBE AND MAIL 



It is a 200-step climb from Sevan, Armenia's largest lake, to the ruins of the historic Sevanavank monastery.

Douglas McArthur for The Globe and Mail

Swing a hammer and sightsee on a give-back getaway

douglas mcarthur

YEREVAN, ARMENIA— From Monday's Globe and Mail

Published Sunday, Oct. 09, 2011 4:00PM EDT

Corporations Sponsor Volunteer Programs



THE OFFICIAL WEBSITE

Central Park

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central to the park

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MEMBERSHIP HAS ITS PERKS!

JOIN

[Home > Volunteer](#)

With 843 acres to maintain, there are many volunteer opportunities available with the Central Park Conservancy. If any of them interest you, please e-mail or call the Volunteer Hotline at 212-360-2751.

Please note that our volunteer programs:

- Are open to anyone 18 years or older
- Have special volunteer opportunities for individuals and groups under the age of 18
- Operate year round except during severe weather conditions
- Require a commitment to a certain number of weekday and/or weekend hours that, in some cases, can be fit to your availability
- Include any necessary training and equipment


Saturday Green Team


Every other Saturday get down and dirty with a group of volunteers to complete large-scale horticultural and maintenance projects.





Volunteer Programs
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Volunteer

Things to See



Income sources

- Government support—national, state/provincial/regional + local government grants
- Earned revenue—visitor tickets, gift shops, restaurants, facility rentals, movie fees, tours, etc.
- Private philanthropy—donations from individuals, families, corporations, foundations
- Gala fundraisers and special events, volunteer hours
- Capital campaigns
- Investments
- Real estate development and property leases
- Bequests and planned gifts

Strategy One: Cause-Related Marketing

- Support for charitable causes + business promotion
- Commonplace at grocery stores in support of local charities

Benefits?

- Customers gain awareness of different causes
- Loyalty—if the grocery store supports the cause = credibility
- Employee engagement in requesting donations
- Gratifying for customers to easily contribute and “feel good”
- Many small donations are often matched by the store

Cause-Related Marketing: The Statue of Liberty and American Express



Cause-Related Marketing Campaign

- In 1983, American Express led a cause-related campaign for the preservation of the Statue of Liberty + Ellis Island
- A penny for each use of the card + a dollar for each new card
- Result for the cause: \$1.7 million in four months
- Result for American Express: increased revenue—17% increase in new cardholders + 28% increase in transactions
- A message to customers, shareholders, + employees: a commitment to community philanthropy
- An international profile as a corporate leader in support of “preserving and sustaining unique historic places”

National Park Service + Partners

nps.gov
(home)

National Park Service
U.S. Department of the Interior



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Statue of Liberty

National Monument

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Our Partners

The National Park Service works in cooperation with official partners at the Statue of Liberty National Monument and Ellis Island. These organizations work in tandem to help the National Park Service in its mission.

The Statue of Liberty and Ellis Island Foundation

The Statue of Liberty and Ellis Island Foundation, Inc., founded in 1982, has been an instrumental partner in the restoration of the Statue of Liberty and Ellis Island. **Click here for more information about the Foundation's history, efforts and projects.**





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The National Parks of New York Harbor Conservancy




The National Parks of New York Harbor Conservancy is a public-private partnership with the **National Parks of New York Harbor** and sanctioned as its primary partner under a U.S. Department of the Interior General Agreement. With nearly 27,000 acres, the National Park Service is one of the largest caretakers, public or private, on the waterfront, hosting approximately 20 million visitors annually -- four million of whom visit through Lower Manhattan to the Statue of Liberty and Ellis Island.



The National Parks of New York Harbor Conservancy logo is part of a family of

The Statue of Liberty-Ellis Island Foundation, Inc.


The Statue of Liberty-Ellis Island Foundation, Inc.
ellisland.org wallofhonor.org flagoffaces.org



[About The Foundation](#) [The Ellis Island Museum](#) [The Statue of Liberty](#) [The Wall of Honor](#)

The Statue of Liberty-Ellis Island Foundation is dedicated to restoration, preservation and education at America's two greatest monuments to freedom and opportunity. [more >](#)

Make a Tax-Deductible Donation to The Foundation



Make your Donation NOW !

All proceeds support projects at Ellis Island and Statue of Liberty

Family History Center

Wall of Honor

Statue History

Ellis Island History


Press


Gift Shop


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LATEST NEWS ABOUT THE WORK OF THE FOUNDATION

**FREE Passenger Records Search**
Join the millions of Americans who have found their ancestors by searching the passenger records of the 25 million people who arrived through Ellis Island and the Port of New York between 1892-1924. It's easy and it's FREE at www.ellisland.org

**Add Your Family to The Wall of Honor**
Names are currently being accepted for a new phase of The American Immigrant Wall of Honor® at Ellis Island. Gift certificates are also available. Inscribe your family's name by December 31st to be added to the Wall at Ellis Island by Summer 2012! [more >](#)

**The Statue of Liberty's 125th Year**
As she approaches her 125th anniversary, this engineering marvel welcomes visitors to tour the museum gallery and enjoy the breathtaking views from the Statue's observation deck. Details about entering the Crown are available through the [National Park Service](#). [more >](#)



**PLEASE
VOTE NOW!**

**PHILLIPS
BENEFIT BREW**

Photos: Manu Mohan, SP Ver

[Click to view this email in a browser](#)

Please Vote Now! Help Sierra Club BC save B.C.'s wilderness and wildlife by casting your vote in the Phillips Benefit Brew contest!

Dear Gail,

Wanted! Attractive, dynamic environmental organization seeks beer aficionados to help save B.C.'s wilderness and wildlife. Since 1969, Sierra Club BC has had just the right mix of people, ideas and science to brew up some major successes, including protecting the West Coast Trail and Great Bear Rainforest. Magic worth bottling.

Your vote could help Sierra Club BC raise thousands of dollars for our campaigns. Vote now for Sierra Club BC by visiting <http://phillipsbeer.com/benefitbrew>. You can vote once every 24 hours (per IP address) until September 23rd.

Every year, Phillips Brewery partners with local groups to put out a special beer, but this year they had such a tough time choosing that they're asking the community to help choose the winner.

Phillips will design and produce a short-run specially-crafted beer complete with a custom label for the chosen group. The campaign is aimed at both raising awareness and providing financial support by donating the full proceeds of the benefit brew to the chosen cause.

Sierra Club BC is thrilled to make the shortlist, and is asking for your vote! Vote now by visiting <http://phillipsbeer.com/benefitbrew>. You can vote once a day (per IP address) until September 23rd.

You can also help by [forwarding this message to a friend](#) and posting the contest on your Facebook or Twitter account!

Cheers,

Susan Howatt
Managing Director
Sierra Club BC



About Sierra Club BC

[Sierra Club BC's](#) mission is to protect B.C.'s wilderness and wildlife, especially in light of global warming.



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PHILLIPS

BENEFIT
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BREW

On-line Voting to Support Your Favourite Project



Phillips Brewing Company

Department of Community and Gift Givery

Choose your Benefit Brew

☐ Fruit Tree Project - Apricot Beer

LifeCycles Fruit Tree Project proudly presents apricot beer. At LifeCycles we work together with the community to bring you locally grown, locally harvested fresh fruit. Better than the 100 mile diet we bring you the 'win-win-win' 10 mile diet. Please help support our project and vote for food security!

☐ Push for a Cure - Marzan-Oktoberfest

Push for a Cure is a breast Cancer Charity. it started 6 years ago with 4 guys pushing across Canada on skateboards. Since then, groups of nearly 100 riders skate from hope to Vancouver annually to raise more money.
<http://www.pushforthecure.com/>

☐ Ancient Forest Alliance - Brown Ale

The Ancient Forest Alliance works to protect old-growth forests and ensure sustainable forestry jobs. Ancient forests like the Avatar Grove, Walbran Valley and Clayoquot Sound support endangered species, the climate, tourism, and wild salmon. We organize hikes, slideshows, and rallies, and

☐ Music BC - Honey Ale

We here at Music BC are proud to support up and coming talent from across our beautiful province. We provide funding for touring bands, throw networking parties, and teach musicians how to survive in a DIY world. Music, beer and good times go hand in hand - so help us help BC's best by voting for

It's Time to Get Serious About Using Social Media

THE CHRONICLE OF PHILANTHROPY

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August 21, 2011

It's Time to Get Serious About Using Social Media



By Allison Fine

It's official: We're all social now. Nine in 10 nonprofits use Facebook, smaller but significant numbers have Twitter accounts and their own blogs, and the amount charities raise through social networks is growing faster than any area of giving.

But now that nonprofits are pinging and

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The Chronicle of Philanthropy's online directory of the best technology resources and solutions available for nonprofits.

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ARTICLE TOOLS

October 6, 2011

How to Activate Volunteers Using Social Media



Megan Scheminske/MIKE/VolunteerMatch

The Web site VolunteerMatch helped the Multicultural Integrated Kidney Education Program, in Portland, Ore., find volunteers to help prepare meals.

[Enlarge Image](#)

By Allison Fine



Social networks give nonprofits new opportunities to connect with volunteers. And a recent change by one of the world's largest social networks is making it even easier for charities to identify potential volunteers.

LinkedIn, a networking site designed to help people exchange information about their jobs and careers, recently added a new way for people to list unpaid work when they create online résumés through the site.

2011 ONLINE TECHNOLOGY GUIDE

The Chronicle of Philanthropy's online directory of the best technology resources and solutions available for nonprofits.

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[Big Charities Gear Up to Use Social Media to Raise Money](#) - August 21, 2011

[How Foundations Can Support Online Movements](#) - September 8, 2011

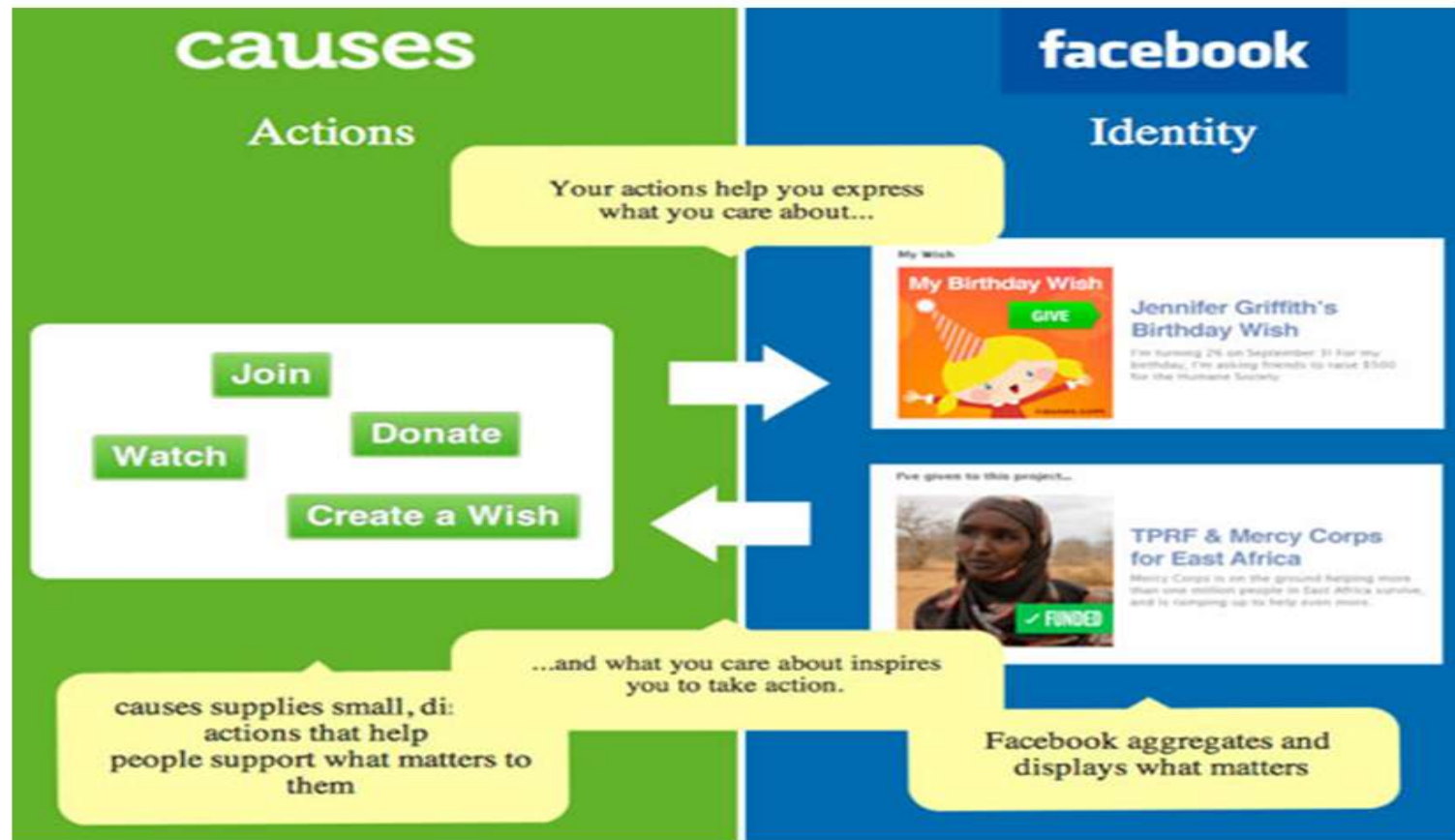
[Few Charities Have Social-Media Policies](#) - January 6, 2010

Facebook Updates Could Give Non-profits Better Visibility

September 23, 2011, 5:55 pm

Facebook Updates Could Give Nonprofits Better Visibility

By Derek Lieu



Conservation International Shares Its Mission

How Every Worker Can Show Off a Charity's Mission

August 18, 2011, 4:28 pm

By *Sue LaLumia*



What if your organization is lucky (or prescient) enough to have thousands of great photos depicting your mission? What creative ways could you use them to advance your charity's voice and connect with people in a real way?

Last September, as it was adopting a new look to reinforce the organization's identity, Conservation International's creative-services team brainstormed an innovative approach. Because the group did not have much money to spend to publicize its new look, it needed a simple tool to help tell its story in a different way.

Reach and engage more donors

Increasing traffic to your website through online advertising and viral videos can help raise more funds for your organization. Apply for the Google for Nonprofits program today to receive these benefits.

[Apply Now](#)[Already applied? Enroll now »](#)

Learn how Direct Relief used Google tools to reach more donors

"One of our most successful AdWords campaigns resulted in an infusion of about 9000 donations and generated nearly \$1 million in online contributions — which for us was huge."

Thomas Tighe, President and Chief Executive Officer, Direct Relief International

Featured products



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Understand how people find and interact with information on your website.

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Collect online donations quickly and easily, while attracting more donors and increasing online giving.

[Learn more»](#)

YouTube for Nonprofits

Broadcast your cause and raise funds by creating videos with an embedded "Donate" button.

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Blogger

Publish instantly and keep your supporters informed and engaged.

[Learn more»](#)

Website Optimizer

Figure out the best landing pages to turn site visitors into donors.

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Strategy Two: Diversify Income Streams

- What does a government do with an historic building in disrepair? Get creative. Create public-private partnerships.
- The Hotel du Grand Contrôle at Versailles, built in the 1680's as the home of the king's treasurer will become the five star Hotel de l'Orangerie in 2012
- Ivy International SA, a Belgian company, will renovate the 1,700 m² building at a cost of approximately €5.5 million + lease it for 30 years
- A percentage of the hotel's profits (linked to revenues) will be paid as "rent" to the Chateau de Versailles
- Project Director: Frédéric Didier, Architecte en Chef des Monuments Historiques + l'agence 2BDM Architectes

Hotel du Grand Controle at Versailles

photo: Jacques Demarthon/AFP/Getty Images



Renovation-Renovatie Hotel Du Grand Controle, Chateau Versailles

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Known as the Hotel du Grand Controle, the mansion was built in the 1680s to serve as the offices and home of the king's treasurer, where he lived with his family and servants. The Hotel du Grand Control was evacuated, along with the rest of Versailles, during the French Revolution. In the 19th and 20th centuries it fell into further disrepair.

"The wall here, it's completely crumbling in parts," Hautchamp points out.

"Many parts of this building are in this very damaged situation. It's very difficult for us because our mission is to save the heritage."

Hautchamp says Versailles doesn't have the \$7 million it will take to restore the building, which is why it turned to Belgian hotel company Ivy International. The company will renovate the mansion and turn its 23 bedrooms into a luxury hotel.

A percentage of the profits will be paid back to the Palace of Versailles in rent. The restoration is the first in a series of commercial projects aimed at saving French monuments.

5 likes, 1 dislikes

Different viewpoints:

- Jean-Jacques Aillagon, President of the Chateau de Versailles....without this arrangement he would not have the budget necessary to renovate the building
- The creation of the hotel is “a pioneering initiative”.....his mission is to save the building, which was “in a very dilapidated state”.
- Philippe Revault, a professor at the Paris School of Architecture: “Once again, it’s economic logic that wins out. In the name of profitability and lack of finances, they’re gambling with a public possession, which by definition is inalienable and must remain accessible to all citizens”.

VERSAILLES

Sleep like royalty at Versailles hotel

January 17, 2011 | By Natalie Avon, Special to CNN

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They don't call it a queen bed for nothing. Who hasn't dreamed of sleeping like royalty?

Now, your dreams are coming true.

A historic mansion about a hundred yards from the Château de Versailles is being renovated into a five-star, 22-room luxury hotel, Grand Hôtel de l'Orangerie. Starting in March 2012, guests can spend the night for \$650 to \$950, according to Château de Versailles Deputy Administrator Mikael Hautchamp.

Since its erection in the 1680s, the mansion, called the Hôtel du Grand Contrôle, has undergone serious wear and tear.



Renovation-Renovatie Hotel Du Grand Controle, Chateau Versailles

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5 likes, 1 dislikes

Renovation-Renovatie Hotel Du Grand Controle, Chateau Versailles

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5 likes, 1 dislikes

A Two-part plan:

- to “exploit the economic potential of certain valuable, but expensively maintained and often damaged buildings while simultaneously pursuing their renovation”
- A 2009 agreement between the French Ministries of Culture and Tourism is intended to boost the economic development of French historical and cultural landmarks
- To achieve that goal, the Centre des Monuments Nationaux asked Atout France—L'Agence de développement touristique de la France—to develop public-private partnerships and consider proposals to similarly convert 20 other listed heritage sites

The Sun King appoints Belgium



Spend a night at the Château de Versailles... a royal dream which you'll soon be able to fulfil, even without possessing a drop of blue blood. The Hôtel du Grand Contrôle, the mansion of the King's Treasurer, right up until the French Revolution, has been leased for the next 30 years to the Belgian company Ivy International. It will be renovated as a luxury hotel with 23 rooms. Yes, it's Belgium saving French heritage from ruins...

Strategy Three: Engage in Partnerships

- Challenges for national trusts and other stewards of heritage sites—many of the properties are no longer part of the “real estate economy” and new “investors” are needed
- The activity of “preservation” has created a new “economic” context, often outside of “market forces”
- Costs continue to increase: site maintenance, property management, insurance, capital improvements, human resources, visitor services, marketing
- Combining forces with partners to achieve common goals: corporate social responsibility

American Express Partners in Preservation Program: US National Trust and the World Monument Fund

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CORPORATE RESPONSIBILITY: *Initiatives*

COMMUNITY SERVICE & ENGAGEMENT

HISTORICAL PRESERVATION & CONSERVATION

LEADERSHIP

INITIATIVES

GRANT RECIPIENTS

HOW TO APPLY

American Express Partners in Preservation

Historic preservation has long been the hallmark of American Express's involvement in the community, reflecting its recognition of the contribution of historic sites and monuments to a sense of national and local identity and the role that their preservation can play in attracting visitors and revitalizing neighborhoods.

As early as 1983, American Express launched a cause-related marketing effort that raised \$1.7 million for the preservation of the Statue of Liberty and Ellis Island. In June 2006, the company announced the American Express Partners in Preservation initiative with the World Monuments Fund and the National Trust for Historic Preservation. Partners in Preservation aims to increase public awareness of the importance of historic and environmental conservation, preserve global historic and cultural landmarks, educate visitors on sustainable tourism and strengthen local communities through preservation efforts.



AXP.....NYSE
Price.....\$45.79
Change.....▲0.34

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twitter

RT @jan_morgan: Beautiful @AmericanExpress helps @WorldMonuments save 67 Cultural-Heritage Sites Across the Globe <http://t.co/5eaetCKU> # ... about 4 hours ago

Chance to win backstage fix to @Coldplay -- submit a Q to the band at <http://t.co/XVWkXzuQ> & you could win! NoPurNec18+ about 15 hours ago

Corporate Responsibility

From American Express's viewpoint, it is part of the "brand"

"Historic preservation has long been the hallmark of American Express's involvement in the community, reflecting its recognition of the contribution of historic sites and monuments to a sense of national + local identity and the role that their preservation can play in attracting visitors and revitalizing neighborhoods".

[Twin Cities 2011](#)[Open House Oct. 8-9](#)[About the Program](#)[Explore Past Cities](#)[Connect](#)

Welcome to the 2011 Partners in Preservation Initiative!



PARTNERS
IN
PRESERVATION

Vote to help give away one million dollars in the Twin Cities!

American Express and the National Trust for Historic Preservation are pleased to announce that Partners in Preservation is coming to the Twin Cities! Partners in Preservation is a community-based program which provides preservation grants for local historic places.



Visit us on [Facebook](#) to start voting now.

If you are new to Facebook, these resources will help you get started:

[Facebook Help Center](#)

[Mashable's Facebook Guide Book](#)

Key Dates

- | | |
|--------------|--|
| September 20 | Voting launches and the final 25 historic sites in the seven-county metropolitan area are revealed |
| October 8-9 | Open House Weekend |
| October 12 | Last day to vote! |

Leading Partners



Partners in Preservation

- American Express + the National Trust for Historic Preservation
- 2006-2010, \$5.5 million to preserve 56 historic places
- In 2010, American Express pledged \$10 million for 5 years
- Program “seeks to inspire long-term support from local citizens for the historic sites at the heart of their communities”.
- Citizens vote for their favourite places on line this year in the Twin Cities of Saint Paul + Minneapolis 2011
- Previous cities: Seattle 2010; Greater Boston 2009; New Orleans 2008; Chicago 2007; San Francisco Bay Area 2006

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Corporate Partners Program

The National Trust for Historic Preservation's corporate partnerships create national programs with local impact. We work with each partner to design an integrated marketing strategy that addresses their objectives by providing them many benefits, including positive public relations and increased goodwill, brand loyalty, and a company investment in the preservation of our heritage.

Benefits of Partnership

Businesses know that a strong sense of community builds quality of life. One of the best tools for protecting and revitalizing our communities is historic preservation, which simultaneously safeguards our heritage and creates better neighborhoods.

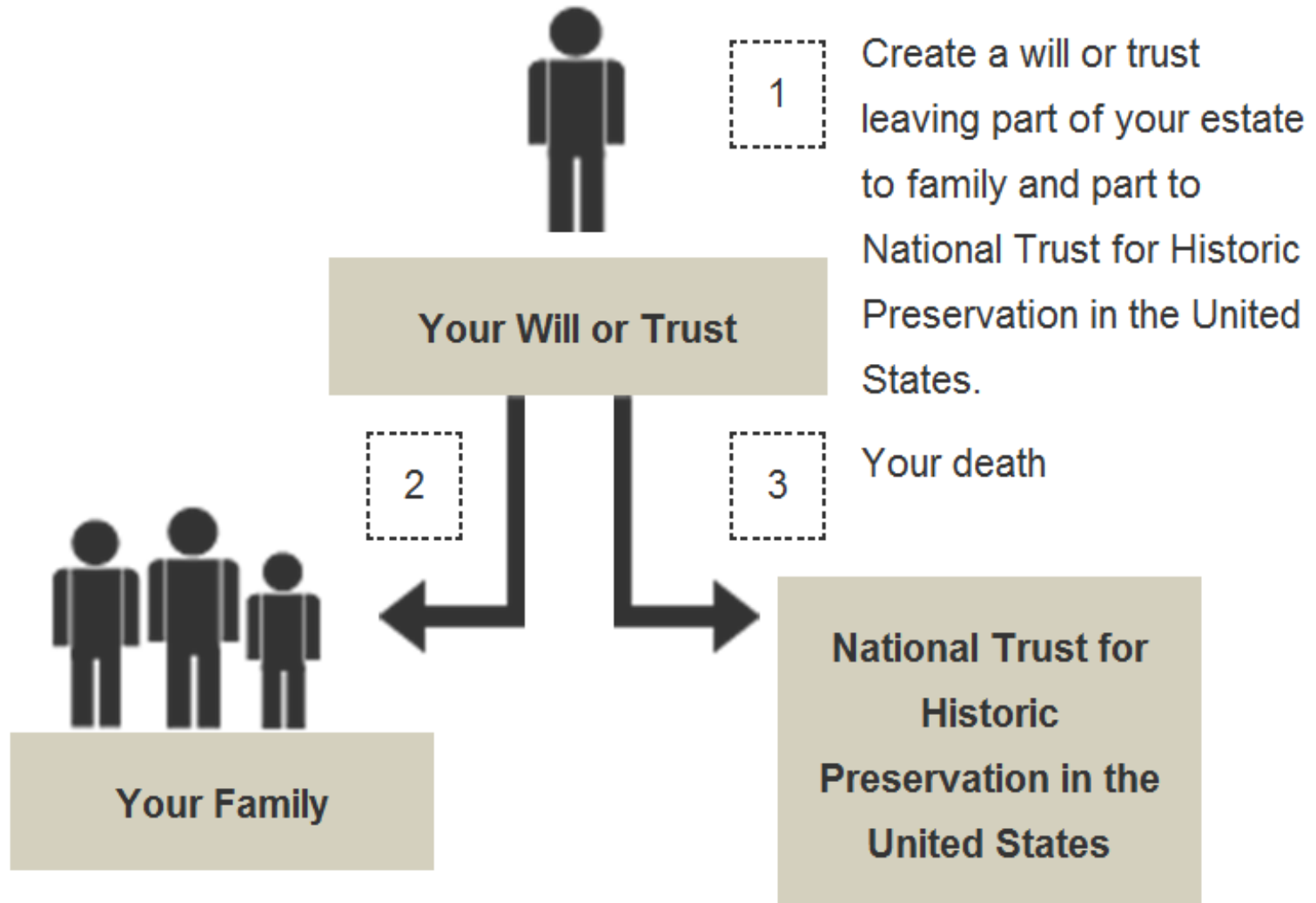
Support for Common Values: What services do we offer?

- An interest in the long term preservation of cultural heritage.....
 - Perpetuity...from generation to generation.....
 - Access to public places valued by the community
 - Heritage: we have inherited a cultural resource, public place....
 - Hériter: “devenir propriétaire d’un bien par voie de succession”
-
- How do we ensure that there will be sufficient resources to protect, preserve and present natural and built heritage sites?
 - Tools....endowments, capital campaign donations, grants, fundraising programs, revenue generation activities, rentals, gifts of cash, property, volunteer expertise and bequests
 - The ultimate gift through a planned giving program

National Trust + Robert Wilson Charitable Trust

- A partnership to increase planned giving to the National Trust for Historic Preservation
- For a planned gift of up to \$100,000 to the National Trust, the Trust gives 10% as an immediate cash donation
- Result: this generates an immediate donation even though a planned gift may not materialize for many years

Charitable Bequest



Foundations as Investment Partners

- Public and private foundations have an annual disbursement quota: in Canada it is 3.5%
- Community foundations have donor-advised funds designated to projects which donors have selected
- Private foundations: individual, family + corporations
- Create investment opportunities: Cleveland Foundation bought and restored several historic theatres in Cleveland
- Rhode Island Foundation launched the Downcity Partnership, a \$9 million revolving loan fund—local retail, housing and downtown revitalization in Providence

Program-Related Investments

- Loans
- Revolving funds
- Equity investments
- Loan guarantees
- Real estate purchases
- Long-term leases
- Mortgages
- Purchase and renovation of older buildings
- Investments in community revitalization

Program and mission-based investing

“Good examples include the creation of loan funds to refurbish downtown areas, real estate deals that benefit communities, investments in local companies that provide jobs and economic development in an area, and partnerships with land trusts to secure easements or conserve open space. These efforts often have a clear, targeted social or environmental impact on local communities and businesses.”

*Reframing Endowment as a Tool for Community Leadership:
How Social Investing Could Change How Community
Foundations Think About Their Financial Assets, Spring 2007.*

Preservation + Business- Related Land Use Tools:

- Preservation tax incentives
- Tax increment financing
- Low interest loans
- Land banking
- Business improvement areas
- Transfer of development rights
- Real estate developments involving older buildings
- Easements, covenants, revitalization agreements
- Donations of real estate to held by a trust
- Donation of a property to be sold to support a trust
- Private management of public places

“Old ideas can sometimes use new buildings.
New ideas must use old buildings.”

Jane Jacobs, *The Death and Life of Great
American Cities*, 1961

Strategy Four: Create New Models for the Management of Public Places

Bryant Park, New York City



From designation to resignation

In 1974, the Landmarks Preservation Commission designated Bryant Park as a Scenic Landmark:

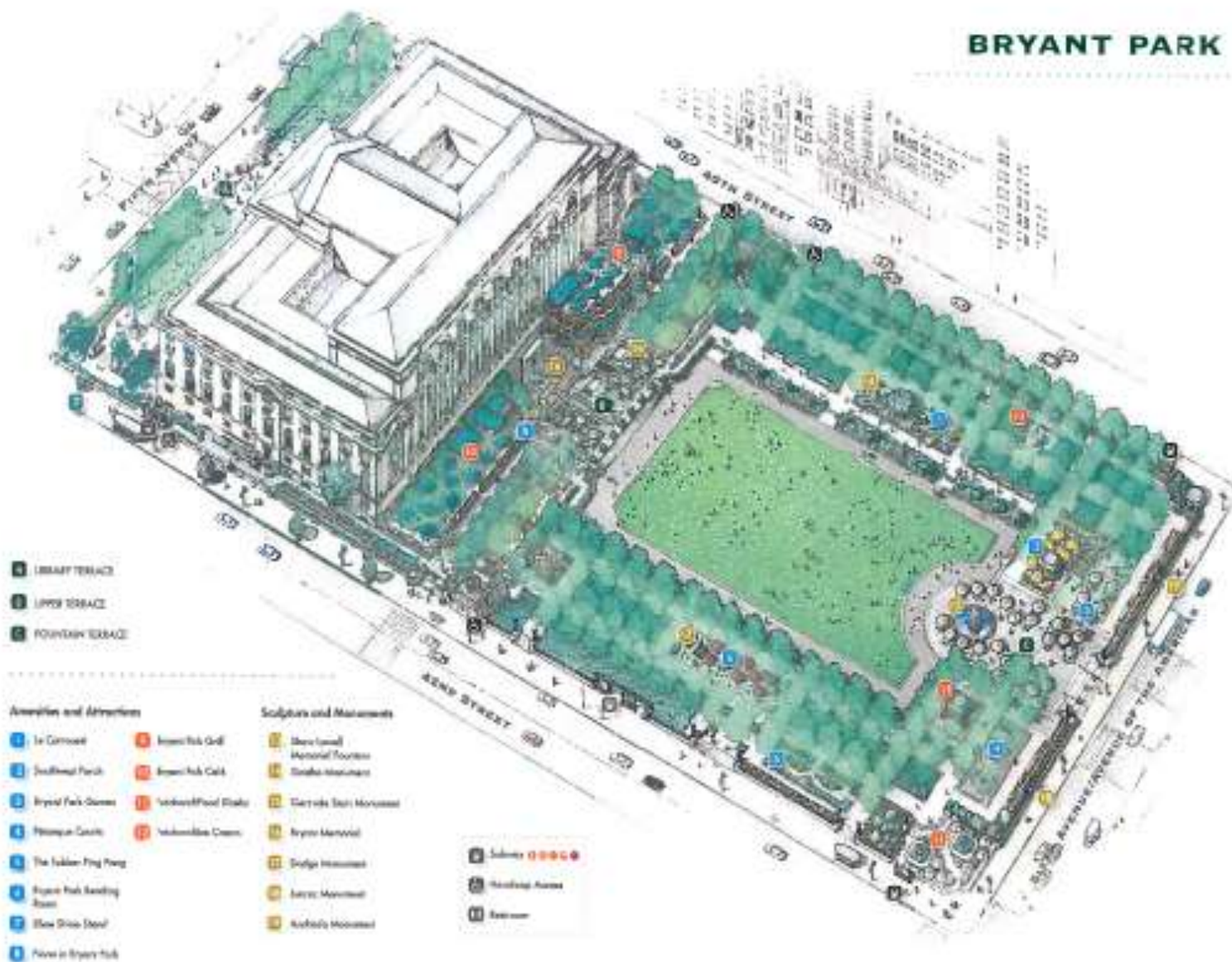
“a prime example of a park designed in the French Classical tradition... an urban amenity worthy of our civic pride.”

In 1979, this was “needle park” : William H. (“Holly”) Whyte wrote in a report solicited by the Rockefeller Brothers Fund: “If you went out and hired the dope dealers, you couldn’t get a more villainous crew to show the urgency of the [present Bryant Park] situation.”

Bryant Park today

- Bryant Park reopened in 1992; managed by Bryant Park Corporation, also manages the 34th Street Partnership
- Today it is “the largest effort in the nation to apply private management backed by private funding to a public park” and is free for its visitors
- The surrounding area commands higher rents; real estate values have increased and property owners pay for this public amenity
- 10,000 + visitors a day and dozens of public events

BRYANT PARK



Bryant Park Corporation

www.bryantpark.org

“Because this park is integral to the function of Midtown, we asked commercial interests and users to pay for it...Bryant Park’s successful privatization is a tribute to a selfless innovation by the public sector—permitting the private sector to step in with resources and operational skills to restore and manage a splendid public space. Most public officials wouldn’t have had the courage to let the private sector take over”.

Dan Biederman, President, Bryant Park Corporation

The Wireless Network Presented by Google

“Go wireless and turn Bryant Park into your new office.
Your clients will be impressed with your front lobby.”



The Urban Land Institute wrote in an award citation, “the success of the park feeds the success of the neighbourhood.” Animation and public programs—outdoor movies and the HSBC reading room during the summer months.



“Public services” provided by the Bryant Park Restoration Corporation



Bryant Park Corporation

- funded through an assessment of neighbouring properties in a Business Improvement District
- all bordering properties + NY Public Library + 8.1 million sq. feet; class A buildings leased at c. \$80 sq. foot; retail is moving up-scale in the area
- special event rentals
- concessions—restaurants, kiosks
- on-line gift shop
- corporate sponsorships
- Bryant Park Corporation has a budget of \$8 million, a staff of 80+ for management, security, site maintenance, community events and design services

Planning for the Economically Viable Preservation and Animation of Open Space Day and Night



Promote the Value Proposition for Heritage Conservation :

- A strategy for community economic development
- Creating jobs + training opportunities + apprenticeships
- Reclaiming environmentally degraded areas + brownfields
- Breathing new life into older neighbourhoods
- Encouraging environmentally-responsible tourism
- Reusing building materials = reducing landfill
- Supporting a green economy and a triple bottom line
- Addressing social justice issues
- Exemplifying sustainability + conservation standards: APT
- Continuing to build connections: people, places and projects

National Trust for Historic Preservation states its case: no government funding for operations

The National Trust for Historic Preservation receives no government funding for our operations, so member dues and contributions are critical if we are to continue our work to protect America's irreplaceable architectural and cultural heritage.

[Annual Report and Tax Returns.](#)

FY10 OPERATING EXPENSES

TOTAL—\$63,413,264

4% Membership Outreach
\$2,217,907

4% Publications
\$2,694,906

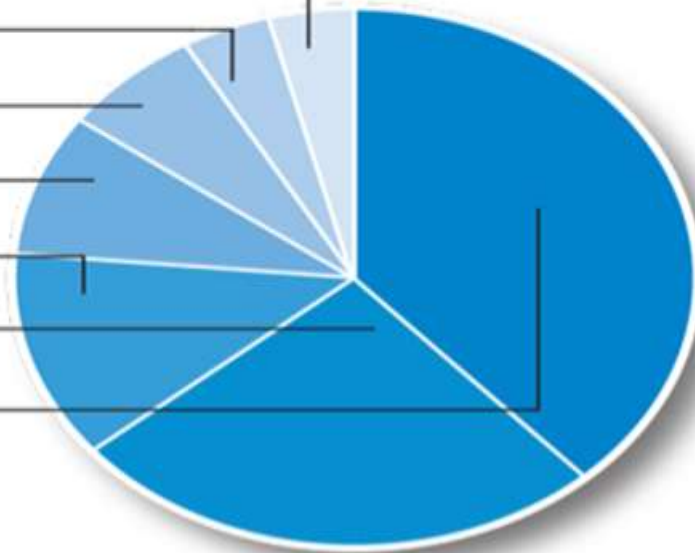
7% General and Administration
\$4,455,602

9% Fundraising
\$5,451,567

13% Education
\$8,499,200

25% Historic Sites
\$15,957,701

38% Preservation Services
\$24,136,381



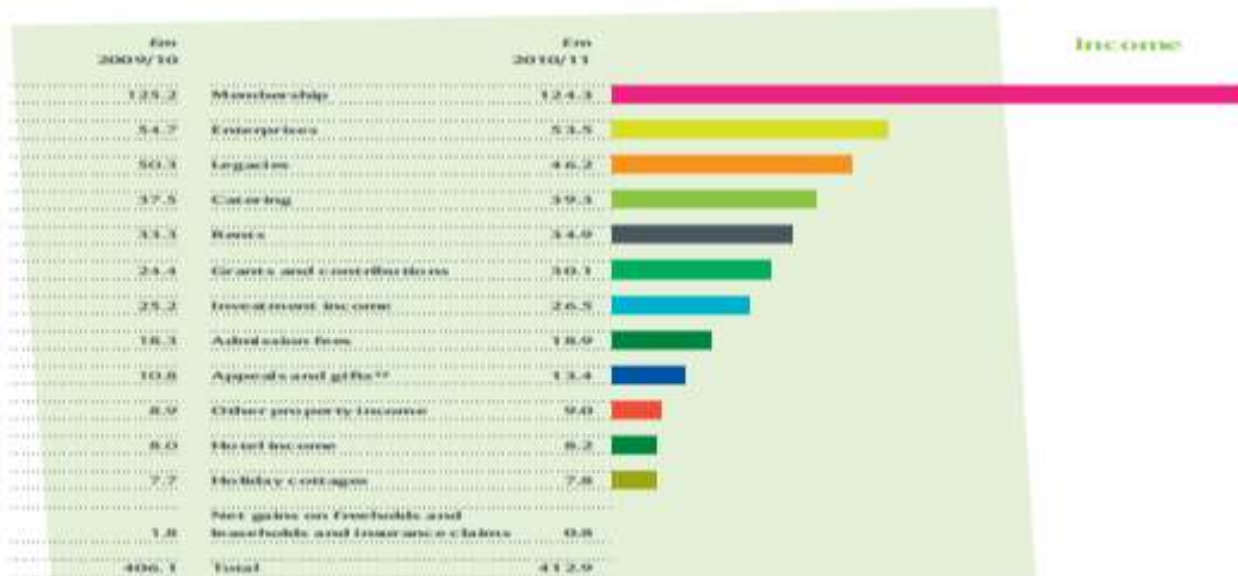
National Trust in 2010/11

over £76 million for conservation projects; £33.3 million to repairs
only 20% of properties can fund their own preservation
no direct government funding for core work

Our finances in brief

Summary Statement of the National Trust's financial activities

2010/11 was a challenging year financially. Whilst some of our major income streams have fallen slightly, we did see a continued recovery in the investment portfolio. A full commentary on the financial results for the year is given in the Financial Review on pages 42 to 44.



Highlights of the year

Right: October: National Trust AGM 2010

Below: March and September: Giant's Causeway, Co. Antrim



Above: May: Monty Don, Dame Fiona Reynolds and Simon Schama taking part in a debate at the Hay Festival

Below: February: child climbing on tree roots at Lydford Gorge, Devon

Bottom: May: winners of the Great British Menu



March

- Bonus Time free-entry weekend attracts more than 200,000 visitors
- £925 million grant received from the Northern Ireland Tourist Board for Giant's Causeway Visitor Centre

April

- Outstanding Contribution to Tourism award from Visit England
- Tyntesfield in North Somerset becomes one of the first Grade I listed buildings in recent times to be heated by wood fuel

May

- The Trust organises debates at the Hay Festival on the subject of Quality of Life
- Final of BBC2's 45-part *Great British Menu* features the Trust's President HRH The Prince of Wales and many tenants

June

- Restored Tintoretto rehung at Kingston Lacy in Dorset
- Our Director-General Fiona Reynolds gives 2010 Magna Carta Lecture on rights of access to beauty, nature and heritage

July

- 30th anniversary of National Heritage Memorial Fund, during which time it has contributed £72.6 million to the National Trust
- Grass sofas arrive at a selection of our places including Osterley Park and House in Middlesex, Lanhydrock in Cornwall and Little Moreton Hall in Cheshire

August

- Launch of Neptune Appeal for coastline on the Llyn Peninsula in North Wales
- Opening of Churchill's butterfly exhibition at Chartwell in Kent

Donor Expectations: What is the ROG—return on the gift?

The Donor Bill of Rights sets forth that donors have the right:

I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

III. To have access to the organization's most recent financial statements.

IV. To be assured their gifts will be used for the purposes for which they were given.

V. To receive appropriate acknowledgment and recognition.

VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.

VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.



October 2, 2011

Veterinarian Runs Grass-Roots Drive to Raise Millions for a Historic Bridge



Lawrence Biemiller, for The Chronicle

Friends told George Lewis his fund-raising drive would compete with more urgent needs, like “a little old lady on a corner with a tin cup.”

[Enlarge Image](#)

lady on a corner with a tin cup and a starving baby.”

But that was five years ago. On October 15, many of those friends will join Dr. Lewis at the dedication ceremony for the restored Catoctin Aqueduct, an 1834 bridge that carried mule-

By Lawrence Biemiller

Lander, Md.

His friends told George Lewis he was crazy when he said he wanted to raise \$2.3-million to rebuild a collapsed stone aqueduct in the C&O Canal National Historical Park, which meanders along the Maryland side of the Potomac River from Cumberland, Md., down to Washington.

“Who ever heard of the C&O Canal?” they asked. “Who even knows what an aqueduct is?”

Besides, they warned, to raise money nowadays, “you gotta compete with a little old

Tools in Your Fundraising Toolbox

- Planning
- Hard work
- Perseverance
- Integrity
- Show people where the money will go - marketing
- Seize “smart openings” and unexpected opportunities

“All these people trusted me and the US National Park Service. You have to make sure you don’t betray that. You’ve got to build a good-luck fly trap.”

Dr. George Lewis, Volunteer Visionary for the rebuilding of a stone aqueduct at the C&O Canal National Historical Park, Maryland USA

Corporate Matching Funds for Specific Causes

Monthly Giving
Green Team

Make a Donation

Fund a Project

Buy an NYC Tree

Learn About
Planned Giving at
NYRP

Become a
Corporate Partner

Gala Events

Spring Picnic
Tickets

Home

Sign-up to learn
more about NYRP

SIGN-UP

☒ EMAIL THIS PAGE

☐ PRINT THIS PAGE

BUY AN NYC TREE

If NYRP members and friends donate 500 trees, AVEENO® will generously match with another 500 trees – that's 1,000 trees for New York City! This special challenge is part of MillionTreesNYC, the greatest urban forestry campaign in US history. Join this effort today, and the impact of your gift will be doubled through a matching donation by AVEENO® – tree-for-tree!

And with a gift of \$100 or more, you can plant your tree in your or a loved one's name and receive a certificate signed by NYRP Founder Bette Midler and Mayor Michael R. Bloomberg!

1 Select a Challenge Level (Step 1 of 5)

☐ \$30 Buys work gloves for 10 NYRP volunteers to plant the trees this spring!

☐ \$50 Buys shovels for NYRP volunteers to plant the trees this spring!

☐ \$100 Plants one tree – but with this challenge, it will be doubled!

2 TREES

☐ \$200 Plants two trees – but with this challenge, it will be doubled!

4 TREES

☐ \$300 Plants three trees – but with this challenge, it will be doubled!

6 TREES

☐ \$400 Plants four trees – but with this challenge, it will be doubled!

8 TREES

☐ \$500 Plants five trees – but with this challenge, it will be doubled!

10 TREES

☐ Other x Challenge = Double the Impact! (\$10 minimum)

If you have any questions, or would prefer to donate over the phone, please call the NYRP office at 212-333-2552.

Connect with others: 1% for the Planet



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THE MUSIC, VOL. 1**
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California - October 2011 →

Create New Alliances: Australian Heritage Partnership



Wednesday, 3 August 2011

MEDIA RELEASE – For Immediate Release

Three major organisations concerned for Australia's natural and cultural heritage places have joined forces creating a new alliance, the Australian Heritage Partnership.

The Australian Heritage Partnership, comprising the Australian Council of National Trusts (ACNT), Australia ICOMOS and Federation of Australian Historical Societies (FAHS), has been formed to undertake joint and coordinated advocacy activities to raise the profile Australia's cultural heritage places.

The Chairman of the ACNT Dr Graeme Blackman said "It is very timely that our three organisations have agreed to work together to provide a unified and strong advocacy voice, particularly to government. The current government commitment to engagement in the development of a new National Heritage Strategy, illustrates the importance of our three peak bodies coordinating our resources and actions to achieve the best possible heritage outcomes."

These three organisations have over 170,000 members, manage several hundred significant heritage places, and represent many cultural heritage professionals here in Australia. Australian Heritage Partnership members share a common concern that governments have sufficient capacity to meet the community's high expectations for Australia's heritage, and at all levels are able to support community efforts.

Increase memberships



NATIONAL TRUSTS of AUSTRALIA

Join

HOME

ABOUT US

CONTACT US

PLACES TO VISIT IN
AUSTRALIA & OVERSEAS

- ▶ Australian National Trust Properties
- ▶ United Kingdom

MEMBERSHIP

ANNUAL REPORTS

LINKS

SUPPORT

GET INVOLVED

CONSERVE

HERITAGE AT RISK

LEARN

EVENTS/WHAT'S ON

Membership - Join the National Trust



Join here today and you will become a member of the National Trust in your home state or territory.

Engage diverse audiences

Futures for young people



©NTPL / David Levenson

Hundreds of disadvantaged young people across England will learn new skills such as conservation and customer services at stunning heritage sites, thanks to an exciting partnership between the National Trust and [The Prince's Trust](#), funded by a £1.2 million grant from the [Big Lottery Fund](#). The aim is to see 65 percent of participants move into education, training or employment following their involvement in this project.

Learn more about our audiences



Customer Satisfaction Survey

Thanks for visiting our website. We're trying to make the site as useful and engaging as possible, so it would be great if you'd help us get closer to this goal by sparing a few minutes to tell us what you thought of your visit.

Your opinions are the best way for us to find out what we're doing well (and to do more of it), as well as where we're going wrong (and to put it right). The survey should take about 5 minutes to complete.

*Required questions are denoted by an **

1: *Please rate the **accuracy of information** on this site.

1=Poor

Excellent=10

1	2	3	4	5	6	7	8	9	10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

2: *Please rate the **freshness of content** on this site.

1=Poor

Excellent=10

1	2	3	4	5	6	7	8	9	10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

3: *Please rate the **usefulness of the features provided** on this site.

1=Poor

Excellent=10

1	2	3	4	5	6	7	8	9	10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

A New Generation's Support for Innovative Ideas: The Awesome Foundation

[HOME](#) / [BUSINESS](#) / [TECHNOLOGY](#)

The Boston Globe

Tiny grants keep 'awesome' ideas coming



Boston chapter trustees review entries to determine who will win a grant each month. (Essdras M Suarez/ Globe Staff)

By Billy Baker

Globe Staff / October 10, 2011

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Text size [-](#) [+](#)

It was down to two finalists: a woman who wanted to buy a couple of goats to rent out as urban lawnmowers, and a sculptor who could “no longer make a case” for sculpture and instead wanted to buy a portable welder so he could go around and fix his city.

To forge new partnerships to promote the business of heritage conservation:

Build philanthropic “focal points” to link social + economic changes of our generation and at the same time prepare for the future—the perpetuity—of a “trust”.

Seek creative partners and investors to sustain cultural heritage and look beyond philanthropy:

1. Collaborate with others via cause-related marketing
2. Diversify income streams
3. Engage in partnerships—public, private + non-profits
4. Create new management models for public places

The most successful funders of the next decade will recognize that failure is a natural part of creating breakthroughs, since the problems that philanthropy often aims to address rarely have clear and technical solutions.

Innovative funders will take risks and experiment with new approaches, learn quickly and adjust as they go. To use the old venture capital measure of success, if one out of every ten smart, big bets that a philanthropist makes can succeed, the outcomes could be game changing.

Katherine Fulton, Gabriel Kasper and Barbara Kibbe. *What's Next for Philanthropy: Acting Bigger and Adapting Better in a Network World*, The Monitor Institute, 2010.

Think Big and Bold + Outside the Box

