

Before we get started...



Quick question

Who here has a museum, archive,
or designated heritage site located
in their municipality?



Quick question – follow-up

Who here feels that supporting that heritage organization is a priority for them and their community?





MANITOBA HERITAGE TRUST PROGRAM

Administered by:



Partners:



Manitoba Heritage Trust Program

A collaboration between:

- The Province of Manitoba
- The Winnipeg Foundation
- The Association of Manitoba Museums
- The Association for Manitoba Archives
- Manitoba's community foundations



Manitoba Heritage Trust Program

The purpose:

- Building sustainability through ***new permanent endowments*** for heritage organizations
- Up to \$5 million in stretch grants for all new endowments
- Three-year timeline (2018-2021)



Manitoba Heritage Trust Program

Big Questions we hope to Answer:

- Why is the program important?
- How does the program work?
- What will be the program's impact?
- How will our collaboration make the program a success?
- What is happening now/next steps?

Those answers and more in the next 50 minutes



In support of our heritage organizations

(or: Why the program is important)



Manitoba heritage organizations

Manitoba is home to well over 200 heritage organizations spread across our province

- Museums
- Archives
- Historical Sites

That are of real cultural significance to who we are as Manitobans



Manitoba heritage organizations

Reflection exercise (think-pair-share):

- Form teams of two to three people
- Over the next five minutes, discuss and identify the benefits those heritage organizations provide to your community
- Prepare to share with the group



Manitoba heritage organizations

We know our heritage organizations provide real value to our communities; however, they are not without their challenges:

- Small size
- Availability of volunteers
- Sustainable funding



Manitoba Heritage Trust Program: Why the program is important

While size/volunteers can be consistent challenges for some heritage organizations, the greatest challenge (and sometimes linked) is that of:

Sustainable funding

How do we ensure that future generations of Manitobans can enjoy our museums and archives and retain that link to our past?



Manitoba Heritage Trust Program: Why the program is important

The Manitoba Heritage Trust Program aims to help answer the sustainable funding issue through the creation of:

Permanent endowments

Providing predictable and growing cash flows **forever** through the investment of grants and gifts now



Manitoba Heritage Trust Program: Why the program is important

Permanent endowments have been used throughout our province's history to support the priorities we care most about:

- Healthcare
- Education
- Community living

For the first time, we are turning our full attention to our heritage organizations so that they too may benefit over the long-term



The program and its processes

(or: How the program works)



The program (in general)

Major program process steps:

1. Qualify through an application
2. Complete the funding agreement
3. Launch the Heritage Trust Fund
4. Grow the fund



Program processes

1. Qualify through an application

Local heritage organizations must apply

- Complete the Manitoba Heritage Trust Program application form that is available on the Endow Manitoba website:
www.endowmanitoba.ca/manitoba-heritage-trust-program/



Program processes

2. Establish funding agreement

Once a heritage organization is **qualified**

- They must work with a Manitoba community foundation (CF) to enter into a three-way funding agreement with The Winnipeg Foundation



Program processes

3. Launch the Heritage Trust Fund

Once the funding agreement has been established, the heritage organization must:

- Obtain a minimum **\$2,500** to deposit in order to launch their Heritage Trust Fund



Program processes

4. Grow the fund

Once the Heritage Trust Fund is launched, the qualifying heritage organization can begin to grow it through **eligible** gifts:

- Deposited into Heritage Trust Fund from April 1, 2018 to March 31, 2021
- All gifts must be received and receipted by The Winnipeg Foundation



Program processes

4. Grow the fund

Examples of gift types:

- Cheques (payable to The Winnipeg Foundation) and/or cash
- Credit cards transactions (through Endow Manitoba); can set up automatic payments (i.e. pledges)
- Publicly-traded shares (securities)
- Fundraising activities (net proceeds)
- Organizational membership dues



Program processes

4. Grow the fund

Non-eligible gifts:

- Gifts in kind such as artifacts
- Capitalization of the spending generated from the Manitoba Heritage Trust Program Fund
- Gifts received or raised before April 1, 2018 (i.e. reserve accounts)
- Gifts derived from government sources: Federal, Provincial, or Municipal *(I know, we will get to that)*



How the Manitoba Heritage Trust Program will change the way your heritage organization is supported

(or: What is the program's impact)



Program impact: The power of forever

The Heritage Fund is a **permanent endowment** expertly managed by The Winnipeg Foundation and its community foundation partners

- Permanent endowments represent one of the strongest (and safest) means for organizations to achieve sustainable and growth-based funding



Program impact: The power of forever

Another benefit of the Manitoba Heritage Trust Program is the opportunity it creates through the establishment of a permanent endowment for your heritage organization

- Whether it is in the next few years or the next several decades, an endowment fund creates a mechanism by which your supporters can leave lasting legacies

However, the Manitoba Heritage Trust Program is different than most permanent endowments thanks to the involvement of the Manitoba government



Program impact: Stretching grants

Highlights:

All eligible gifts to a participating Heritage Fund received from April 1, 2018 to March 31, 2021, will receive (from the Manitoba government) a guaranteed “**stretch**” of:

- One dollar for every two dollars raised
- To a “**maximum**” of **\$25,000**



Program impact: Stretching grants

Highlights (continued):

If there are funds still remaining in the program at the end of the three years, there are two ways heritage organizations can benefit:

“Bonus” Stretch:

- The \$1 for \$2 raised (50% top up) stretch will continue up to an **additional \$60,000 in “bonus” stretch grants**

Or

- If there is **not enough money remaining for this “bonus” stretch**, the balance will be distributed on a pro-rated basis



Program impact: Cash flow

Highlights:

Once the Heritage Fund is initiated, it will begin to pay out annual cash flows to your heritage organization at a rate of 4% per year

- The actual cash amount will be dependent on how much the endowment is funded (i.e. how much is invested)
- The fund and the actual cash flow will increase each year to ensure that the real value of the cash “grows” with inflation



Program impact: Your money at work

Cash flows to your heritage organization

Real life example 1:

- Raise \$10,000 in total for the endowment
- Receive an additional stretch of \$5,000
- Apply the spending policy rate of 4%

Generates

\$600+ /year

For your local heritage organization
forever



Program impact: Your money at work

Cash flows to your heritage organization

Real life example 2:

- Raise \$25,000 in total for the endowment
- Receive an additional stretch of \$12,500
- Apply the spending policy rate of 4%

Generates

\$1,500+ /year

For your local heritage organization
forever



Program impact: Your money at work

Cash flows to your heritage organization

Real life example 3:

- Raise \$50,000 in total for the endowment
- Receive an additional stretch of \$25,000
- Apply the spending policy rate of 4%

Generates

\$3,000+ /year

For your local heritage organization
forever



Program impact:

Your money at work

Reflection exercise (think-pair-share):

- Form teams of two to three people
- Over the next two minutes, answer the following questions:
 - How many years (X) will it take to return an initial \$10K raised back into your heritage organization? (Hint: You'll be returning \$600/year)
 - What happens after year X in terms of cash flows back?
 - How long will these cash flows last?
 - What happens if you add to that initial investment?
- Prepare to share with the group



Our Roles in supporting our communities through the Manitoba Heritage Trust Program initiative

(or: How our collaboration will make the program a success)



Manitoba's community foundations

Their role in the community: Many possibilities

- Supporting diverse charitable organizations [?]
- Promoting and encouraging philanthropy [?]
- Providing leadership to community initiatives [?]
- Promoting and encouraging volunteerism [?]
- Identifying barriers to community vitality [?]
- Establishing partnerships and collaborations [?]



Manitoba's community foundations

Their role in the community: Traditional priorities

- Supporting diverse charitable organizations
- Promoting and encouraging philanthropy
- Provides leadership to community initiatives
- Promoting and encouraging volunteerism
- Identifies barriers to community vitality
- Establishes partnerships and collaborations



Manitoba's community foundations

Their role in the community: Evolving priorities

- Supporting diverse charitable organizations []
- Promoting and encouraging philanthropy []
- Provides leadership to community initiatives [✓]
- Promoting and encouraging volunteerism [✓]
- Identifies barriers to community vitality [✓]
- Establishes partnerships and collaborations [✓]

As the community foundation movement grows, there are greater roles they will play in our local communities.



Manitoba's community foundations

POP Quiz!!

In relation to the Manitoba Heritage Trust Program, what role(s) can local community foundations play?



Manitoba's community foundations

ANSWER!!

Their role in the community: Manitoba Heritage Trust Program

- Supporting diverse charitable organizations [✓]
- Promoting and encouraging philanthropy [✓]
- Provides leadership to community initiatives [✓]
- Promoting and encouraging volunteerism [✓]
- Identifies barriers to community vitality [✓]
- Establishes partnerships and collaborations [✓]



Manitoba's community foundations

A call to action

Like the matching scholarship program of the 2000s, Manitoba Heritage Trust Program is providing community foundations across Manitoba an opportunity to play a significant role in helping to maintain their communities:

- Identity and culture
- Past and traditions
- Future



Program administration

Endow Manitoba

The Winnipeg Foundation recently announced a dedicated department to support community foundations across Manitoba

- A key priority for the next three years will be the administrative and management of the Manitoba Heritage Trust Program
- Endow Manitoba staff are available to answer any questions you may have, and support the application/agreement/fund processes



Program supports

But there is more...

A benefit to the Manitoba Heritage Trust Program's collaborative approach is our ability to draw on and leverage existing expertise through our relationships with:

- The Manitoba government
- The Association of Manitoba Museums
- The Association for Manitoba Archives
- The Winnipeg Foundation
- Manitoba's community foundations



Program supports

But there is (still) more...

We recognize that this partnership and initiative would not be complete without you:

The Manitoba Municipalities

- Your interest in supporting your communities/heritage organizations
- Your capability and understanding



Program supports

Reflection exercise (think-pair-share):

- Form teams of two to three people
- Over the next five minutes, please answer the following question(s):
 - Knowing that **municipalities cannot provide direct funding** to our heritage organization Manitoba Heritage Trust Program fund, how can we still provide support to this initiative in our community?
 - What role can we play in ensuring its success?
- Prepare to share with the group



Recent program developments and next steps

(or: Where we go from here)



Recent developments

Since launching in April 2018

31 heritage organizations have applied to join the program

- Including three that were directly supported by their municipalities

22 funds have already been created (with another six in progress)

- **\$200K** raised through community efforts
- **\$100K** added through stretch grants

The Manitoba Heritage Trust Program is gathering momentum

- But the clock is ticking...(less than 28 months to go)
- And there is **\$4.9 million** in stretch grants “sitting on the table”



Next steps

Over the next four months

Endow Manitoba staff will continue

- Bringing awareness of this opportunity to community foundations, heritage organizations, and municipalities
- Providing administrative support, developing additional program materials, and facilitating partnerships

As municipal representatives, we invite you to reach out to your local heritage organizations and encourage their involvement in the Manitoba Heritage Trust Program

- **Remember:** You are the experts at municipal priorities and leaders within your community, they may look to you for guidance and support



Next steps

The future

For more information on the program (and resources), please visit:

- www.endowmanitoba.ca/manitoba-heritage-trust-program/
- Come up and grab an information package



Thank you!

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