



MEDIA RELEASE

Working together to secure the future for Manitoba's heritage organizations

The Winnipeg Foundation, Manitoba government and Carolyn Sifton Foundation team up to provide long-term support.

For Immediate Release: Feb 19, 2020. The Winnipeg Foundation has committed to support Manitoba Heritage Trust Program's funds for both the Association of Manitoba Museums (AMM) and the Association for Manitoba Archives (AMA). Each group's fund will also benefit from Manitoba government and Carolyn Sifton Foundation's stretch commitments.

"The Winnipeg Foundation's strategic support for charities includes this type of capacity-building grant; to help organizations meet long-term objectives. Establishing permanent endowments for Winnipeg-based heritage associations will provide ongoing support to our city's vital heritage sector," says Rick Frost, CEO, The Winnipeg Foundation.

The collaboration to date has resulted in more than \$1.5 million in private gifts being raised. With \$700,000 in stretch dollars from Manitoba government and the Carolyn Sifton Foundation, the permanent endowments currently total \$2.2 million.

"We are encouraged by the partnerships that are being developed, and through the endowment fund model we can ensure long-term support for these important projects," says Cathy Cox, Minister of Sport, Culture and Heritage. "We must take these important steps today to ensure the continued preservation of Manitoba's history, especially as we celebrate the 150th anniversary of our province joining confederation."

The AMM and AMA endowment funds will create opportunity for each association to continue to offer much-needed programming currently being delivered throughout the province. The AMM will build

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upon innovative training, advocacy, resources and responsive leadership it currently offers to its membership. In tandem, the AMA will continue to preserve the heritage of Manitoba people and institutions by improving administration, effectiveness and efficiency of the province's archival system(s).

"The endowment fund enables AMM to help museums across Manitoba be the best they can be. Museums, as custodians of our heritage, look after collections to be shared with future generations. The MHTP fund creates financial stability for the association so it can continue to ensure long-term exposure of museums' collections," says Monique Brandt, Executive Director, Association of Manitoba Museums.

"This endowment enhances our efforts to improve and promote long-term preservation and accessibility to the province's documentary heritage. We will continue to offer a range of training, advisory services, public programming and advocacy, in support of archival institutions and organizations throughout Manitoba," says David Cuthbert, Chair, Association of Manitoba Archives.

The Manitoba Heritage Trust Program (MHTP) attracts public and private funding to provide long-term sustainable revenue for community projects and organizations, with an emphasis on heritage organizations. Museums, archives, and supporting organizations are encouraged to create an endowment fund at their local Manitoba community foundation and Manitoba government will provide stretch dollars for gifts to the heritage funds.

To date, there are currently 50 heritage organizations and 29 community foundations throughout the province participating in the program.

*The Winnipeg Foundation is **For Good. Forever.** We help people give back to our shared community by connecting generous donors with Causes they care about **For Good.** We're an endowment-based public foundation, so gifts are pooled and invested, and the annual earnings are distributed back to the community **Forever.** Formed in 1921, we are proud to be the first community foundation in Canada.*

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