Launching our new Heritage Endowments



The American Air Museum at Duxford

Helping people explore, enjoy and share their heritage, in all its diversity, is at the core of all we do at HLF. But that principle firmly relies on our heritage being open and accessible to the public, as well as safeguarded for the future.

As in any industry, an over reliance on a single source of income has the potential to weaken the resilience of a heritage organisation. Diversification is key and that's why today we've launched Heritage Endowments.

Heritage Endowments will enable organisations to create financial reserves that can be drawn on and invested to create a regular source of annual income.

[quote=Ros Kerslake, Chief Executive of HLF]"In this difficult economic landscape that's a challenging ask but Heritage Endowments is there to provide the boost needed to make it happen."[/quote]

Now, these are challenging economic times and we appreciate that building an endowment and attracting philanthropic giving isn't easy. But where Heritage Endowments helps is by providing grants of £250,000, £500,000 or £1million that will be matched pound for pound by private donations.

Ros Kerslake, Chief Executive of HLF, said: "Building an endowment is one way heritage organisations can enhance their long-term reserves, which is vital for financial resilience. In this difficult economic landscape that's a challenging

ask but Heritage Endowments is there to provide the boost needed to make it happen."

This new endowments programme builds on the success of Catalyst Endowments. A partnership between the Department of Culture, Media and Sport, HLF and Arts Council England, Catalyst has helped over 30 heritage organisations diversify their income streams by attracting private donations to create endowments. Heritage Endowments aims to continue this success.

For more information about the programme see our guidance.