

Irreplaceable

World Monuments Fund
60th Anniversary Endowment Campaign



60 YEARS WORLD
MONUMENTS FUND

Protecting Living Heritage Around the Globe



Lorna B. Goodman, WMF Board Chair, and Bénédicte de Montlaur, WMF President and CEO, in Lisbon, Portugal.

Heritage sites are more than just historic landmarks—they are living records of our very existence. At World Monuments Fund (WMF), we understand that heritage is fundamental to the human experience. It is our mission to work with local communities around the world to safeguard irreplaceable cultural heritage.

World Monuments Fund is at a crossroads.

For 60 years, WMF has cultivated the necessary expertise and networks to become a global authority on heritage preservation. In recent years, this has involved sharpening our focus on addressing the major challenges facing heritage in the twenty-first century, from climate change to overtourism to post-conflict reconstruction. By expanding our global network, deepening our local partnerships, leveraging the power of technology, and increasing our advocacy capacity, we are harnessing the transformative power of heritage to positively impact society.

Today, we are as much a movement as an organization: a movement of communities committed to preserving their local heritage, a movement of professionals dedicated to the conservation of our global heritage, and a movement of leaders who believe that the diversity, beauty, and meaning of our shared cultural treasures hold the power to bring us closer together, become more respectful of our differences, and inject wonder into the world.

Our vision is clear.

We endeavor to build WMF into an organization that takes its place alongside the world's leading non-governmental entities as a global powerhouse. An organization with the necessary influence and voice to drive home the urgency of safeguarding the irreplaceable for generations to come.

We will continue to preserve the world's treasures while also advancing the field as a whole. We will create a robust and sustainable Preservation Fund to support the diverse portfolio of our projects. We will strengthen our advocacy and communications efforts, providing communities around the globe with a reliable partner to amplify their voices, attract global attention, and secure vital resources. We will establish the WMF Institute—a comprehensive educational hub designed to document specialized techniques, share best practices from around the world, and empower the next generation of heritage stewards through tailored training programs.

It starts here.

Plans of this magnitude demand an equally ambitious fundraising strategy.

We seek to grow our endowment by \$60 million, tripling the annual income we generate from our investments. In doing so, we will guarantee our continued leadership and meet the rising needs of our changing world. We are honored to announce that we have already secured a foundational \$20 million gift from The Robert W. Wilson Charitable Trust. They have generously committed to a strategic endowment match, wherein their gift will match 50% of every dollar raised up to \$40 million before December 31, 2027.



Worshippers at Betā Giyorgis, Lalibela, Ethiopia.

WMF relies squarely on the generosity of donors to propel its work forward. Contributions to the anniversary endowment campaign not only safeguard our world's architectural marvels but also enrich our understanding of history.

We invite you to join us in charting a new path for WMF and for cultural heritage preservation around the globe. Now is the time to seize this opportunity, to dream big, and to bring heritage preservation into the future.

Together, we will safeguard the irreplaceable.

A handwritten signature in black ink, reading "Bénédicte de Montlaur". The signature is written in a cursive, flowing style.

Bénédicte de Montlaur
President and CEO

A handwritten signature in black ink, reading "Lorna Goodman". The signature is written in a cursive, flowing style.

Lorna B. Goodman
Chair, Board of Trustees

The Opportunity is Now

A strong endowment provides an annual source of sustainable income, giving an organization financial security to weather economic and social fluctuations. This simultaneously gives the organization amplified flexibility, allowing it to move quickly and seize new opportunities. The significance of this campaign for World Monuments Fund cannot be overstated.

60 Years of Impact

Since 1965, our global team of experts has preserved the world's diverse cultural heritage using the highest international standards.

700+ Irreplaceable Sites

70 Global Team Members

112 Countries

\$300M+ Raised Worldwide

98 Global Directors

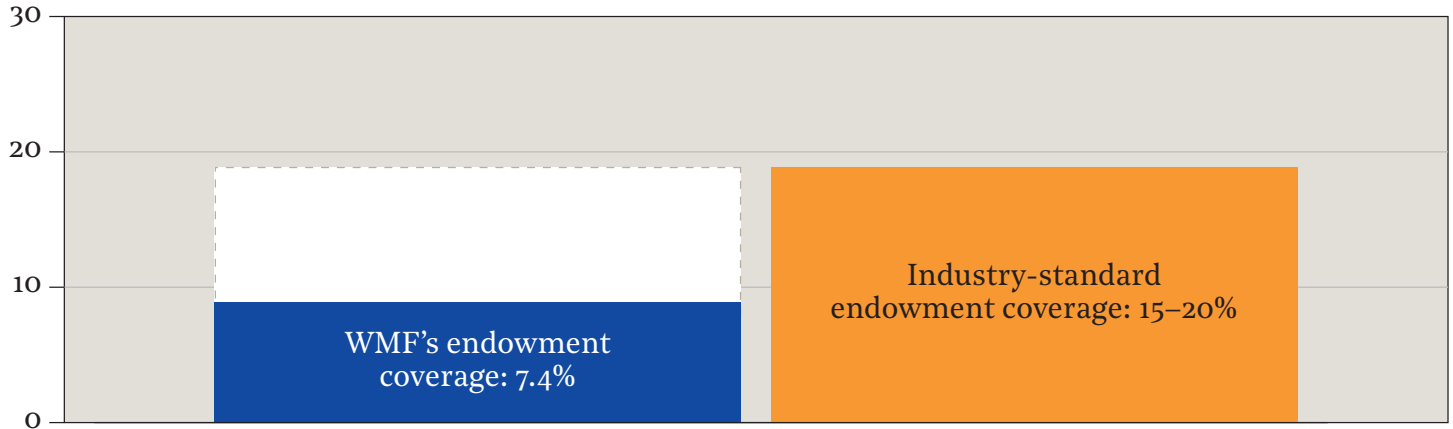
400 ~Annual Project Employment*

*For more than three months



Your Impact Multiplied

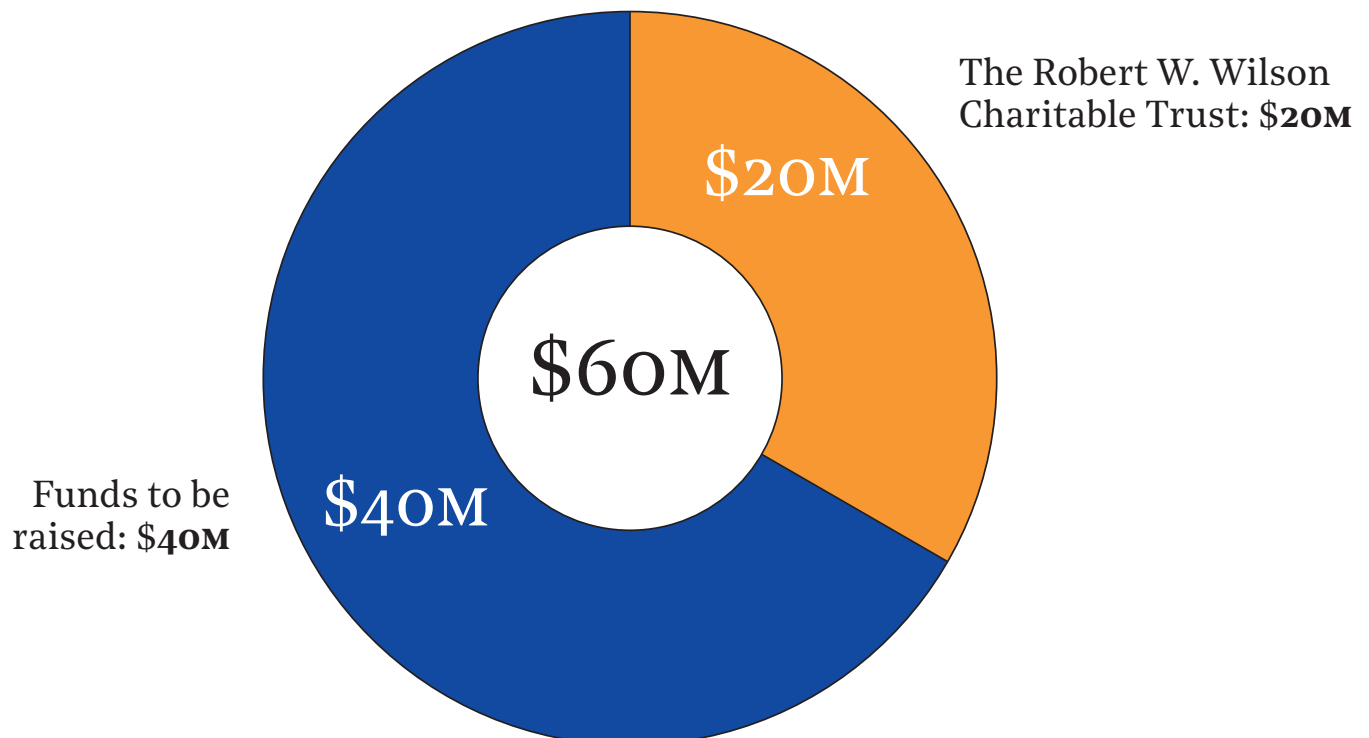
Over the past few years, WMF has been successful at growing both annual revenue and program expenditures, increasing our impact on the field of cultural heritage. However, as of the end of Fiscal Year 2024, the coverage from our endowment was only 7.4% of WMF's expenses, considered low compared to industry benchmarks in the 15–20% range for peer organizations.



Thanks to The Robert W. Wilson Charitable Trust's transformative pledge, we now have a once-in-a-generation opportunity to grow our endowment up to industry standards. The Trust will match 50 cents to every dollar up to \$40 million, allowing us to substantially increase the impact of your support.

Campaign Goal

The successful completion of this campaign will result in **3X** the annual income generated from investments.



Support Our Strategic Initiatives

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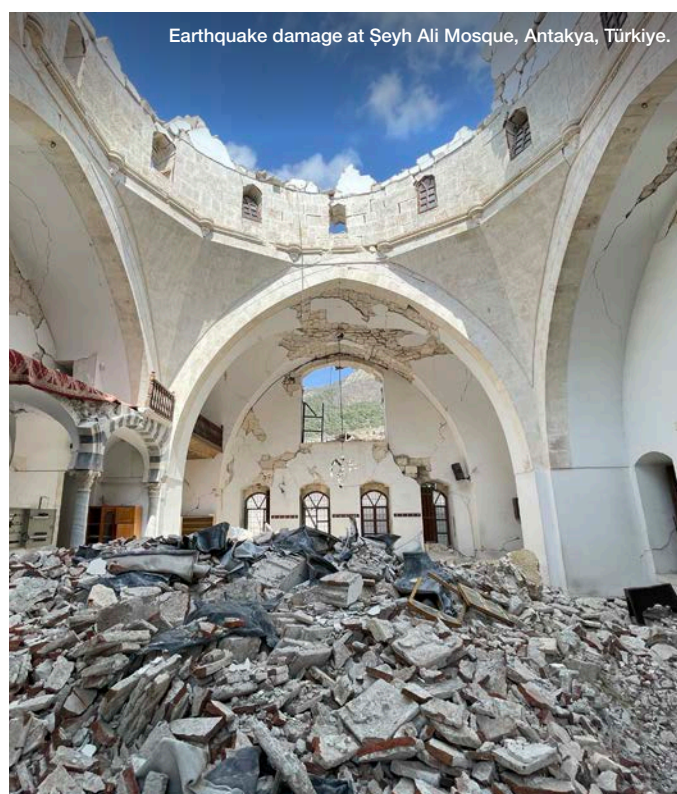
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General Endowment: Building the Future

Our story goes beyond saving bricks and mortar—it is about a global movement harnessing the potential of heritage preservation to enrich lives and build mutual understanding across cultures and communities.

Río Abiseo National Park, Peru.



Arrayanes Garden, Alhambra, Spain.



To achieve our vision, we must invest in building a resilient organization. This includes enhancing our infrastructure, expanding our global network, and fostering a culture of innovation and excellence.

The General Endowment is crucial for our agility and responsiveness. With your support, it will provide the financial flexibility to seize new opportunities and make rapid investments when they arise, ensuring we can capitalize on emerging trends and technologies.

WMF in Action

Inari-yu Bathhouse, located in Tokyo's Kita Ward, is a typical example of a surviving 1930s bathing facility and an exceptional landmark of traditional Japanese architecture. In 2019, Inari-yu was listed as a Registered Tangible Cultural Property by Japan's Agency for Cultural Affairs, the second bathhouse in Tokyo to receive this designation and one of only a handful nationwide. Our work at the bathhouse started with its inclusion on the 2020 World Monuments Watch to support local solutions that could provide a model for the hundreds of remaining bathhouses in Japan. In January 2021, WMF launched a project in partnership with S&N (Sento and Neighborhood) to oversee the restoration of Inari-yu, support its transformation into a functional community gathering space, and document its history and cultural role. Upon completion in 2024, the project received the Award of Excellence at the 2024 UNESCO Asia-Pacific Awards for Cultural Heritage Conservation, the highest recognition given out each year.



Inari-yu bathhouse, Tokyo, Japan.

Preservation Fund

Every year, WMF identifies a portfolio of project sites that are at high risk and intervenes to prevent the loss of irreplaceable heritage. We step in to perform critical structural repairs, preserve artwork and artifacts, and provide ongoing management. Our interventions are crucial for supporting communities and fostering sustainable tourism, economic opportunities, and local pride.

Fieldwork is at the center of our identity. Whether we are protecting heritage sites from neglect, natural forces, or damage resulting from conflict, our modus operandi is the same: we work closely with communities to provide financial and technical support that safeguards their cultural sites.

Mam Rasha Shrine, Iraq.

In our **60-year history**,
WMF has built a team
of experts who have
preserved more
than **700 spaces**
in **112 countries**.



The Preservation Fund will allow us to strategically identify and invest in critical projects globally. This focused approach allows us to channel substantial resources into high-impact initiatives. By committing to these flagship projects, we can create significant, dependable change within communities, fostering resilience and sustainable development.



WMF in Action

For over 50 years, WMF has played a substantial role in the conservation of the heritage of Rapa Nui (also known as Easter Island), Chile. Representing ancestors of the Rapanui people, the hundreds of carved monumental statues found on the island provide a powerful link to the past that enriches our understanding of humanity's development. In 1967, WMF and the Chilean government established the Easter Island Committee to restore two ahu (stone platforms) in the Tahai region and conduct topographical mapping across the island. Since then, WMF has supported major archaeological studies, conservation work,

advocacy campaigns, symposia, and publications that have elevated our understanding of Rapa Nui. WMF's efforts continue today in collaboration with the Ma'u Henua Indigenous Community, who are responsible for the administration of Rapa Nui National Park thanks to a sustained campaign to secure greater Indigenous decision-making power.

Rano Raraku, Rapa Nui, Chile.



World Monuments Watch

WMF's flagship advocacy program, the World Monuments Watch, was launched in 1996 to mobilize action, build public awareness, and demonstrate how heritage can help communities confront the crucial issues of our time. Through this biennial, nomination-based initiative, we partner with the people who know these places best to galvanize support for preservation projects with broader social impact.



**3,455
Nominations**

**885
Watch Sites**

**7 continents,
136 countries,
and the Moon**

**\$120m+
invested
and \$310m+
leveraged**

*as of January 2025

Waru Waru Cultural Landscape, Peru.



Portland Head Light, part of the Historic Lighthouses of Maine, USA.



With your support, we will ensure the sustainability of the Watch program that has proven essential to raising awareness about sites at risk.

We aim to formally launch the Watch Network, which will connect past and present nominators within an international community of heritage professionals, facilitating collaboration, knowledge sharing, and the exchange of best practices, creating lasting support systems for heritage sites.

Jantar Mantar, Jaipur, India.



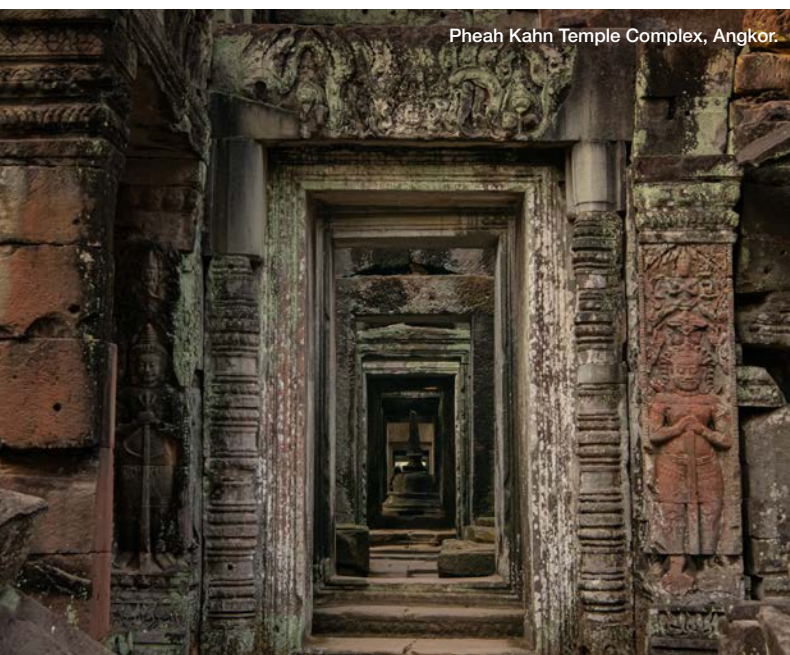
WMF in Action

Jantar Mantar in Jaipur, India—thought to have been built by the ruler Sawai Jai Singh II in 1729—is one of the world's most accurate pre-modern observatories. Unfortunately, the observatory began to deteriorate quickly following its construction, and by the close of the nineteenth century, it had fallen into ruin. In 1901, Maharaja Ram Singh embarked on the restoration and reconstruction of the observatory. The remains of this reconstruction are what we see today.

Jantar Mantar was included on the 2008 Watch, and subsequent advocacy efforts spurred the government of Rajasthan to restore the structure. In 2010, the site was inscribed on the UNESCO World Heritage List. Conservation work is now complete, and the magnificent complex will continue to inspire the local community and awe visitors with its scale and accuracy for generations to come.

Suzanne Deal Booth Institute for Heritage Preservation at World Monuments Fund

The Suzanne Deal Booth Institute for Heritage Preservation at World Monuments Fund will serve as WMF's dedicated resource center for professional training, higher education program development, and targeted networking opportunities in support of heritage preservation globally. The Institute will build up our existing programs like Bridge to Crafts Careers (B2CC), and academic partnerships to create a center for professional engagement and training. Skills acquisition programs will be an essential component of the Institute, offering a variety of targeted workshops, trades training, master classes, internships, and certificate programs to support growth and excellence in the field.



WMF in Action

For more than a decade, the Syrian Civil War has inflicted mass devastation on the country's cultural heritage sites. Recognizing the urgent and mounting need to restore treasured spaces, WMF launched the Building Conservation Capacity in Syria and Jordan project in 2017.

Our pilot in Mafraq, Jordan, brought together 45 individuals, comprising local Jordanians and Syrian refugees, for a 12-month training program focused on repairing damaged stonework, stabilizing archways, and other critical masonry skills. Many of these individuals remained closely involved in the program after graduation, becoming mentors to members of our second cohort.

Building on the success of our early stonemasonry projects, WMF launched a third program in 2020. A cohort of 40 individuals—primarily Syrian refugees—came together in Tripoli, Lebanon, to advance their stonemasonry skills. This group of trainees included eight women, helping to address the gender imbalance prevalent in the masonry industry. Many of the refugees who participated in the program were motivated by a desire not only to boost their employability but to contribute to the future peacetime rebuilding of Syria. As we continue to foster expertise through our stonemasonry initiatives, we forge a path toward restoring the heart of Syria's cultural heritage and bolstering economic activity.

Tripoli, Lebanon



Jewish Heritage Program

The WMF Jewish Heritage Program was established in 1988 to address issues surrounding Jewish heritage sites across Central and Eastern Europe. Over the past 36 years since its launch, the pioneering program has leveraged over \$7.5 million and played a key role in raising awareness about Jewish communities and their places of worship across this region, safeguarding multiple historic synagogues. In recent years, the Jewish Heritage Program has been more actively engaging international networks of Jewish culture and heritage, taking on projects at sites outside of its initial geographic scope, such as in countries like Morocco and Uzbekistan. In 2023, WMF and UNESCO announced a new partnership to ensure the protection of Jewish heritage sites around the world.

Your support for the Jewish Heritage Program Fund will enable WMF to continue to broaden the scope and outreach of the program with Jewish diaspora communities and their at-risk heritage sites across the world.



Traditional House in the Old Jewish Mahallah
of Bukhara, Uzbekistan.

Since the inception of the Jewish Heritage Program, WMF has:

Completed 54 projects in 28 countries

Restored 47 synagogues

Hosted four international conferences and several public programs

WMF in Action

One of the oldest and most important extant Jewish institutions in Venice, the Schola Canton was constructed in 1532, shortly after the enforced confinement of Jews to the Venetian Ghetto Nuovo, often considered the first Jewish ghetto in Europe. The Schola Canton, which occupies the top floor of a secular building in the settlement, reflects the vibrancy of Jewish life in Venice through its rich baroque embellishments.

WMF's work at this important Jewish heritage site spanned decades, including mitigating the risk of the building's collapse by reinforcing its foundation in 1973, repairing the synagogue's *matroneo* (women's balcony) and the *marmorino* ceiling, and installing a new electrical system in 1983. In 2014, WMF supported a project to clean, repair, consolidate, and re-gild the synagogue's intricately carved wooden surfaces, and in 2016 Schola Canton was one of three synagogues in Venice where WMF supported a window restoration project.



Schola Canton, Venice, Italy.

Modernism Program

WMF has been working at modernist heritage sites since 1996 through different programs and initiatives, including the Watch (1996), Modernism at Risk (2006), the World Monuments Fund/Knoll Modernism Prize (2008), and the Modern Century Campaign (2017), drawing international attention to at-risk modernist sites around the world, from the iconic to the overlooked.

In 2008, we strengthened our commitment to advocate for modernist heritage by launching the World Monuments Fund/Knoll Modernism Prize to recognize conservation projects at modernist sites.

Since 1996, WMF has:

Included **49** modernist sites in **20** countries
on the World Monuments Watch

Awarded **8** Knoll Modernism Prizes

Completed **12** conservation projects at
modernist sites around the world

A photograph of the Viipuri Library in Vyborg, Finland, at night. The building is a modernist structure with a large, illuminated glass facade that reveals an internal staircase. The sky is a deep blue, and the ground in the foreground is covered with snow. A street lamp is visible on the right side of the image.

The Viipuri Library in Vyborg, Finland,
winner of the 2014 World Monuments
Fund/Knoll Modernism Prize.

With your support, we can grow the David L. Davies Endowment for Preservation of Modern Architecture to further our work in saving these crucial landmarks of architectural history from the less-distant past. With the funds generated by this endowment, we can more sustainably respond to the challenges faced by modernist heritage today—lack of upkeep, public outreach, proper technology, and expertise—by implementing inclusive conservation solutions, from undertaking work on the ground to creating an online resource archive for experts, scholars, and communities.



Casa sobre el Arroyo, Argentina.

WMF in Action

A significant moment of WMF's advocacy on behalf of modern heritage is the recent selection of Argentina's Casa sobre el Arroyo for the World Monuments Fund/Knoll Modernism Prize. This iconic modernist house, designed by Amancio Williams and Delfina Gálvez de Williams in the 1940s, was selected for the Watch in 2012, which helped bring international attention to its deteriorating condition. The inclusion on the Watch, in addition to unwavering local advocacy, was pivotal in mobilizing resources and support for this architectural gem. Casa sobre el Arroyo was awarded the 2024 WMF/Knoll Modernism Prize in recognition of the outstanding quality of its restoration, which has allowed the once-abandoned structure to reopen to the public as a museum. The meticulous conservation efforts were led by the Ministries of Culture and Public Works of Argentina and the Municipality of Mar del Plata.

Crisis Response Fund

Since our founding in 1965, World Monuments Fund has worked directly with cultural heritage sites affected by destruction resulting from natural disasters, armed conflict, and other disruptive events. Our projects include emergency stabilization, long-term planning and restoration, documentation and assessment, and prevention initiatives. In 2019, WMF established a dedicated initiative, the Crisis Response Program, to amplify these interventions. Through the Program, WMF is able to support community-led recovery actions at affected heritage sites in the aftermath of disaster.

With your support, WMF will enhance our ability to deploy skilled engineers and conservation architects to safeguard sites in the immediate aftermath of disaster and provide guidance and immediate solutions, all while helping communities plan for long-term recovery efforts.

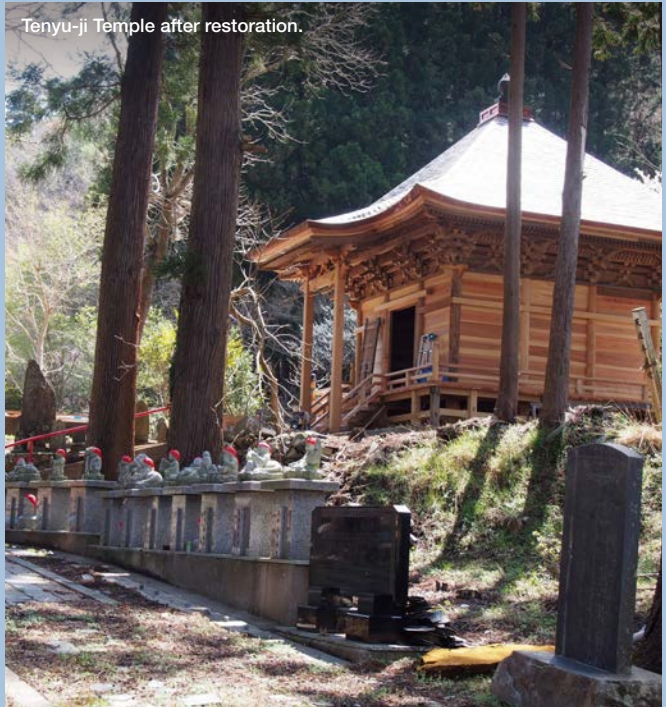


Char Narayan Temple, Kathmandu, Nepal, which was restored by WMF following an earthquake in 2015.

Since 2019, WMF's Crisis Response Program has:
Supported 15 response projects in 11 countries
Supported 24 additional response projects in Ukraine



Tenyu-ji Temple before restoration.



Tenyu-ji Temple after restoration.

WMF in Action

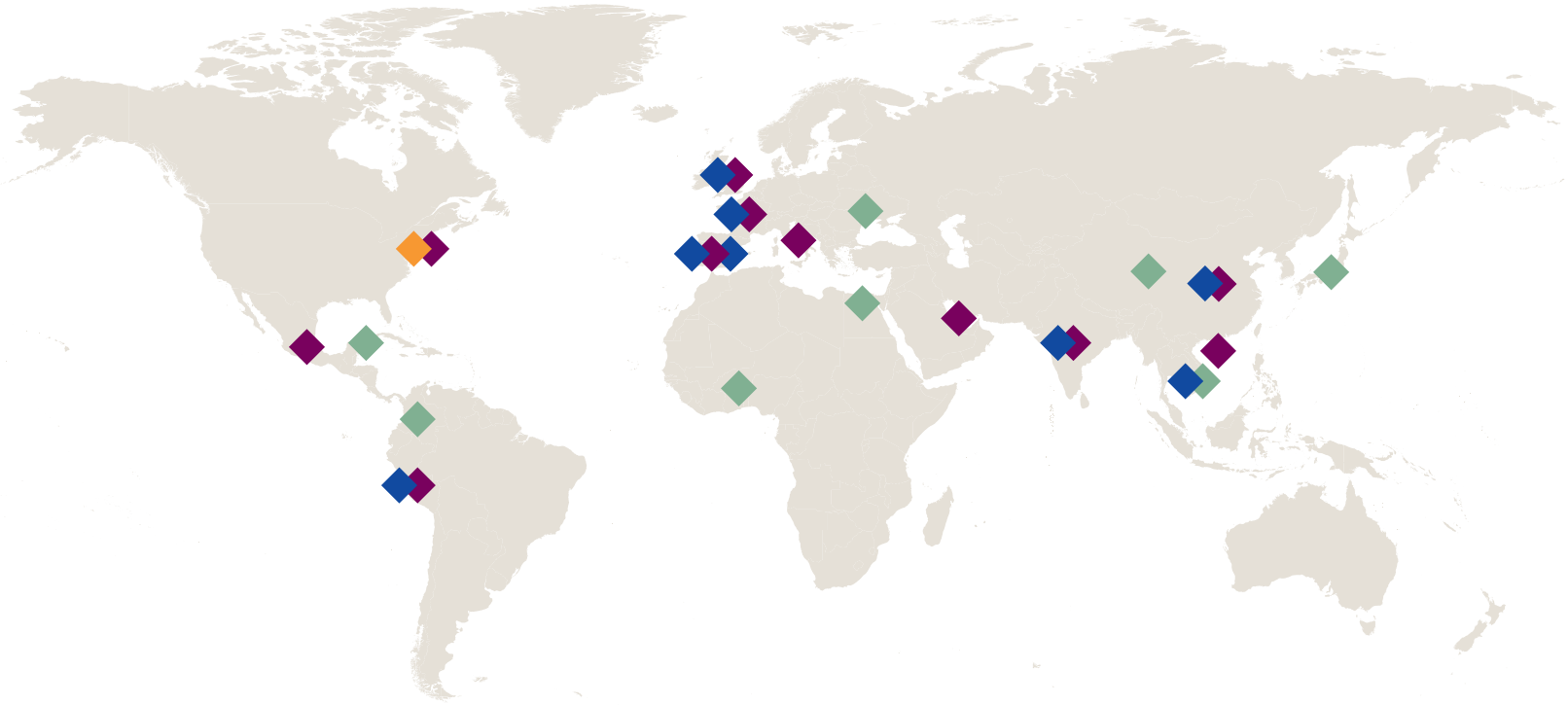
WMF has demonstrated a remarkable ability to respond swiftly and effectively to crises, particularly in the aftermath of devastating earthquakes.

In 2011, Japan was devastated by both an earthquake and a tsunami. The earthquake caused extensive damage to over 700 national landmarks in the Tōhoku and Kantō regions. WMF's inclusion of these sites on the World Monuments Watch in 2012 and 2014 was pivotal in securing the necessary funding and technical expertise for restoration efforts. With support from American Express, WMF facilitated the restoration of significant structures in towns like Sawara, Kesenuma, and Ogatsu. These efforts not only helped preserve Japan's cultural heritage but also played a crucial role in revitalizing local economies and community morale.

WMF's rapid and strategic response to earthquakes has been instrumental in safeguarding cultural heritage. Our approach combines immediate action with long-term planning, ensuring that affected communities are better prepared for future challenges. By focusing on both physical restoration and capacity building, WMF helps communities recover and thrive, preserving their cultural identity and resilience in the face of catastrophe.

Our International Network

WMF works with local communities around the world to safeguard irreplaceable cultural heritage.



Headquarters

United States

International Council Chapters

The Arab Countries	Mexico
China	Peru
France	Southeast Asia
Iberian Peninsula	United Kingdom
India	United States
Italy	

Global Offices

Cambodia	Peru
China	Portugal
France	Spain
India	United Kingdom

Country and Regional Directors

Colombia
East Asia
Japan
Latin America and the Caribbean
Middle East and North Africa
Southeast Asia
Sub-Saharan Africa
Ukraine

WMF staff at their headquarters in Rockefeller Center, New York City



Join the Movement Today

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