



Manitoba is home to 56 community foundations, each of which provides grants to community projects and community organizations operating within a specific area of the province. The Winnipeg Foundation is Canada's first community foundation and is helping strengthen philanthropy across the province by providing support and services to engage and build capacity among Manitoba's community foundations.

The Manitoba government is committed to supporting all 56 community foundations through a variety of community development initiatives and culture and heritage programs. The Province also supports The Winnipeg Foundation's efforts to engage and build capacity among Manitoba's community foundations.

About Manitoba Heritage Trust Program (MHTP)

The MHTP aims to attract public and private funding and provide long-term sustainable revenue for community projects and organizations, with a special emphasis on heritage organizations. The Manitoba government is encouraging museums, archives, and supporting organizations to create an endowment fund (Heritage Trust Fund) at their local Manitoba community foundation.

Endow Manitoba through the *Manitoba Heritage Trust Endowment Fund (MHTE)* will provide stretch money to these funds.

MHTE stretch applies to all heritage funds established under MHTP agreements from April 1, 2018 to March 31, 2021 and heritage funds established under MHTP after April 1, 2021.

Eligible Heritage Organizations

To qualify for the stretch from the MHTE, heritage organizations must meet the following criteria:

- Be a Manitoba-based organization.
- Have a primary mandate to support the identification, collection, preservation, and interpretation of any artifacts, documentary heritage, designated heritage sites/structures or works of visual art/fine craft, that are of recognized importance to the unique historical development of Manitoba.
- Offer regular and consistent public access and programming.
- Be one of the following:
 - Registered charity in good standing with the Canadian Revenue Agency Charities Directorate for a minimum of 1 year.
 - Directly affiliated or a subsidiary of a registered charity in good standing for a minimum of 1 year.
 - Distinct entity under the authority of a public body or institution (e.g. regional/municipal government, university, or Indigenous governing bodies, etc.).

Eligible Heritage Organizations (continued)

- Maintain a website or discoverable internet presence (minimally: have a link through the Association of Manitoba Museums website to Canada Revenue Agency Charities Directorate) and publish financial statements online annually.
- Agree to have its Heritage Trust Fund linked to the Endow Manitoba website operated by The Winnipeg Foundation and listed on other related communications.
- Have a minimum of \$2,500 to deposit into its heritage trust fund.
- Be also one of the following:
 - An association that provides direct services to heritage organizations in support of the primary mandate described above (e.g. Association of Manitoba Museums, Association for Manitoba Archives, etc.).
 - A museum, including but not limited to, an art museum, that maintains a permanent physical collection.
 - An archive that maintains a permanent collection and is accredited by the Association for Manitoba Archives.
 - A society or organization that operates an eligible museum, accredited archive, or a site or structure designated as a heritage site pursuant to The Heritage Resources Act (Manitoba).
 - A fundraising body working on behalf of an eligible heritage organization (e.g. Friends of...).

Exclusions: Organizations dedicated to biological or ecological conservation (e.g. zoological societies, conservation districts, arboretums etc.); virtual, online or purely digital collections; national organizations or their regional operations and subsidiaries unless based in Manitoba; art galleries not acting primarily as a museum.

Eligible Community Foundations

To participate in the MHTP, a community foundation must meet the following criteria:

- Be a member in good standing with Community Foundations of Canada.
- Have entered into an agreement with The Winnipeg Foundation and an eligible heritage organization or if a community foundation wants to create a fund under their investment management plan, they must first receive approval from Endow Manitoba. Upon approval, a templated agreement can be established between an eligible heritage organization and a community foundation. (Templated agreements will be available).

Eligible Gifts

Gifts to qualify for the MHTP stretch must meet all the following criteria:

- Be deposited into a Heritage Trust Fund by September 30 each year.
- Heritage organizations may use any type of non-government derived funding sources to build their Heritage Trust Fund (for example: gifts from individuals or businesses, held over operating funds, fundraising from events held prior, and unused funds from capital accounts, etc.)

Eligible gifts (continued)

- Endowment funds currently held on behalf of a Heritage Organization, which are not eligible for matching, may be transferred into the Heritage Trust Fund.

Gifts NOT eligible for MHTP stretch include:

- Derived from government sources (Federal, Provincial or Municipal).
- Capitalization of the spending generated from their Heritage Trust Fund.
- Previously endowed gifts.

MHTP Stretch Details

Funds Available

The Manitoba government allocated \$5 million in stretch dollars for the original MHTP program to distribute from April 1, 2018 to March 31, 2021. After the original program ended the balance of the stretch dollars was transferred into the permanent *Manitoba Heritage Trust Endowment Fund (MHTE)*. This fund will provide annual stretch monies for these Heritage Trust Fund into perpetuity.

Level 1 Stretch (maximum \$25,000)

Any Heritage Trust Fund will have its eligible gifts, up to \$50,000, stretched by the MHTE. For every \$2 given to the fund, the program will stretch the gift with an additional \$1 (maximum of \$25,000 in guaranteed stretch per organization). This means a gift of \$2 becomes \$3.

*Note: Any organization that created a fund under the MHTP prior to April 1, 2021 that **has not received** the maximum of \$25,000 in guaranteed stretch will have its eligible gifts stretched at the Level 1 rate until it receives the maximum of \$25,000.*

Level 2 Stretch

After an organization receives its maximum of \$25,000 in guaranteed stretch, eligible gifts to its fund will continue to be stretched at a maximum stretch rate of for every \$2 given, the program will stretch the gift with an additional \$1.

The stretch rate will depend on the amount available for distribution from the *Manitoba Heritage Trust Endowment Fund*. If the amount available is insufficient to pay out at the rate of \$2 given, \$1 added, the stretch dollars will be distributed to qualifying Heritage Trust Funds on a pro-rated basis.

*Note: Any organization that created a fund under the MHTP prior to April 1, 2021 that **has received** the maximum of \$25,000 in guaranteed stretch will have its eligible gifts stretched at the Level 2 rate.*

	Stretch Rate	Maximum for each Organization
Level 1	Every \$2 given, MHTE adds \$1	\$25,000
Level 2	Every \$2 given, MHTE adds \$1 or pro-rated*	No Limit

**If the total stretch dollars required exceeds funds available, a pro-rated stretch will apply.*

All stretch dollars will be calculated on the eligible gifts received to a Heritage Trust Fund as of September 30.

Get started

- Visit the Endow Manitoba website - EndowMB.org/manitoba-heritage-trust-program



- Complete and submit the Manitoba Heritage Trust Program application form.
- Organizations will be notified within 10 working days.

More Information

Website: EndowMB.org/manitoba-heritage-trust-program

Email: heritage@wpgfdn.org

Phone: 204-944-9474
1-877-974-3631 (Toll- Free)

Address: The Winnipeg Foundation
1350 One Lombard Place Winnipeg, MB R3B 0X3

The Manitoba Heritage Trust Program is administered by:



Program partners:



**ASSOCIATION for
MANITOBA ARCHIVES**



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