

April 3, 2018

**APPLICATIONS NOW BEING ACCEPTED
FOR MANITOBA HERITAGE TRUST PROGRAM**

- - -

**Up to \$25,000 in Matching Grants Available
For Heritage Organizations: Ministers**

Community museums and archives can now access matching dollars from the new Manitoba Heritage Trust Program, Sport, Culture and Heritage Minister Cathy Cox and Municipal Relations Minister Jeff Wharton announced today.

“We are pleased to announce the details of our Heritage Trust program, which will help heritage organizations build their own, individual endowment funds to assist in their long-term sustainability,” said Cox. “We know many museums serve as important icons and unique tourist destinations throughout Manitoba, and we want to see these organizations thrive.”

Eligible organizations will be required to contribute a minimum of \$2,500 to an established heritage trust, Cox said. Working in partnership with The Winnipeg Foundation, the province will provide one dollar for every two dollars raised for an organization’s endowment fund. The province will guarantee support up to a maximum of \$25,000 to organizations that raise \$50,000.

In all, organizations will have access to \$5 million in matching grants through the Manitoba Heritage Trust Program, which will be administered through the province’s three-year agreement with The Winnipeg Foundation.

“Small community museums and heritage organizations already face a number of challenges, like a smaller donor base and distance from large population centres, but this program ensures all areas of the province will have access to provincial support,” said Wharton. “By partnering together, we ensure museums and archives already working closely with their community can receive our support and continue to preserve our local history while offering educational opportunities to visitors.”

Manitoba has nearly 200 museums and 36 archives, with about 75 per cent located in rural areas, the ministers noted. To administer the program, The Winnipeg Foundation will partner with Manitoba’s other 54 community foundations.

“This is an exciting initiative for all of Manitoba. Working in close collaboration with the Manitoba community foundations, we look forward to a building long-term support for these important provincial heritage organizations,” said Rick Frost, CEO of The Winnipeg Foundation.

The Winnipeg Foundation will be hosting an introductory information session for eligible organizations on April 19 in Winnipeg at the Viscount Gort Hotel. Visit www.endowmanitoba.ca for information on how to apply for the program and to sign up for updates.