

WORLD MONUMENTS FUND
2004 ANNUAL REPORT

Cultural Heritage in a Changing World Landscape

Major shifts in world events in 2004 posed both challenges and opportunities for WMF in its effort to safeguard and conserve our cultural heritage.

WMF began the fiscal year with the announcement of its 2004 list of *100 Most Endangered Sites*, the fifth list issued since the World Monuments Watch program was launched in 1996. Among the 80 new sites facing threats to their survival are Sir Ernest Shackleton's Hut in Antarctica and the Dampier Rock Art Site in Australia, the first sites to be listed on each of those continents. Twenty sites included on the 2002 list were relisted in 2004 because of lingering concerns over their preservation. Among the sites returning to the list is Historic Lower Manhattan, where the fate of many landmark-grade buildings remains uncertain in the face of massive redevelopment plans following 9/11. In the wake of the terrorist attacks, WMF brought together four other preservation organizations to establish the Lower Manhattan Emergency Preservation Fund (LMEPF). In 2004, LMEPF's advocacy efforts saved the Corbin Building—an early skyscraper that had been slated for demolition to make way for a new transit hub—and helped ensure that historic preservation issues will be addressed in the redevelopment process.

Three sites in war-torn Iraq are included on the 2004 list: Nimrud, Nineveh, and Erbil Citadel. However, ongoing conflict in the region continues to take its toll on some of the world's most important sites, demanding a focused and comprehensive institutional response. WMF, in partnership with the Getty Conservation Institute (GCI) and Iraq's State Board of Antiquities and Heritage, launched the Iraq Cultural Heritage Conservation Initiative. Underwritten by GCI, the J.M. Kaplan Fund, the National Endowment for the Humanities, and UNESCO, the initiative will lay the groundwork for the management and long-term preservation of archaeological and historical sites once the country is secure.

Also included on the 2004 Watch list are a number of sites whose survival is dependent on the development of innovative cross-border partnerships—among them the Guaraní Missions in the border area between Brazil, Argentina, and Paraguay, and a suite of ancient Maya cities built on the banks of the Usumacinta River, which separates Mexico and Guatemala. The listing of these sites highlights the importance of cooperative multinational efforts in the area of historic preservation.

In today's world, WMF's work increasingly requires both greater resources and more inventive resourcefulness. It also requires long-term investments and staying the course. The completed restoration of the famed San Francisco Conservatory of Flowers, which was damaged in a storm in 1995, is a testament to the importance of all of these. The conservatory's appearance on WMF's 1996 list of *100 Most Endangered Sites* served as a catalyst for raising money from American Express, which provided seed funding for the restoration that was ultimately matched more than tenfold by Save America's Treasures and a host of private donors.

To manage programs on the European continent, our largest area of activity, WMF launched WMF-Europe, an operating division under the guidance of Bertrand du Vignaud, a former WMF trustee. This step will enable us to capture new opportunities for partnerships with European organizations and to implement restoration work on a regional basis. This effectively mirrors the perspective Europeans themselves have adopted to address shared political, financial, and geographical interests. Among WMF-Europe's priorities is the development of a comprehensive European Interiors Program.

In a world that seems to totter between conflict and community, these and other highlights in 2004 are touching reminders of the ability of great works of architecture to embody the diversity, intricacy, and unity in our long shared history. As you will see in this annual report, WMF's work requires resources, resourcefulness, and faith in equal measure. We are grateful to our donors who have supported these efforts and to our partners and colleagues in the communities where we work who have shared our deeply inspiring and satisfying mission.



BONNIE BURNHAM
President



MARILYN PERRY
Chairman



2004 Program Highlights

During 2004 WMF spent nearly \$15.8 million on preservation work around the globe, of which \$14.3 million, or 90 percent, was placed directly in the field. The sustained growth of WMF's field programs over the past several years has made the organization a more influential and effective partner for institutions, both public and private, seeking to protect historic resources in their local communities. Moreover, WMF's investment this year leveraged an additional \$26.8 million in funds for our projects from other sources.

WMF's largest single project to date is the painstaking restoration of Nicholas Hawksmoor's majestic church of St. George's Bloomsbury. The work is well underway, underwritten with major support from the Estate of Paul Mellon, matched with funding from the Heritage Lottery and English Heritage, along with diverse British private donors.

Over \$5.8 million in challenge funds from WMF's most generous donor, Robert W. Wilson, stimulated matches from 56 private and public partners around the world. Long-term joint commitments with the Aga Khan Trust for Culture in Cairo and Mostar came to completion this year heralding celebrations that called global attention to the seminal architectural contributions the great Islamic cities have made to the world's architectural vocabulary. Today, these and other historic cities around the world are recovering their vitality through historic preservation.

The 2004 World Monuments Watch list of 100 *Most Endangered Sites* included sites of every type on every continent. With a vast array of building types, periods, and threats, the Watch list proved again that communities around the world are eager to step forward and obtain the imprimatur of recognition that WMF's Watch program affords, and to participate in the growing movement of individuals and organizations that place the preservation of the world's built environment foremost among the world's cultural and humanitarian concerns.



CORBIN BUILDING, NEW YORK

WORLD EVENTS

Against the backdrop of the trauma caused by the 2001 attack on the World Trade Center and the Iraq war, WMF forged alliances with sister organizations to keep the cultural heritage agenda in the public eye, and protect significant buildings and historical ensembles threatened by conflict.

Corbin Building

NEW YORK CITY

Following the destruction of the World Trade Center on 9/11, WMF brought together fellow preservation organizations involved in New York City and founded the Lower Manhattan Emergency Preservation Fund (LMEPF). While the fund initially focused on the immediate needs of landmark-grade buildings that had been damaged in the attacks, its attention was soon drawn to a need to keep historic buildings in the area of Ground Zero from being swept away in the process of reconstruction. Among these architectural gems is the Corbin Building (1888-1889), cited as an excellent example of an early skyscraper on the northeast corner of Broadway and John Street, which was slated for demolition to make way for a new \$750 million state-of-the-art transit hub. As a result of LMEPF's efforts, the Corbin Building is to be restored and incorporated into the redesign of the World Trade Center area.

Iraq Cultural Heritage Conservation Initiative

IRAQ

At a ceremony held in Amman, Jordan, on March 25, 2004, the State Board of Antiquities and Heritage of Iraq (SBAH), World Monuments Fund (WMF), and the Getty Conservation Institute (GCI) signed a memorandum of understanding for long-term collaboration in the conservation and management of archaeological and historic sites in Iraq. This jointly funded initiative supported by grants funds from the J.M. Kaplan Fund and the National Endowment for the Humanities, as well as WMF, GCI, and UNESCO contractual funding, will support the development of a nationwide digital site inventory and assessment system as well as the training of SBAH personnel in site-conditions recording, documentation, and management. In addition, conservation and management plans for selected sites, as well as site-specific emergency preservation, will also be addressed, developed, and implemented. The overall aim of the program is to reestablish Iraq's local capacity to manage its extraordinary cultural heritage in the wake of war and civil unrest.

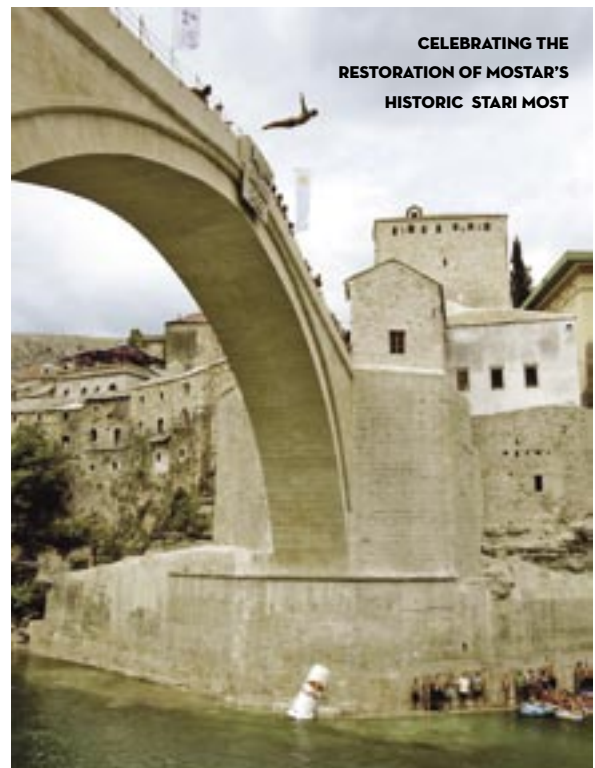
COMPLEX PROBLEMS/COLLABORATIVE SOLUTIONS

Sustainable development of historic cities and cultural sites often stalls because the counterpart investments in infrastructure and amenities are not made in a coordinated fashion. WMF worked in 2004 with the World Bank and the Interamerican Development Bank to incorporate support for historic sites into development programs that are marshalling investment, which will allow these sites to be used and enjoyed by a wider public, and encourage their future sustainability.

Mostar

MOSTAR, BOSNIA AND HERZEGOVINA

In 1999, WMF orchestrated a visit to Mostar by former Secretary of State Cyrus Vance to inaugurate the Mostar 2004 colloquium, a gathering of historic preservation teachers, students, and leaders to begin planning for the future reconstruction of Mostar, a city that lay in ruins following the Balkan conflict. In 1997, the Aga Khan Trust for Culture and WMF began a collaborative program to carry out restoration work in Mostar, which began with the development of a management plan for the entire historic center. In 2004, WMF and AKTC celebrated the completion of the restoration of many of the city's historic buildings and the urban fabric that connects them. Work on historic buildings throughout the city will continue into the near future. This work was complemented by financing from the World Bank and technical coordination by UNESCO, which supported the restoration of the Mostar Bridge, inaugurated in July 2004. AKTC/WMF leave behind the Starigrad Agency, which has already trained dozens of young architects and craftsmen, and will be responsible for regulating development in the city's historic center, as well as managing the city-owned historic sites, in the coming decade.



**CELEBRATING THE
RESTORATION OF MOSTAR'S
HISTORIC STARI MOST**

Chiloé Missions

CHILE

In 2002 heavy storms damaged 9 of the 16 churches designated as World Heritage sites on the island of Chiloé, off the coast of Chile, a unique collection of buildings already identified as being at risk on the 1996 World Monuments Watch list. A loan program from the Interamerican Development Bank (IADB) helped to pay for overall recovery of the communities on the island, while counterpart funding from WMF supported the restoration of churches in Chonchi, Colo, and San Juan. To manage the work, the IADB supported rehabilitation of the former convent of the Immaculate Conception of Ancud as a carpentry school and training of local craftsmen in traditional wood restoration techniques. The craftsmen now move from church to church to complete the remaining work. Two more churches will be restored in 2005, also with WMF support. Altogether, WMF's investment of \$350,000 in the restoration of the churches is complemented with a \$3.5 million commitment by IADB in community-based tourism development.

The Chiloé churches were built of wood, the only abundant building material in the region, through a collaboration between local people and European missionaries. Their orientation took advantage of environmental conditions, and their iconography represents a true mix of aboriginal and European elements.



LA SANTÍSIMA TRINIDAD DE PARANA, PARAGUAY

SAN JUAN CHURCH, CHILE



Jesuit Guaraní Missions

ARGENTINA, BRAZIL, PARAGUAY

The Guaraní Missions, founded by Jesuits in the rainforest region at the conjunction of what are now the nations of Argentina, Brazil, and Paraguay, protected the Guaraní populations and encouraged their culture during the heyday of the Spanish colonial period. In ruins since the late eighteenth century, they are picturesque reminders of a unique chapter of the region's history. Three are included on UNESCO's World Heritage list; but no effort was made among the three countries that conserve the missions to develop a collaborative tourism program until the listing of one mission—San Ignacio Mini—on the World Monuments Watch list. Since that time, WMF has been conducting regional technical and management-planning workshops to encourage uniform standards of conservation, collaborative programming, and international recognition. The efforts began to deliver results in 2004 when \$7 million in IADB funding was awarded to the Argentine province of Misiones to develop a cultural tourism program highlighting the missions, and connecting them through new roads and amenities to the nearby Iguazu Falls. Watch program funding in 2004 from American Express for all three countries underscored the importance of collaborative planning to protect and develop these important resources for the mutual benefit of all three countries.



A WELL PAVILION AT BEIJING'S TEMPLE OF AGRICULTURE, BEFORE AND AFTER RESTORATION

OUT OF DANGER

WMF's long-term focus on sites at risk is the hallmark of its track record. In 2004, WMF saw the completion of several large-scale restoration efforts at major sites that were very recently on the brink of loss. Today, they are out of danger.

Temple of Agriculture

BEIJING, CHINA

At the start of the agricultural season every spring, emperors of the Ming and Qing Dynasties performed rituals to ensure that nature provided a bountiful harvest. In Jufu Hall, emperors literally put on new clothes; there they changed into farming costume and conducted ritual plowing to show respect to the god of agriculture. The two well pavilions of the Divine Kitchen in Xiannong Altar—a complex of sacred buildings and storehouses—supplied water for emperors to draw when making sacrifices to the sacred forces of agriculture. These pavilions at Xiannong, both built in 1420, are distinguished by hexagonal roofs and a variety of dougongs (intricately carved brackets supporting interior beams). Center roof openings allowed the energy of the gods to penetrate the well water.

The temples had fallen into disrepair from exposure to the elements and inappropriate use as factories. Since Watch listing in 2002, grants totaling \$225,000 from American Express, the Flora Foundation, and the Ted Tai Sen Lin Charitable Foundation have funded the restoration of several buildings within the temple: the Divine Kitchen Complex, its entrance gate, two well pavilions, and two storage pavilions.

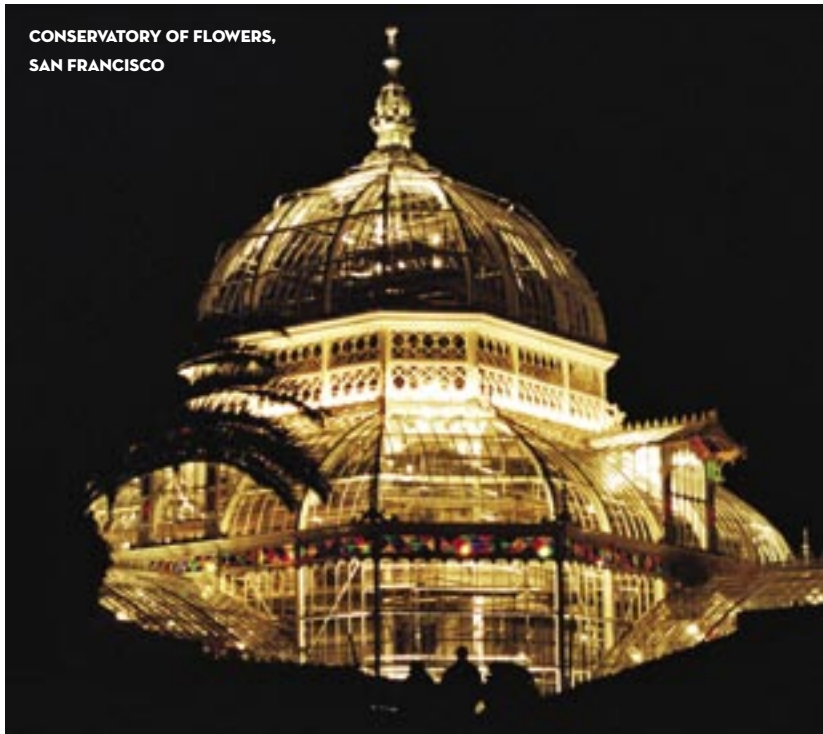
Palacio de Bellas Artes

MEXICO CITY, MEXICO

The stunning art nouveau masterpiece by the Italian architect Adamo Boari, which symbolizes Mexico's artistic accomplishment in the twentieth century, was in a sorry state, with its ceramic tile roofing system leaking so badly that the upper portion of the building was closed, when it appeared on the WMF Watch list in 1988. WMF provided catalytic funding from American Express and through its Robert W. Wilson Challenge to Conserve our Heritage to restore one section of the tripartite dome. The approach of the building's 75th anniversary in 2004-05 provided the impetus for the Mexican government to complete the work. The newly restored dome shines brilliantly, and the building is host to a range of anniversary activities through 2005.

RESTORING THE ROOF OF THE PALACIO DE BELLAS ARTES IN MEXICO CITY





**CONSERVATORY OF FLOWERS,
SAN FRANCISCO**

Conservatory of Flowers

SAN FRANCISCO, CALIFORNIA

Hailed as one of the most extraordinary botanical buildings in North America, the late-nineteenth-century San Francisco Conservatory of Flowers—thought to have been designed in part by the firm of Lord and Burnham—was heavily damaged in a storm on December 12, 1995. Following the building's inclusion on WMF's 1996 list of *100 Most Endangered Sites*, American Express contributed \$100,000 toward the restoration of the Golden Gate Park landmark. Since then, more than \$30 million was raised for the full restoration of the wood and glass building, which was completed on September 20, 2003.

Paradesi Synagogue

COCHIN, INDIA

In 1995, the beautiful Paradesi Synagogue, built in 1568 by descendants of European Jews, was identified as one of ten priority projects by WMF's Jewish Heritage Grant Program. In 2001, WMF began to document and conserve the clocktower, the most emblematic part of the complex. The wood timbers of the cupola are being restored along with the decorative wooden windows, grilles, and exterior stucco surfaces. Replacement of the missing clockworks and conservation of the three wooden faces began in 2002, thanks to the generosity of Yad Hanadiv and other donors. A collaborative agreement between WMF and the Delhi-based National Culture Fund is ensuring proper administration of grant funds.

Limonaia

BOBOLI GARDENS, FLORENCE, ITALY

The interest in collecting botanical species in the 18th century led to the construction of elaborate buildings throughout Europe to house these precious species, gathered from around the world. The Limonaia in the Boboli Gardens in Florence housed the Medici collection of agrumes—one of the most comprehensive in the world today. Its restoration, supported by WMF in conjunction with Italian authorities following Watch listing, is the keystone of a plan to restore the whole of the Boboli gardens, which adjoin the Pitti Palace and provide one of the most picturesque perspectives of the great Renaissance city.



PARADESI SYNAGOGUE CLOCKTOWER



**THE LIMONAIA IN FLORENCE'S
BOBOLI GARDENS**

STATEMENT OF ACTIVITIES

FISCAL YEAR 2004

Total support and revenue for fiscal 2004 totaled \$13 million. Support from contributions totaled \$12.8 million, representing 98 percent of total support and revenue. Individuals, including trustees, trustee foundations and International Council members, contributed \$8,341,737; foundations granted \$2,896,295, and corporate contributions totaled \$1,599,885. Other revenue from special events and investment income added \$287,015.

The World Monuments Fund's total program and support services expenditures for fiscal year 2004 reached \$15.8 million. Program services increased by \$1 million over the prior year for a total of \$14.3 million in fiscal 2004.

Ninety percent, or \$14.3 million, of WMF's expenses in fiscal 2004 went directly to program services. Five percent of the total was spent on management and general administration and five percent on fundraising necessary to generate both current income and support for future years.

WMF's Permanent Endowment Fund in fiscal 2004 totaled \$17,790,839. This significant growth is primarily due to a bequest from the Estate of Paul Mellon received in fiscal 2002.

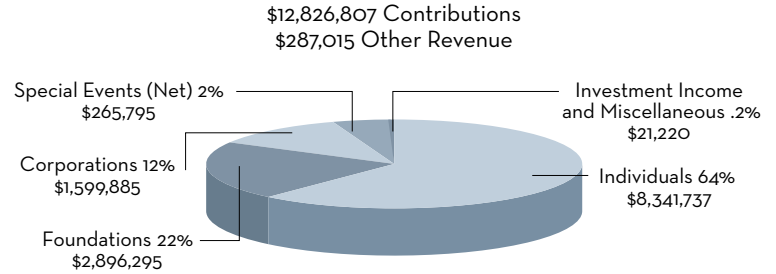
In addition to \$12.8 million in contributions received by WMF, an additional \$10.3 million funding has been leveraged by WMF contractual partners for field projects.

Every contribution to a WMF project leveraged more than twice the amount in funding from other sources. In fiscal 2004 total support for WMF's agenda was \$39.7 million with \$12.8 million coming from WMF and \$10.3 million in funding from contractual partners and \$16.5 million from other sources.

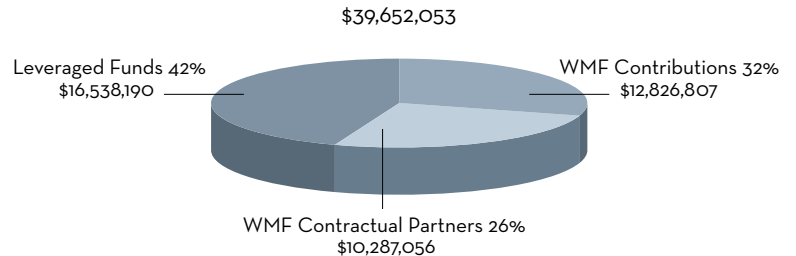
WMF's continued growth has been primarily due to two major activities: the World Monuments Watch program established in 1996 with the list of 100 *Most Endangered Sites*, and the Robert W. Wilson Challenge to Conserve Our Heritage, which provides funds from WMF and project partners worldwide.

Copies of the complete, audited financial statement from which this information is reported may be obtained by writing to the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271 or to World Monuments Fund.

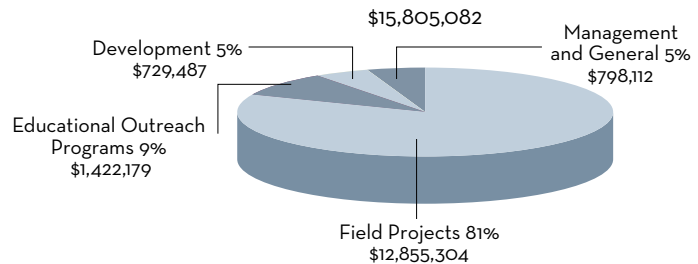
SOURCES OF SUPPORT AND REVENUE



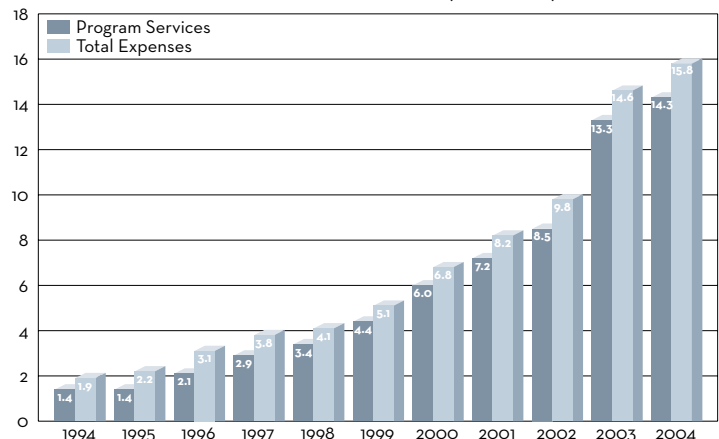
CONTRIBUTIONS, PARTNER COMMITMENTS, AND LEVERAGED SUPPORT FOR WMF PROJECTS



USE OF FUNDS



PROGRAM AND TOTAL EXPENSE (in millions)



	World Monuments Fund		WMF Contractual Partners ⁽¹⁾
	Year ended June 30		
OPERATING SUPPORT AND REVENUE	2004	2003	2004
Contributions	12,826,807	15,261,947	10,287,056
Other revenue:			
Special events, net	265,795	286,536	
Investment income	5,885	402,042	
Publications sales and other income	15,335	32,713	
Total other revenue	287,015	721,291	
Total support and revenue	13,113,822	15,983,238	10,287,056
EXPENSES			
Program services:			
WMF managed field projects	6,456,489	7,571,263	
Co-managed partnership projects	2,924,848	1,226,247	
Project grants to other organizations	3,026,555	3,211,817	
Training and educational projects	447,412	496,138	
Educational outreach programs	1,422,179	743,792	
Total program services	14,277,483	13,249,257	
Supporting services:			
Fundraising	729,488	718,177	
General and administrative	798,111	608,349	
Total supporting services	1,527,599	1,326,526	
Total expenses	15,805,082	14,575,783	
CHANGE IN NET ASSETS FROM OPERATIONS	(2,691,260)⁽²⁾	1,407,455	
Non-operating support and revenue:			
Bequests, contributions and other revenue	46,312	56,780	
Investment income, net of allocation to operations	3,977,086	(1,183,974)	
Total change in net assets	1,332,138	280,261	
Net assets, beginning of year	36,016,236	35,735,975	
Net assets, end of year	37,348,374	36,016,236	

⁽¹⁾ WMF contractual partners are bound by written agreements to match WMF Project funds; this report includes required matching funds plus any additional leveraged funds reported at the time of the award.

⁽²⁾ The change in net assets from operations of (\$2.7 million) is due to the expenditure of field project grants in fiscal 2004 that were received in prior fiscal years.

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\$ 500,000 AND ABOVE

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Samuel H. Kress Foundation
Paul Mellon Fund for Architectural
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The Selz Foundation
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\$100,000-499,999

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