

WORLD MONUMENTS FUND®
2010 Annual Report



World Monuments Fund is the leading independent organization devoted to saving the world's treasured places. For over 45 years, working in more than 90 countries, our highly skilled experts have applied proven and effective techniques to preserve important architectural and cultural heritage sites around the globe. Through partnerships with local communities, funders, and governments, WMF inspires an enduring commitment to stewardship for future generations. Headquartered in New York, WMF has offices and affiliates worldwide.

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TO CONSERVE OUR HERITAGE

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CHUGUJI CONVENT, NARA, JAPAN

COVER: STRAWBERRY HILL, TWICKENHAM, UNITED KINGDOM

From the Chairman

WORLD MONUMENTS FUND has a record of achievements that never ceases to impress me. I am continually amazed at both the quality and the breadth of our projects. We work all over the globe, not just protecting and restoring great monuments, but also nurturing the economic opportunities that these sites provide for the local population.

It is my involvement with the historic port town of Falmouth, Jamaica, and its restoration that first brought me to WMF. Sixteen years ago Falmouth Heritage Renewal, a grassroots group, had a vision of turning their forgotten and neglected town, which was filled with derelict Georgian buildings, into an engine of heritage tourism. Aided by WMF, they created a training center and trained unemployed local youth in restoration trades. Using the trainees as a labor source, Falmouth Heritage Renewal began to restore important small homes in the historic district, significantly upgrading the living conditions of their residents.

Using these restored homes to demonstrate Falmouth's potential as a heritage tourism site has paid off. A major new cruise ship port on the town's waterfront has to date attracted over \$265 million in public and private sector investment in restoration and redevelopment. This will turn Falmouth into a major center for heritage tourism. Today the streets are filled with tourists and the town is thriving. Over one million tourists will visit the town per year.

By helping the people of Falmouth to leverage the unique architecture of their historic district into an economic asset, WMF has partnered in an initiative that has not only saved great buildings, but also provided thousands of jobs and sustainable economic opportunity into the future. It is projects like this and many others that makes me very proud to be associated with WMF and reminds me every day that the work we do really matters because we are changing people's lives.



CHRIS OHRSTROM
Chairman, World Monuments Fund

**CHAIRMAN CHRIS OHRSTROM WITH PETER
MAXWELL, A FOREMAN AT FALMOUTH
HERITAGE RENEWAL'S JOINERY WORKSHOP**



Challenge of a Lifetime

ALITTLE MORE THAN A DECADE AGO, the philanthropist and WMF board member Robert W. Wilson wondered why so little of WMF's support came from outside the United States. Rather than accept the conventional wisdom that there are few traditions of philanthropy to match Americans' private giving, and that culture represents a low budget priority for most countries, he conceived a way to cut through these negative attitudes and produce results. He offered a challenge: \$1 million for architectural conservation projects abroad if WMF could match it with funds from foreign partners.

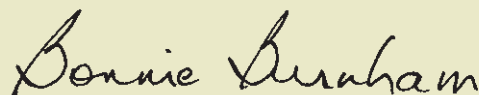
WMF focused on several important sites on the World Monuments Watch® list, and soon had the matching funds in place. The next year the challenge grew to \$3 million and from there to an aggregate \$100 million for a program that became known as the Robert W. Wilson Challenge to Conserve our Heritage. With \$75 million now committed to projects, in 2010 WMF commissioned an independent assessment of the Wilson Challenge. Not unexpectedly, we learned that the Wilson Challenge has not only transformed WMF; it has also had a positive impact on the international environment in which we work. By 2010, 178 Wilson Challenge projects in 48 countries had been approved, and 136 of those have been completed. With more than \$121 million committed by matching partners—bringing total support to \$195 million—the Wilson Challenge may be the largest private investment that has ever been made in heritage conservation worldwide.

The magnitude of the funding has deepened WMF's engagement with its projects and partners. The opportunity to bring every project through to completion has allowed for unforeseen advances in the approach to conservation and in the strategies employed by WMF and its partners. The Wilson Challenge made it possible to plan for the entire range of conservation actions, from initial documentation through conservation treatment to dealing with the issues of site presentation and visitor management.

These investments have produced immediate economic results at the local level. Communities have seen immediate benefits from restored monuments, greatly enhancing their visibility and capacity to attract visitors. Several sites have achieved UNESCO World Heritage designation following the strategic investment of Wilson funds with those of local governmental partners.

The Wilson Challenge has created a new model for WMF in its work with outside partners: one of full collaboration from the beginning to the end, addressing new challenges and taking advantage of opportunities as they arise, deploying new technologies as they become available. As important as the money has been, what we have learned from the Challenge program is less about spending money than about developing and realizing a strategic vision that goes beyond what we could have imagined without the Challenge.

In the coming pages, we will present some of the inspiring case histories of the Wilson Challenge. We hope that these will demonstrate how easily other donors could become leaders in the challenge to preserve our most treasured places.



BONNIE BURNHAM
President, World Monuments Fund

Wilson Challenge at a Glance

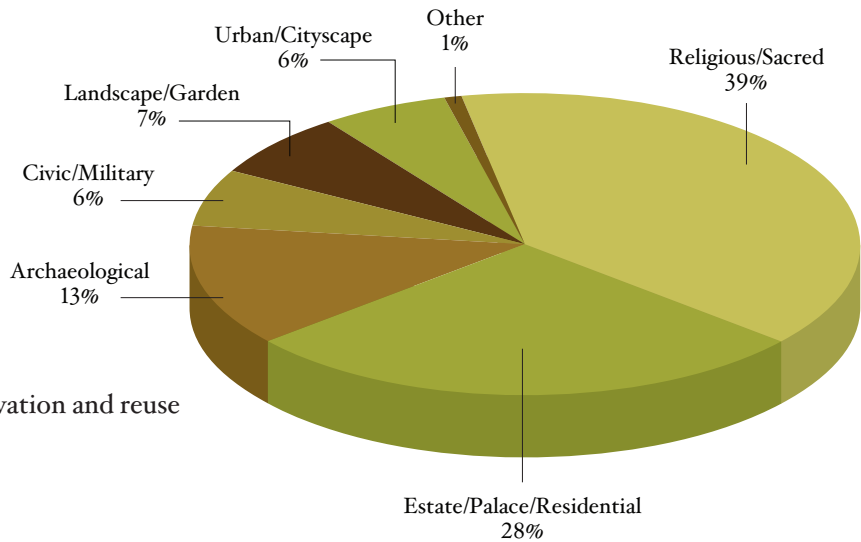
(based on the period 1997–2009)

- \$195 million investment in heritage preservation
- \$74.3 million in total project funding awarded
- \$121.6 million in matching funds
- 178 sites in 48 countries received funding through 2009
- 96 were World Monuments Watch sites
- More than 140 project partners

Benefits

- Investment in historic buildings' preservation and reuse
- An increase in visitors
- More effective tourism management
- Contributions to local economy
- Strengthened local stewardship
- Social development opportunities for communities
- Public education
- Professional development for conservation experts
- Testing of new methodologies
- Transparency of partnership arrangements
- Successful leveraging of funds
- Strategic growth opportunity for WMF

Wilson Challenge Funding by Site Type

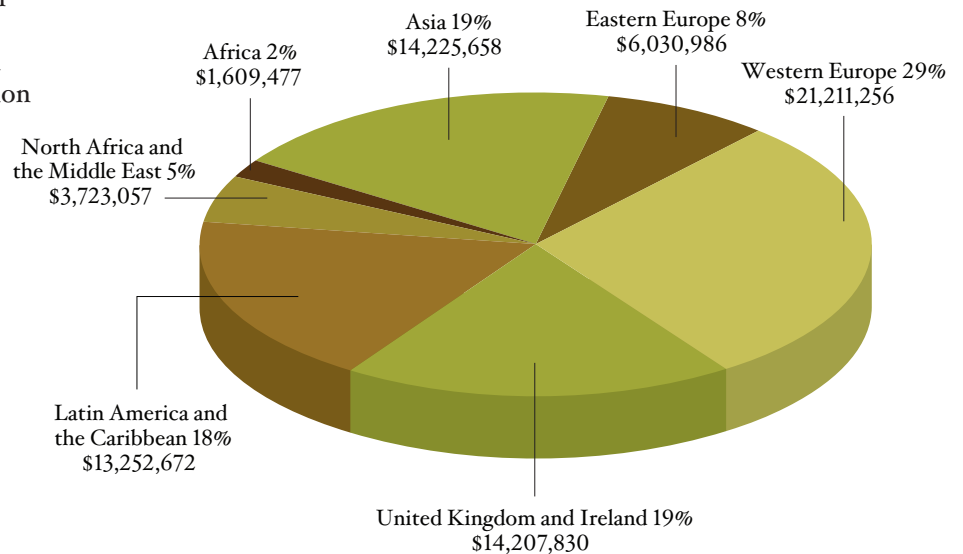


Top ten recipients of Wilson Challenge funds through 2009

- Stowe House, United Kingdom: \$7 million
- Qianlong Garden, Beijing, China: \$3.67 million
- Huaca de la Luna, Peru: \$2.3 million
- Mostar Historic Center, Bosnia and Herzegovina: \$1.9 million
- Strawberry Hill, Twickenham, United Kingdom: \$1.6 million
- Monuments of the Al-Darb al-Ahmar District, Cairo, Egypt: \$1.58 million for three projects
- Lalibela Churches, Ethiopia: \$1.47 million
- Queluz Palace, Portugal: \$1.4 million
- Mexico City Historic Center: \$1.3 million
- San Clemente a Casauria, Italy: \$1.25 million

With \$25 million remaining to be awarded, WMF expects to commit all \$100 million of Wilson funding by 2012. An executive summary of the evaluation report on the Wilson Challenge, as well as brief descriptions of many of the projects supported, can be found at www.wmf.org.

Cumulative Regional Distribution



Revitalizing Neighborhoods

MONUMENTS OF THE AL-DARB AL-AHMAR DISTRICT, CAIRO, EGYPT

The Historic Cities Programme of the Aga Khan Trust for Culture (AKTC) has been one of WMF's most important challenge partners. In 2001, work was well underway on the Aga Khan's project to create a major park in central Cairo, when a buried segment of the city's Ayyubid walls was rediscovered. As restoration of this wall area began, the surrounding areas of the city fell under scrutiny. The Al-Darb al-Ahmar district, adjacent to the wall, contained myriad monumental palaces, mosques, and mausolea dating from the twelfth century onward. In a state of partial collapse, several of these complexes had lost the pinnacles of their minarets in the nineteenth century. AKTC proposed a partnership to restore the minarets of the Umm al-Sultan Shaaban Mosque and the Sultan Khayrbek complex; WMF countered that full conservation treatments of the entire structures would be more appropriate, to return the buildings to their communities in usable condition. The restoration of these structures soon expanded to a vigorous community revitalization program. The AKTC restored unused Ottoman buildings and opened them as community health facilities, then started a microlending program to help property owners in the stable but poor neighborhood to restore the façades of their houses. The next joint project was the restoration of the Tarabay al-Sharifi mosque, a handsome structure adjacent to the gate of Al-Azhar Park. Finally, the AKTC/WMF partnership began to restore the celebrated Blue Mosque, the most significant structure in the area, with its Ottoman glazed tile decoration. When this project is complete, in 2012, the Al-Darb al-Ahmar district will be one of the best preserved and vital neighborhoods in historic Cairo.





Creating a Sustainable Future

BELVEDERE GARDENS, VIENNA, AUSTRIA

Built as a summer residence for Prince Eugene of Savoy in the early eighteenth century, the Belvedere and its gardens were the site of the historic signing of the Austrian State Treaty in 1955. World War II bombing narrowly missed the Belvedere Palace, destroying its cistern and parts of the Lower Belvedere. After that, city drinking water was used to water the gardens, and its pools and fountains were no longer in play. When the city made the decision to cut off the water due to shortages, it precipitated a crisis. World Monuments Watch listing and an offer of \$250,000 in Wilson Challenge funds produced a response from both local private sources and the Austrian government. Wilson agreed to match the funds in full. The resultant budget, totaling \$1.5 million, was enough to create a new system of cisterns that now provide a sustainable water supply beneath repaved walkways, and to restore the central fountain. The subsequent restoration of the Lower Belvedere and additional investments by the city and federal governments were completed in 2005, the 50th anniversary of the Austrian State Treaty. In 2011, WMF will celebrate the completion of a second project—restoration of the *sala terrena* in the Upper Belvedere Palace, a beautiful room designed by Johann Bernhard Fischer von Erlach with massive sculpted columns bearing colossal figures. The *sala terrena* creates a transition between the palace, with its major art collection, and the gardens.

Developing Regional Tourism

HUACA DE LA LUNA, TRUJILLO, PERU

Beneath an enormous mountain of sand, the pyramids of Huaca de la Luna and Huaca del Sol, built by the Moche culture, have stood relatively undisturbed since colonial invaders from Spain arrived in the early sixteenth century and plundered the monumental structures for the treasures within. The chance discovery of polychrome decoration on one of the pyramid's façades led archaeologists to begin an intensive excavation and conservation program in 1991, which is now nearly completed. The project was planned from the outset to couple archaeology with conservation and sustainable local development. Plans were made for laboratory and training facilities, zoning was put in place to provide infrastructure and regulate development of contiguous areas, and visitor facilities were planned for the anticipated growth of tourism to this major archaeological find. Initial support for conservation was provided by the Peruvian brewery Backus. When WMF matched this funding with Wilson Challenge funds, it helped galvanize local private and public sector support. Since Huaca de la Luna was opened to the public in 1995, annual visitation has grown from around 22,000 in 1995 to hundreds of thousands today. Additionally, over the course of the project, nearly 700 local residents were trained in archaeology, conservation, and tourist management. Construction of a major museum by the Peruvian government in 2010 to house finds from the site has brought further recognition. Today, the excavation and conservation of several Moche sites along Peru's north coast, including Huaca Cao Viejo, Sipán, and Kuelap has resulted in a "Ruta Moche," opening a once-remote area to international tourism. The Ruta Moche is the model for other regional tourism programs planned by the Peruvian government. In the country's Andean highlands near the city of Cusco, a Ruta del Barroco is beginning to draw visitors to colonial churches under restoration by WMF.





Encouraging Domestic Philanthropy

CHUGUJI CONVENT, NARA, JAPAN

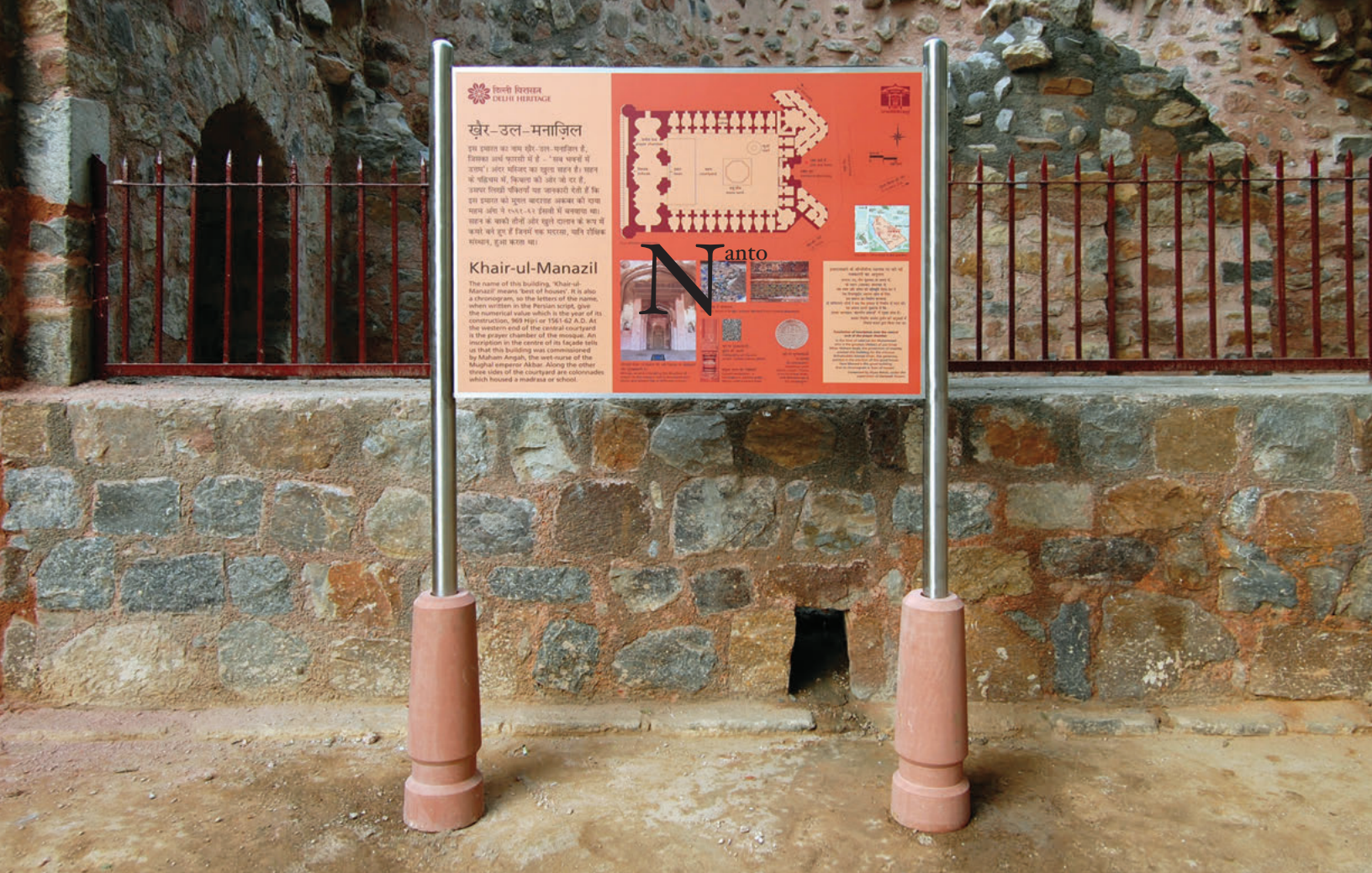
Hiding in plain sight among the rich array of temples and monasteries in historic Nara and Kyoto are 13 convents occupied by female Zen Buddhist orders. Established over several centuries by the imperial family to minister to their spiritual needs, the Imperial Buddhist Convents became well-kept secrets after the Japanese crown abandoned Buddhism and Nan to adopted Shintoism as its official religion in the nineteenth century. In the last 100 years, the convents have declined significantly, but those that remain are treasure-houses of art and precious artifacts presented to them as gifts by past emperors and shoguns. Chuguji is the oldest Imperial Convent in Japan, with roots dating back to the eighth century, and is the home of two National Treasures, adding to its prestige. When WMF began working in 2002 with the Institute for Japanese Medieval Studies to help conserve the Imperial Convents, Chuguji was facing serious structural issues stemming from the Kobe earthquake that occurred in 1995. The entire structure and foundations needed strengthening. The availability of Wilson Challenge funding produced both a challenge and a dilemma, as the Buddhist nuns had no experience with fundraising, and needed help in order to respond. Help came in the form of official patronage of the fundraising effort for Chuguji by Princess Mikasa. With her endorsement, the heads of the Kintetsu railway company and Nanto Bank were recruited to lead a matching fund campaign. They collected more than 500 small gifts to raise the funds necessary to complete the challenge. With additional funding from The Tiffany & Co. Foundation and the Freeman Foundation, WMF and its partners have repaired the structure, installed a new, lightweight metal roof, and restored the beautiful painted screens of the convent's imperial reception room. The restoration was completed in 2009.

Engaging Governmental and Local Support

SANTA PRISCA PARISH CHURCH, TAXCO DE ALARCÓN, MEXICO

The beautiful baroque church of Santa Prisca is built on the site where its founder, Don Pedro de la Borda—down on his luck and ready to commit suicide—miraculously discovered a silver mine in 1716. Its location, directly above the mine in the heart of a thriving town of silversmiths that continues to produce plentiful jewelry, has contributed to its deterioration, through blasting that has opened cracks and fissures in the walls and roof of the church. The church was listed on the World Monuments Watch in 2000 over concerns about its condition. The community had been able to raise only a small amount of money to restore the church, and had not been able to attract the attention of the state government to the needs of their small town. A WMF visit to announce a grant from American Express the following year produced a surprising result. A representative of the state government who was attending the ceremony immediately responded to the grant announcement with an increased commitment from the state. To keep the ball in play, WMF announced that it would match all the funds raised in the coming year for Santa Prisca. The community then banded together and managed to raise over \$300,000 from local merchants. This resulted in another increment of funds from the state government. The trio of Wilson, community, and state government has since put together three-quarters of the nearly \$3 million overall budget to completely restore the church. The miracle of Santa Prisca has been repeated, and when the church bells ring on the feast day of January 18, 2012, they may well be celebrating the successful partnership to restore the church.





Discovering a City's Heritage Resources

DELHI HERITAGE ROUTE / ISA KHAN'S TOMB, DELHI, INDIA

Preserving urban heritage sites often involves bringing new audiences to appreciate and use them. This was the goal of a joint initiative between WMF and INTACH, the Indian National Trust: to map and mark a Delhi Heritage Route, linking sites of historic importance to each other through signage, and promoting visits to the monuments through the city's tourism department and its new system of hop-on, hop-off buses. Anchoring the Heritage Route is Humayun's Tomb, a noble precursor of the Taj Mahal from the formative stage of Mughal architecture, whose garden was recently restored by the Aga Khan Trust for Culture. Joining AKTC in a program to expand public use of the site, WMF committed Wilson Challenge funds to the restoration of Isa Khan's Tomb, an adjacent octagonal structure that is an immediate architectural predecessor of Humayun's tomb. Vestiges of the original pattern of its tiled dome are sufficient to allow a complete reconstruction of its original color scheme. Afghan craftsmen, visiting from another AKTC site in Herat, are instructing Indian craftsmen to re-create the fabrication of these colorful elements. Archaeological excavations now underway will reestablish the original level of the surrounding pavements. Reopening the site's original gate will place Isa Khan's tomb directly in the path of visitors to the Humayun's Tomb complex and transform this smaller structure into a centerpiece of the site visit. As the larger complex is reintegrated, it will come to represent more than the sum of its parts.

Creating New Uses

STOWE HOUSE, BUCKINGHAMSHIRE, UNITED KINGDOM

The magnificent country house of Stowe has seen spectacular ups and downs since its creation by the Temple family, who rose to become the Dukes of Buckingham and Chandros in the nineteenth century, then lost their entire fortune. The house and its contents were put on the auction block only decades later. Saved from demolition in the 1920s to become the Stowe School, the house has never received a full restoration treatment, and its declining condition was of increasing concern when Stowe House was listed on the World Monuments Watch in 2002 and 2004. Part of the challenge of preserving the house was the need to create uses that were compatible with the school's educational mission, while at the same time attracting a wider audience, greater recognition, and more resources. WMF, the Stowe House Preservation Trust, the Stowe School, and the British National Trust joined forces to make Stowe one of the "must see" sites on the popular circuit of visits to England's stately homes. A British donor stepped forward and reversed WMF's role by challenging the challenger—inviting WMF to join him in a major program to bring back the splendor of the house and its interiors. With the exterior façades now in the final stages of restoration, the Marble Saloon and State Library restoration completed, the lovely Music Room underway, and the National Trust's new visitor center soon to be opened in the park, Stowe will be back on a positive footing that could scarcely have been imagined a decade ago. Upon completion in 2012, Stowe House will once again welcome guests while it shelters quality education and presents itself—within the setting of one of England's greatest romantic gardens—as the grande dame it was conceived to be.





NEWLY RESTORED LONG GALLERY AT
STRAWBERRY HILL, TWICKENHAM,
UNITED KINGDOM

For the Public Good

In its preservation fieldwork, World Monuments Fund emphasizes long-term solutions for improved stewardship and greater public enjoyment and use of the sites that it chooses for support. WMF's Core Programs provide a framework for setting priorities and reviewing accomplishments each year. The five Core Programs—Cultural Legacy, Capacity Building, Advocacy, Education and Training, and Disaster Recovery—describe the broad categories around which our work is organized. Through each project, training activity, advocacy effort, and emergency response, WMF works with local partners and leverages resources, often using our Challenge funds as a vehicle to bring greater attention and more robust financial support. The following pages summarize some of WMF's achievements in the field during 2010.

CORE PROGRAM

Cultural Legacy

In Europe, WMF worked with local partners on a wide variety of projects that often shared a goal of conserving historic sites while also returning them to public view after long absences from public access. Some were opened to visitors for the first time.

After being closed to the public for nearly two years and concealed by scaffolding for the better part of 18 months, Strawberry Hill in Twickenham reopened its doors to the public in October 2010. Horace Walpole, the son of Britain's first prime minister, as well as one of Britain's greatest eighteenth-century collectors, built this Gothic castle as a summer villa to house his collection that spanned ancient to modern art. Strawberry Hill became one of Europe's most influential neo-Gothic buildings. Today it is considered one of the best examples of Georgian Gothic Revival architecture in Britain. After restoration, it is one of the best-documented houses in the country. The exterior brown stone and brick of the building have been renovated to appear as Walpole intended, and are now lime washed in a striking white. Twenty of the twenty five rooms on the ground and first floors will have been fully restored to their 1790s appearance, when Walpole had completed the design. The new space will include a café in what was once Walpole's Great Cloister, which looks out onto the restored gardens. A new shop will open at the site

as well as a museum space, and the building will be host to special events and ceremonies. Two education rooms and a "Discovery Room" will be utilized, the latter to showcase the building's 300-year history, including a film about the restoration.

In September 2010, the church of Saint-Sulpice-de-Favières in France was reopened to the public with an inaugural celebration. The timing of the reopening was appropriate, as the weekend that followed was dedicated to celebrating European cultural heritage around the continent by holding events and opening private sites to the public. Built during the reign of Saint Louis, between 1245 and 1260, the church of Saint-Sulpice-de-Favières still has a few of its original thirteenth-century stained glass windows. Despite regular maintenance by the church, the windows, especially the oldest ones, suffered from natural aging and increasing levels of pollution. Very aggressive chemical products used for previous cleanings had eroded the surface of the windows. WMF, La Fondation du Patrimoine, and the French local authorities contributed funds toward the restoration of the windows. The restoration project began in 2009 and was completed in September 2010.

THE CHURCH OF SAINT-SULPICE-DE-FAVIÈRES





A RECENTLY RESTORED FOUNTAIN AT QUELUZ PALACE

In Portugal, conservation work at the Queluz Palace Garden outside Lisbon reached completion with a celebration of the conclusion of the project in fall 2010. Representing some of the latest expressions of baroque and rococo landscape design from eighteenth-century Europe, the Queluz Palace Garden is also a marvel of hydraulics, with extensive systems that provided water to the garden, the fountains, and the palace. WMF sponsored historical research and digital mapping of 50,000 tiles to review conditions and conservation needs, and undertook emergency repairs, as well as necessary cleaning and the repair of storm damage. More recently, WMF Britain organized the conservation of lead sculpture designed by eighteenth-century English artist John Cheere, and the restoration of the remaining sculptures and fountains has been carried out in situ by Portuguese conservators including those trained in workshops organized by WMF.

In Asia, WMF's work at Angkor continued to focus on three major temples: Preah Khan, Phnom Bakheng and the *Churning of the Sea of Milk* gallery at

Angkor Wat. WMF's team completed significant investigative work at Phnom Bakheng to determine remedial solutions for water damage at the temple complex. In spring 2010, WMF conducted a seminar on conservation of the brick shrines at Phnom Bakheng. This seminar allowed Cambodian and foreign experts to spend an extended time discussing a particular set of conservation challenges. At the *Churning of the Sea of Milk* gallery, WMF completed additional stone conservation of the roof and plans to conclude the work on the gallery in 2011.



RESTORATION ON THE ROOF OF THE
CHURNING OF THE SEA OF MILK
GALLERY AT ANGKOR WAT, CAMBODIA

2010 Active Projects

AUSTRIA

1. Belvedere Palace, Vienna
2. Kollegienkirche, Salzburg

BURKINA FASO

3. Loropeni Ruins

CAMBODIA

4. Angkor Archaeological Site

CAMEROON

5. Bafut Palace

CHILE

6. Arica Parinacota Churches
7. Easter Island

CHINA

8. Puning Temple Statues, Chengde
9. Qianlong Garden, Beijing, Forbidden City
10. Zhalu Monastery, Shigatse

COLOMBIA

11. San Ignacio Church, Bogotá

CYPRUS

12. Walled City of Famagusta

CZECH REPUBLIC

13. Prague Castle

ECUADOR

14. Bolivar Theater, Quito
15. Todos Santos Complex, Cuenca

EGYPT

16. Aqsunqur Mosque (Blue Mosque), Cairo
17. Luxor Temple, Luxor
18. Mortuary Temple of Amenhotep III, Luxor
19. New Gourná Village, Luxor

ETHIOPIA

20. Mentewab-Qwesqam Palace, Gondar
21. Rock-Hewn Churches, Lalibela

FRANCE

22. Belvedere, Versailles
23. Saint Luc Church, Ménerbes
24. Saint Trophime, Arles

GERMANY

25. Castle Hartenfels, Torgau
26. Fuggerhouse, Augsburg
27. Little Pheasant Castle, Mortizburg
28. New Palace in Sanssouci Park, Potsdam
29. Residenzschloss, Weimar

GREECE

30. Churches of Lesvos

GUATEMALA

31. Capitanes Generales Palace, Antigua

HAITI

32. Earthquake recovery, Port-au-Prince

INDIA

33. Amber Town, Rajasthan
34. Delhi Heritage Route / Isa Khan's Tomb
35. Hampi Archaeological Site
36. Jaisalmer Fort
37. Sumda Chun Monastery, Leh

IRAQ

38. Cultural Heritage Conservation Initiative, Babylon

ITALY

39. Church of San Clemente a Casauria, Pescara
40. Duomo, Theodelinda's Chapel, Monza
41. Royal Palace of Venice (Correr Museum)
42. Temple of Portunus, Rome

JAPAN

43. Machiya Townhouses, Kyoto

JORDAN

44. Qusayr 'Amra, al-'Azraq Municipality

LIBYA

45. Wadi Mathendous Rock Art, Fezzan

LITHUANIA

46. Vilnius Choral Synagogue, Vilnius

MALI

47. Bandiagara Escarpment Cultural Landscape

MEXICO

48. Jesús Nazareno Church, Atotonilco
49. Las Pozas, Xilitla
50. Madera Cave Dwellings
51. Maya Sites of the Yucatán Peninsula
52. Mexico City Historic Center
53. Monte Albán, Oaxaca
54. Santa Prisca Church, Taxco de Alarcón
55. Teotihuacán Archaeological Site, San Juan Teotihuacán
56. Yaxchilán, Frontera Corozal

NEPAL

57. Patan Royal Palace Complex

PAKISTAN

58. Petroglyphs in the Diamer-Basha Dam Area

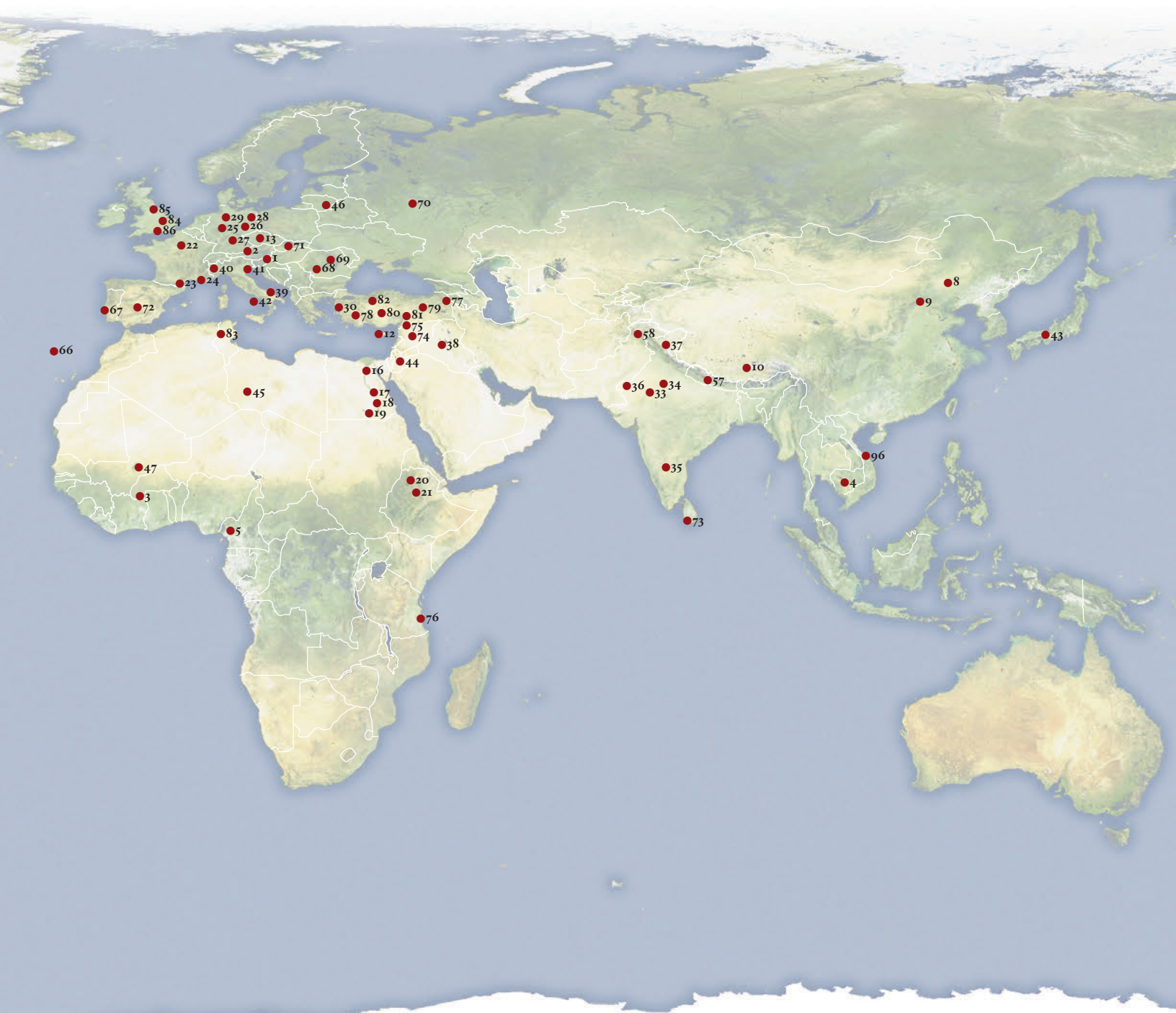
PERU

59. Chankillo Archaeological Site
60. Colca Canyon Churches, Arequipa
61. Huaca de la Luna, Cerro Blanco
62. Lima Historic Center
63. Oyón Valley Missionary Chapels
64. San Pedro Apóstol de Andahuaylillas Church
65. Santa Catalina de Siena Convent, Arequipa

PORTUGAL

66. Funchal Cathedral, Madeira
67. Queluz Palace, Lisbon





ROMANIA

- 68. Brancusi Ensemble, Târgu-Jiu
- 69. Evangelical Church, Biertan

RUSSIA

- 70. New Jerusalem Monastery, Istra

SLOVAKIA

- 71. Banská Štiavnica Calvary Complex

SPAIN

- 72. San Clemente Monastery, Toledo

SRI LANKA

- 73. Historic Galle

SYRIA

- 74. Citadel of Aleppo
- 75. Cyrrhus (Nebi Hourri), Azaz

TANZANIA

- 76. Historic Sites of Kilwa Kisiwani

TURKEY

- 77. Ani Archaeological Site, Ocarli Köyü
- 78. Aphrodisias Archaeological Site, Geyre
- 79. Mar Gabriel Church, Tür Abdin
- 80. Meryem Ana, Göreme
- 81. Red Church, Güzelyurt
- 82. Temple of Augustus, Ankara

TUNISIA

- 83. Bulla Regia

UNITED KINGDOM

- 84. Saint Paul's Cathedral, London
- 85. Stowe House, Buckinghamshire
- 86. Strawberry Hill, Twickenham

UNITED STATES OF AMERICA

- 87. Mount Lebanon Shaker Village, New York
- 88. Dutch Reformed Church, Newburgh, New York
- 89. Florida Southern College Historic Campus, Lakeland
- 90. Historic Route 66
- 91. Miami Marine Stadium
- 92. New York Studio School, New York City
- 93. Williamsburg High School of Architecture and Design, Brooklyn, New York
- 94. Taos Pueblo, New Mexico

VENEZUELA

- 95. La Guaira Historic City

VIETNAM

- 96. Minh Mang Tomb, Huế



ABOVE, STUDENTS IN THE ANDAHUAYLILLAS YOUTH CONSERVATION TRAINING PROGRAM. A CERAMIC PAINT POT USED BY THE CHURCH'S SEVENTEENTH-CENTURY MURALISTS, RIGHT, WAS A SURPRISE FIND DURING THE RESTORATION.



In 2010, work on the Qianlong Garden in the Forbidden City in Beijing, China, progressed with much emphasis placed on conservation of mural paintings that are included in the exhibition *The Emperor's Private Paradise: Treasures from the Forbidden City*. In 2010 and 2011, the exhibition will be on view at the Peabody Essex Museum in Salem, Massachusetts; the Metropolitan Museum of Art

in New York City; and the Milwaukee Art Museum. The exhibition displays exquisite, never-before-seen objects of ceremony and leisure from the Qianlong Garden, the emperor's private retreat. The inspiration for the exhibition arose from WMF's partnership with the Palace Museum in Beijing to conserve the Qianlong Garden. WMF completed the conservation of *Juanqinzhai*, or the Studio of Exhaustion from Diligent Service, in 2008.



In Latin America, WMF's project at San Pedro Apóstol de Andahuaylillas Church near Cusco, Peru, created a conservation training program for young people in the village. Built by Jesuits in the sixteenth century, the church has an ornate interior decorated by Don Luis de Reaño in 1629 and is one of the most elaborate churches in the region. The sanctuary has a polychrome ceiling in the Mudéjar style, built using a pre-His-

A RESTORED MURAL FROM THE QIANLONG GARDEN, NOW ON DISPLAY IN THE EXHIBITION *THE EMPEROR'S PRIVATE PARADISE: TREASURES FROM THE FORBIDDEN CITY*

APPLICATION OF POULTICES DURING
RESTORATION OF THE ROOFTOP CRENELLATIONS
OF CAIRO'S BLUE MOSQUE

panic construction method. Inclusion on the 2008 World Monuments Watch raised awareness of the importance of San Pedro Apóstol and also the imminent need for conservation. The current project addresses the interior, emphasizing the conservation treatment of the sanctuary and its mural paintings, works on canvas, and *artesonado* ceilings. The choir, main façade, and chapels will also be restored as a result of WMF's work at the site. One of the great surprises of 2010 at San Pedro Apóstol de Andahuaylillas was the discovery of seventeenth-century artists' tools during the course of the restoration of the church's interior and altar. As workers were examining the historic finishes, a glazed ceramic bowl and small wooden paintbrush with animal-hair bristles were found among the church's artifacts. The astonishment of finding these items centuries after their use in the church brings to life the artistic practice of the era and allows for additional research into materials used in the church's decorative plan.

In Egypt, WMF's partnership with the Aga Khan Trust for Culture continued to contribute to the conservation of the Blue Mosque, known locally as the Aqsunqur Mosque, the largest mosque in the Al-Darb al-Ahmar



neighborhood in historic Cairo. The Mosque has been the religious center for the community since its construction and is an exceptional example of early Mamluk religious architecture, erected in 1347 by Amir Aqsunqur and expanded during the Ottoman period in the seventeenth century to include the vibrant blue Iznik tiles in the sanctuary. The restoration project involves structural stabilization and consolidation, and conservation of the upper structures, minaret, roof, and interior. Work is expected to be completed in December 2011. This past year, work on the Blue Mosque focused on the conservation of the minaret and the roof. Work has begun on the interior of the mosque, starting with the walls and roof of the prayer room, and will continue with the rest of the interior and the mausoleum.

An important feature of WMF's work is greater public access to monuments that have benefitted from conservation work, by incorporating tourism management strategies into the planning and site interpretation elements of the project.

In Luxor, in March 2010, WMF and its partner, the University of Chicago Epigraphic Survey (Chicago House), celebrated the completion and opening to the public of the Luxor Temple Blockyard Open-Air Museum. The partnership began when the stones were threatened by rising polluted groundwater. Over one million stones were lifted onto platforms and are now organized in chronological order immediately adjacent to the Temple of Luxor.



LUXOR TEMPLE BLOCKYARD OPEN-AIR MUSEUM.



THE RESTORED MACHIYA TOWNHOUSE
PILOT PROJECT IN KYOTO, JAPAN

CORE PROGRAM

Capacity Building

In 2010, announcement of the 2010 World Monuments Watch drew attention to numerous sites around the world where the local community greatly valued its historic resources but needed outside help to tackle the problems at hand.

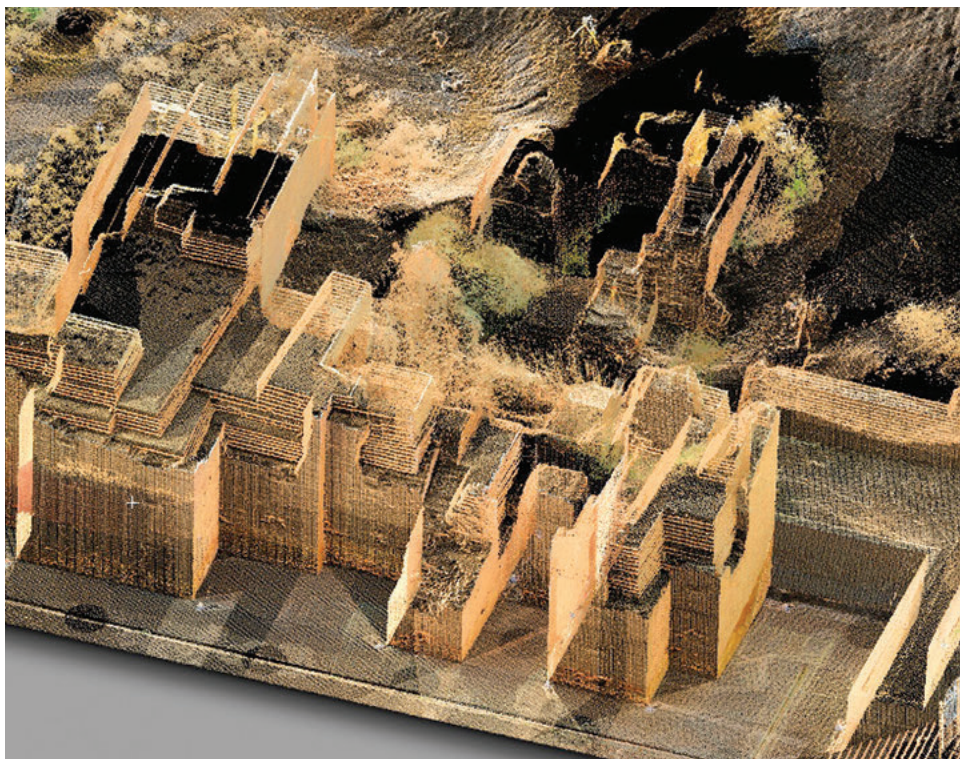
The *machiya* merchants' houses of Kyoto were a feature of the 2010 Watch. The announcement galvanized local support, combined with international donations secured through WMF. A conservation project for one of the *machiya* was completed in late 2010. Throughout Kyoto, *machiya* townhouses dating from the Edo Period (1603–1867) dot the urban landscape adjacent to modern apartments and commercial buildings. These townhouses were used as hybrid commercial and residential spaces and were born out of the city's growing merchant class and artisanal traditions. Incorporating interior gardens and abundant light and air, the *machiya* elegantly balanced their form and function and fostered a culture that integrated urban living and commerce. WMF hopes that its pilot restoration of a *machiya* strategically located in the center of Kyoto will serve as a model project and resource center for those interested in preserving this cultural heritage.

Ancient Babylon is one of the most renowned archaeological sites in the world. In 2009, WMF established the Future of Babylon program, which is a collaborative archaeological conservation project with the Iraqi State Board of Antiquities and Heritage (SBAH), supported by the U.S.

INTRICATELY DETAILED LASER SCANNING AT
BABYLON ALLOWED CONSERVATORS TO PERFORM
PRECISE CONDITIONS ASSESSMENTS.

Department of State. Starting in June 2009, WMF began regular missions to Iraq, forging a strong relationship with the SBAH. These missions have resulted in defining priority areas within the site and have included hands-on digital scanning workshops, resulting in 3-D documentation of Nabu-sha-Khare Temple and the Ishtar Gate, and the production of a site boundary map. Anticipating the eventual return of tourism to Iraq, the main objectives of the project are to improve site conditions and strengthen the capacity of the SBAH to sustainably manage Babylon. Conservation training and capacity building are necessary for long-term stewardship of the site.

Bulla Regia, Tunisia, a prosperous Roman city in the second century, is distinguished by subterranean houses unique to this site and the impressive polychrome mosaics that adorn their floors. WMF has developed a conservation plan at this archaeological site and recently completed the stabilization and consolidation of the subterranean courtyard at the House of the Hunt. Consolidation of walls, conservation of the vaults, and stabilization measures to protect the mosaics on the subterranean floor have all been completed. This past summer the team addressed other structures, both subterranean and aboveground, on the site. The next phase of work will increasingly address on-site interpretation and visitor management. At the conclusion of WMF's project, the public will be able to visit the site and have an informative experience without compromising the condition and integrity of the monuments. The public will have safe access to the elegant houses at Bulla Regia and fully appreciate the beauty of their mosaics and gardens. WMF hopes, through collaboration with Tunisian specialists, to develop a greater capacity to manage and maintain the site in the future.





THE HOUSE OF THE HUNT, ONE OF THE MAGNIFICENT SUBTERRANEAN DWELLINGS AT BULLA REGIA, TUNISIA

The island of Kilwa Kisiwani in Tanzania is one of the most significant historic sites in East Africa. Standing ruins scattered across Kilwa Kisiwani and its sister island, Songo Mnara, represent three periods of political and commercial control: the Swahili civilization from the twelfth to fifteenth centuries, followed by Portuguese rule in the early sixteenth century, to the annexation by the Omani empire based in Zanzibar in the eighteenth century. In 2008 WMF began a conservation pilot project at Kilwa that concentrates on stabilizing walls and preventing further deterioration of the Portuguese fort. In addition, conservators are strengthening the building's resilience to the effects of local climate conditions. WMF will soon begin urgent conservation of the Sultan's Palace and mosque on Songo Mnara, and the fourteenth-century Palace of Husuni Kubwa on Kilwa Kisiwani. WMF's goal at the site is to carry out training exercises that accomplish urgent conservation objectives at key structures, assist with local capacity to manage tourism, and create tourist facilities.

CORE PROGRAM

Education and Training

In 2010, WMF continued to develop educational programs at Mount Lebanon Shaker Village and the Dutch Reformed Church, both in New York State. In summer 2010 field schools took place at both sites, furthering work and training activities initiated in previous years. WMF also provided career development opportunities for students at the Williamsburg High School of Architecture and Design in Brooklyn, New York. The school uses a curriculum designed and developed by WMF over a decade of collaboration with New Jersey Institute of Technology and the New York City Department of Education. WMF's contributions in 2010 were inviting speakers in architecture, preservation, and related fields to present their work to students through a series of planned class visits during the school year. WMF also hosted high

STUDENTS AT THE MOUNT LEBANON SHAKER VILLAGE FIELD SCHOOL LEARN BOTH TRADITIONAL CONSTRUCTION METHODS AND MODERN CONSERVATION TECHNIQUES.

school interns at its offices, as well as hosting a gathering to encourage other local preservation organizations to offer internships to Williamsburg High School of Architecture and Design students. One of the Williamsburg High School students received a very high honor in October 2010, when he was awarded a college scholarship by the American Institute of Architects at the AIA Heritage Ball. The student receiving the scholarship participated in WMF's preservation craft training and education workshop at Mount Lebanon Shaker Village, which covered techniques for wooden sash restoration, paint stripping, repainting, glass cutting, and glazing installation.

Increased professional capacity often results from projects in which WMF is engaged. In some instances specific resources are created that become useful tools to the advancement of the field. In the last year, WMF has produced a number of publications and of particular note is *Lineamientos para la Conservación de Monumentos y Sitios en Guatemala*, which grew out of WMF's work at the Capitanes Generales Palace in Antigua, Guatemala. This Spanish-language publication is available as a downloadable PDF on the WMF website and was widely distributed in Guatemala. Experts in conservation and restoration of monuments and sites, both from Guatemala and other countries, contributed to the ideas in the publication and it is considered a significant resource for preserving Guatemala's National Cultural Heritage.

Twelve endangered churches on the isle of Lesbos, Greece, were included on the 2010 Watch list due to their importance in their communities as well as to their deteriorated state. WMF sponsored a graduate field program during the summer of 2010 to document conditions at one of the churches, Moni Perivoli. The sixteenth-century monastery church contains the only surviving complete cycle of wall paintings on Lesbos, and the graduate students





MEDIEVAL WALL PAINTINGS IN ON THE GREEK ISLE OF LESVOS WERE DOCUMENTED BY WMF-SPONSORED GRADUATE STUDENTS.

from Columbia University worked under a preservation architect and supervising conservator to research technical approaches to conservation treatment and to develop a site-specific documentation system. The students were able to present their documentation efforts in a poster session at the SMARTDOC conference held in Philadelphia in the fall of 2010.

At the New York Studio School, WMF supported extensive research on the Gertrude Vanderbilt Whitney Studio, an artistic ensemble designed by Robert Winthrop Chanler. The New York Studio School occupies a structure that was the original Whitney Museum of American Art in the heart of Greenwich Village. The structure dates from the late nineteenth century and evolved over the decades as buildings were combined and façades altered to accommodate changing needs. The group of four row houses and the carriage houses were acquired by the sculptor and art patron Gertrude Vanderbilt Whitney, the eldest surviving daughter of Cornelius Vanderbilt II, as her salon and an artist studio space for herself and numerous artists. In 1912 she commissioned Robert Winthrop Chanler to decorate her private studio. Chanler designed a fantastic allegorical ornamental plaster ceiling, screens, stained glass windows (now removed but accessible in private collections), and a 20-foot-tall bronze and plaster chimney. In 2010, WMF partnered with the University of Pennsylvania Architectural Conservation Laboratory to implement a conservation survey, analyzing and testing the decorative ceiling and chimney in the Whitney Studio. Since it is still used as a school, WMF coordinated all conservation work to minimize disruption to classes, student exhibitions, and critiques. In addition to conserving the Whitney Studio, a priority of the partnership is to develop a comprehensive, phased master plan for the entire facility.

CORE PROGRAM *Disaster Recovery*

Every year, man-made and natural disasters take a toll on the earth and its populations. The highest priority in the aftermath is rescue and relief of the suffering of communities ravaged by catastrophic events. Cultural heritage is often severely damaged through these catastrophes, creating an urgent need for resources and expertise just at a time when life at a local level is in a state of chaos. Doing the wrong thing often compounds the impact of the disaster. Exceptional investments are needed on a timely basis, and yet the priority of an immediate response is eclipsed by pressing human needs.

For many years, WMF has made an effort to address cultural heritage emergencies caused by disasters. In 2010 WMF formed a partnership with the Prince Claus Fund in the Netherlands to combine the two organizations' efforts to provide emergency response to cultural heritage in the aftermath of disaster. The two organizations' goals are complementary: PCF provides immediate support to preserve cultural sites following a catastrophe; WMF plans long-term programs once the emergency has passed to help sustain the cultural sites that have been damaged. The two organizations immediately focused on the aftermath of the earthquake that devastated Haiti

FOLLOWING HAITI'S DEVASTATING EARTHQUAKE, WMF WORKED WITH LOCAL PROPERTY OWNERS TO EVALUATE DAMAGE.





WMF, IN PARTNERSHIP WITH THE UNESCO WORLD HERITAGE CENTRE, IS UNDERTAKING AN ASSESSMENT OF CONDITIONS AT NEW GOURNAH IN EGYPT, ONE OF THE EARLIEST EXAMPLES OF COMMUNITY-DRIVEN PLANNING AND SUSTAINABLE DESIGN.

in January 2010 and provided funds to help preserve the Gingerbread Houses of Port-au-Prince, a 2010 World Monuments Watch site. These late-nineteenth- and early-twentieth-century fancifully decorated wooden buildings fared better than many areas of the city, and suffered few of the problems experienced by later concrete buildings that simply could not withstand the severe tremors caused by the earthquake. The urgent risk was the threat of demolition of buildings that could be salvaged through restoration work. WMF sent teams of experts to Port-au-Prince and the historic town of Jacmel to evaluate damage and help provide guidelines that would give property owners the option to save existing buildings that had survived in viable condition. After several site visits and workshops, WMF and PCF hope to publish a manual for repair of these historic buildings.

Other joint projects by WMF and PCF were selected for recovery efforts in Bhutan, Western Sumatra (Indonesia), and Pakistan.

CORE PROGRAM *Advocacy*

In October 2009, WMF announced the 2010 World Monuments Watch, calling international attention to the needs of sites across the globe and addressing themes of sustainability for communities and their historic resources. The 2010 list garnered extensive global media coverage, reaching more than 200,000,000 people worldwide. This resulted in progress at many Watch sites.

Watch listing is often a catalyst for local, national, and international support and involvement. In Colombia, both

the national and local governments have contributed to fund the country's 2010 Watch sites. In the U.K., a grant was awarded for repair work to St. John the Evangelist Parish Church in Shobdon by English Heritage, and at the Hôtel de Monnaies in Villemagne l'Argentière, France, a project has been developed by the village to restore the building for use by city hall. The Dechen Namgyal Gompa in India received a grant from a private foundation for documentation and assessment of the wall paintings. To date, seven 2010 Watch sites have received grants from the United States Ambassadors Fund for Cultural Preservation. Nominators of Ujumbe Palace in the Comoros Islands and the Historic Center of Colón, Panama, extended tremendous gratitude to WMF for their inclusion on the Watch, and insisted that Watch listing was the source of international interest and funding.

With the impending construction of the Diamer-Basha Dam along the Indus in Pakistan, WMF and the Prince Claus Fund are supporting the development of an Emergency Action Plan to document and protect the petroglyphs before irreparable damage is done. WMF, along with other preservation groups, commissioned a study to assess the feasibility of preserving the Miami Marine Stadium in Florida. After completion of the study, Miami-



FOLLOWING WATCH LISTING OF WIENER WERKBUNDSIEDLUNG IN VIENNA, AUSTRIA, THE VIENNESE GOVERNMENT ANNOUNCED A €10 MILLION PROJECT, FUNDED LARGELY BY THE CITY'S HOUSING AUTHORITY, FOR THE REHABILITATION OF THE IMPORTANT MODERN COMPLEX.

Dade County allocated \$3,000,000 toward its restoration. And in April 2010, WMF sponsored a field mission to inspect and document the conditions of murals in six churches in the Historic Walled City of Famagusta, Cyprus.

Watch listing is a catalyst for a range of events that include organizing meetings and symposia, implementing studies, and creating exhibitions focusing on the sites. After the Watch announcement, the Lod Community Foundation hosted a launch event in November 2009 to raise awareness about the conservation needs and efforts in the historic center and has received government and individual support. With support from the French and Brazilian embassies, Fundación Ciudad and Basta de Demoler, the nominators of the Buenos Aires Historic Center, hosted a symposium in September 2010 to raise awareness about the conservation needs of the historic center.

SPECIAL PROJECTS

Modernism at Risk

Over the past year, WMF's Modernism at Risk Initiative has been instrumental in raising awareness about the threats facing modern architecture: from apathy and neglect to unsympathetic alterations or demolition based on perceived obsolescence. The *Modernism at Risk* exhibition, which highlights five case studies revealing both successes and failures in modern preservation while bringing attention to localized preservation issues, has been touring the United States since August 2009. The exhibition reaches out to design professionals and students to promote awareness. *Modernism at Risk* will continue to universities in Montreal and Michigan in 2011 before making its way across the Atlantic to Lund University in Sweden during the fall.

THE *MODERNISM AT RISK* EXHIBITION DEBUTED AT THE CENTER FOR ARCHITECTURE IN NEW YORK CITY.



THE *OCULUS* EXHIBITION IN ST. PAUL'S CATHEDRAL, LONDON, PROVIDES 400 YEARS OF HISTORY, AS WELL AS VIRTUAL ACCESS TO THE CHURCH'S DOME.

SPECIAL PROJECTS

Sustainable Tourism

In the U.K., one of WMF's Sustainable Tourism projects passed an important milestone and allowed a world-renowned monument to be appreciated even more by its visitors. The first phase of the sustainable tourism project at St. Paul's Cathedral in London has been completed, and in July, a multimedia exhibition projecting centuries of history opened in the former treasury in the crypt. The appropriately named exhibition, *Oculus*, displays visual images of the evolution of the cathedral throughout history, starting with the original church at the site in 604 in Saxon London and traveling through the Great Fire of 1666 and the Blitz in World War II. Images and dates from the cathedral's historic past appear on the walls of the crypt as viewers are transported back in time. In addition to telling the story of the cathedral's construction and eventful history, the exhibition consists of four films that project 270 degrees around the crypt, one of which gives visitors the experience of viewing London from the striking vantage point of the Golden Gallery. Designed with those unable to climb to the top in mind, the exhibition conveys the feeling of ascending up toward the dome, projecting the Whispering Gallery as well as the Golden Gallery, complete with 360-degree views of London by the time the virtual experience reaches the top of the dome.

Events



2010 Hadrian Award

Left, WMF presented the 2010 Hadrian Award to businessman and philanthropist Ratan N. Tata, pictured with WMF chairman Chris Ohrstrom and president Bonnie Burnham. Bollywood legend Sharmila Tagore, above, presented a special tribute.



Strawberry Hill

WMF Britain welcomed donors and other supporters to Strawberry Hill House, Twickenham, England, in October. Partly funded by WMF, it was officially opened to the public at the end of 2010 to rapturous acclaim, allowing visitors to witness work in progress as the final stages of restoration are completed. Here WMFB's guests learn about the ongoing restoration of The Gallery with Chairman of the Strawberry Hill Trust, Michael Snodin.



Angkor Conservation Workshop

In February 2011, WMF's Cambodia office convened Phase II of a brick shrine conservation workshop at Angkor's Phnom Bakheng. This phase focused on implementing some of the stabilization techniques discussed in the Phase I workshop held in June of 2010. Prof. Giorgio Croci (in yellow shirt), UNESCO Ad Hoc Expert of the International Coordinating Committee, was the leading engineer guiding this phase of the work.



Paris Gala

In June 2010 WMF Europe hosted a gala to celebrate its new headquarters at the Hôtel de Talleyrand in Paris. Pictured left: World Monuments Fund Europe President Bertrand du Vignaud with WMF chairman Christopher Ohrstrom and his wife Lilla.

Statement of Activities

Fiscal year ending June 30, 2010

Every dollar given to WMF leveraged more than two dollars in funding from other sources.

World Monuments Fund's investment in programs was \$20.4 million in fiscal year 2010. Program expenses represented 87 percent of all expenditures, which totaled \$23.4 million. Program services expenditures have increased over the last 10 years from \$6 million in 2000 to \$20.4 million in 2010, an increase of 240 percent.

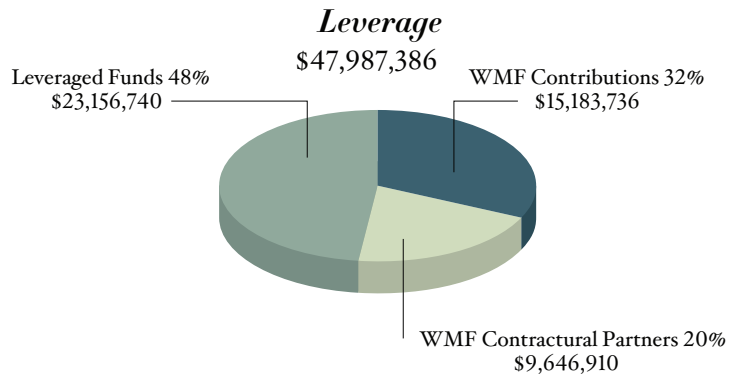
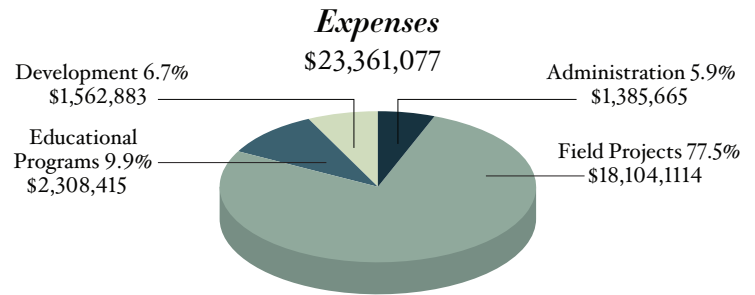
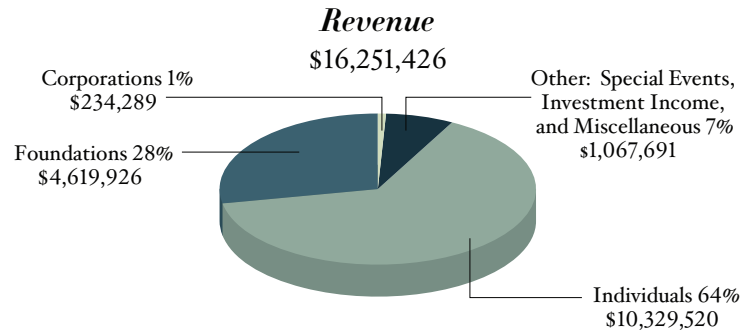
Spending on support services remained low: in 2010, only 6 percent of the total was spent on management and general administration, and 7 percent on fundraising necessary to generate both current income and support for future years.

Support from contributions totaled \$15.2 million, representing 93 percent of total support and revenue. The continued generosity of the Robert W. Wilson Challenge to Conserve Our Heritage provides a vehicle to attract new matching gifts and grants from outside the U.S. for international restoration projects. Over the last 10 years of significant growth, contributions have increased from \$6.8 million in 2000 to \$15.2 million in 2010, an increase of 259 percent.

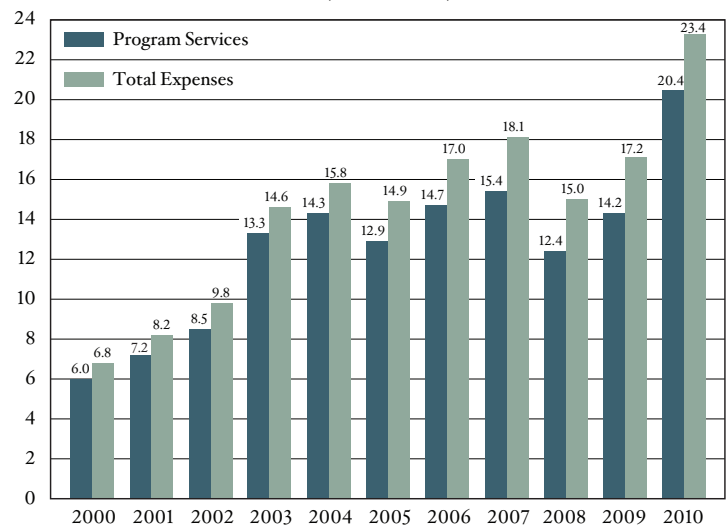
In fiscal 2010, total support for WMF's field conservation was \$48 million, with \$15.2 million coming from WMF donors, \$9.6 million in matching funds by formal matching partners, and an additional \$23.2 million leveraged from other outside sources. Each dollar given to WMF was matched more than two to one (each \$1 WMF gift was matched with \$2.16) in funding from other sources.

Beginning in FY2009 the WMF audited financial reports were presented as consolidated statements including World Monuments Britain. WMF holds the sole share of the British charity.

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.



Program and Total Expense
(in millions)



	2010 Consolidated ⁽¹⁾	2009 Consolidated ⁽¹⁾
<i>Operating Support and Revenue</i>		
Contributions	15,183,736	16,249,210
Other revenue:		
Special events	727,103	557,043
Program fees	169,800	109,257
Investment income	170,788	(824,555)
Total other revenue	1,067,691	(158,255)
Total support and revenue	16,251,427	16,090,955
<i>Expenses</i>		
Field Conservation Projects	20,412,529	14,165,932
Supporting services:		
Fundraising	1,562,883	1,619,036
General and administrative	1,385,665	1,371,364
Total supporting services	2,948,548	2,990,400
Total expenses	23,361,077	17,156,332
<i>Change in net assets from operations</i> ⁽²⁾	(7,109,650)	(1,065,377)
<i>Non-operating support and revenue:</i>		
Endowment contributions	29,504	10,618
Endowment investment income, net of allocation to operations	4,218,381	(2,560,068)
Total change in net assets	(2,861,765)	(3,614,827)
Foreign currency translation gain (loss) on consolidation	(315,181)	334,763
<i>Net assets, beginning of year</i>	58,953,575	61,327,672
Net assets acquired through consolidation	-	905,967
<i>Net assets, end of year</i>	55,776,629	58,953,575

⁽¹⁾ Beginning in FY2009 the WMF audited financial reports were presented as consolidated statements including World Monuments Fund Britain. WMF is the sole shareholder of the one share of the charity: World Monuments Britain Limited.

⁽²⁾ The FY2010 shortfall of (\$7,109,650) in net assets from operations is due to disbursements to field projects in the current fiscal year, from gifts received in prior fiscal years and held in the beginning assets of \$58,953,575.

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\$1,000,000+

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Mr. Richard Broyd
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The Selz Foundation
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Anonymous

\$100,000–999,999

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75001 Paris, France
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Sangkat Slokram, Siem Reap
Siem Reap Province, Cambodia
tel 855 (0) 63 963 542, fax 855 (0) 63 761 179
Konstanze von zur Mühlen, *Field Office Director*
Cheam Phally, *Senior Architect*
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World Monuments Fund France

Hôtel de Talleyrand
2, rue Saint-Florentin
75001 Paris, France
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Mosteiro dos Jerónimos
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1400-206 Lisbon, Portugal
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García De Paredes, 94-3^oA
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