



Global Heritage Fund

10 YEARS
*of preserving
heritage globally,
changing lives locally*



OUR MISSION

Protect, preserve and sustain the most significant and endangered cultural heritage sites in the developing world through scientific excellence and community involvement.



Global Heritage Fund

Above: The central platforms at Ciudad Perdida, Colombia. Photographer: Dan Thompson
Cover Top: Engraved monolith at Göbekli Tepe, Turkey. Photographer: Bob Stanton
Cover Bottom left: Gate Tower in Pingyao, China. Photographer: Kuanghan Li
Cover Bottom right: Tath Sophal, Coordinator of the Community Based Tourism (CBT) in Banteay Chhmar, Cambodia, and Sophng Khlout also from CBT. ©Craig Stennett



Letter from Founder Jeff Morgan

The past decade has seen exciting advances towards our dual goals of human development and heritage conservation. We have helped foster global awareness of the plight of our endangered cultural heritage in developing countries, and we are committed more than ever to the protection, preservation and sustainable development of heritage sites as an effective and scalable tool to fight poverty.

Local communities and governments are the long-term stewards of global heritage sites. By working to safeguard those sites, we enable the development of sustainable economies and revitalize the living heritage and traditions that bring so much pride and richness to humanity.

GHF has always emphasized human development: it is the guiding principle of what we do and how we work with our partners, governments and communities around the world. The achievements on the following pages affirm the solid progress GHF has made as a leader in integrated heritage-based community development to alleviate poverty while preserving our priceless treasures.

We thank you — our supporters — for making our critical successes possible. With a small budget, a highly dedicated team and a global network of partners, experts and supporters, GHF will continue saving our most endangered and significant global heritage sites and help tens of thousands of people out of poverty.

“Each time a cultural heritage site is lost, so too is a piece of humanity — and an economic opportunity. In saving these treasures, we not only restore part of our shared history but also create safe, sustainable new industries that can lift local communities out of poverty.”

—Jeff Morgan, GHF Founder



Message from Executive Director Vincent L. Michael, PhD

We hope you enjoy this publication. It is a celebration of a decade of achievements in world heritage conservation and of the actions of GHF staff, donors, citizens and volunteers to ensure the sustained preservation of some of the world's most significant cultural heritage sites.

It is also a celebration of the vision of Jeff Morgan, who saw that these sites are only really preserved if the community is involved in every step of the process.

GHF conserves heritage in the developing world by working with local communities to improve their skills, economies and ability to care for their precious heritage.

Whether it is preserving an ancient monument, a cultural industry, a way of life or stimulating new activities that preserve those same tangible and intangible elements, your involvement ensures that in future years we'll complete many more projects and assessments of cultural heritage sites. Our goal is to help communities empower themselves through the preservation of iconic cultural attractions. Please join us in that effort.



Photographer: Bob Stanton

Our Global Heritage Faces Many Threats

Project Director Richard Hansen analyzing the Popol Vuh frieze at El Mirador, Guatemala, a significant find that is threatened by natural elements.



Photographer: Richard D. Hansen

Global Heritage Fund Provides Solutions

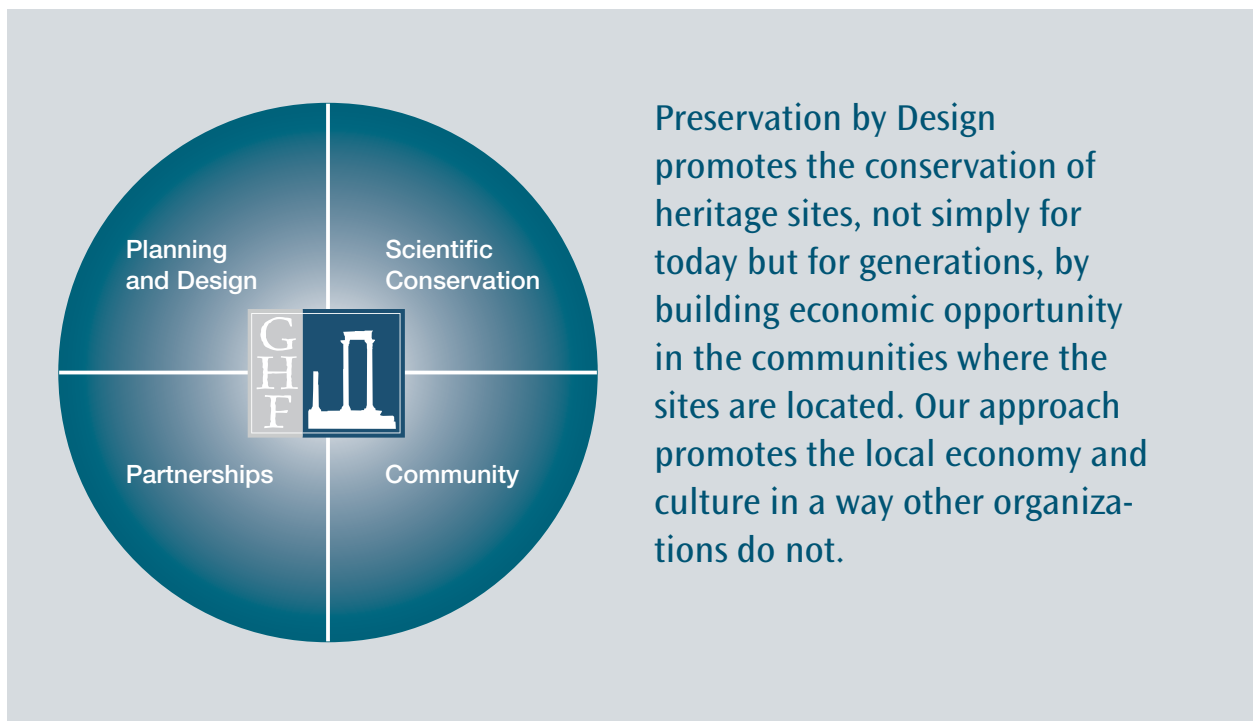
Local community members trained in archaeological conservation work to stabilize the Popol Vuh frieze.

Our Approach: Preservation by Design®

Integrating heritage preservation and community development

Global Heritage Fund (GHF) employs a four-point Preservation by Design® methodology that ensures long-term sustainability by integrating:

- **Planning and Design** — ensuring long-term stewardship of heritage sites
- **Scientific Conservation** — employing the latest science and technology
- **Community Development** — improving lives and opportunities
- **Partnerships** — leveraging our investment and expertise globally



“The Government of Cambodia is committed to the scientific conservation and sensitive development of Banteay Chhmar temples and the entire site, which spans over 12 km. ... We look forward to a successful private-public partnership with GHF and the successful conservation and long-term protection of Banteay Chhmar.”

*—His Excellency Chuch Phoern, Secretary of State for the
Cambodian Ministry of Culture and Fine Arts*

“We embrace Global Heritage Fund’s vision to protect cultural treasures in developing countries, and we are pleased to partner in the effort to preserve Pingyao for future generations, Pingyao has a unique cultural heritage that will endure, thanks to Global Heritage Fund’s collaborative and comprehensive approach to the restoration and revitalization of living ancient cities.”

*—Fernanda Kellogg
Former President, The Tiffany & Co. Foundation*

Traditional wood carving is being revitalized in Pingyao through GHF-sponsored community development efforts. Photographer: Kuanghan Li



A Decade of Achievements

In just 10 years GHF has:



Senior Conservation Consultant John Hurd and the governor of Kars province officially open the restored Namik Kemal Evi in Kars, Turkey, for use as a community center. Photographer: Cevit Erginsoy

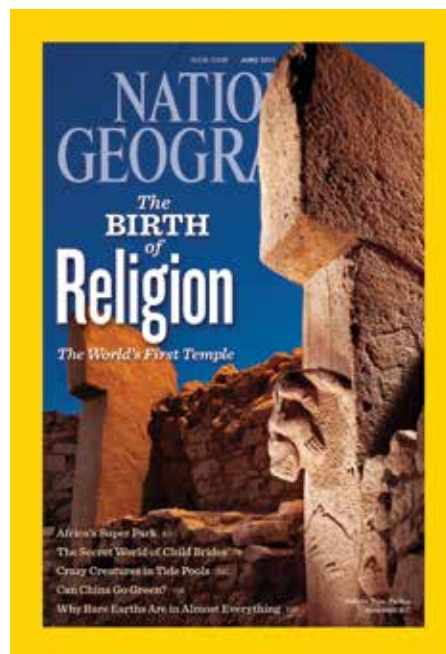
- Become a leading international conservancy working to save endangered cultural heritage sites in developing countries.
- Protected 16 major cultural heritage sites in developing regions — both archaeological sites and ancient townscapes — in 12 countries.
- Developed Preservation by Design, a replicable, integrated model for conservation projects.
- Raised over \$30 million in donation support and secured over \$20 million in matching in-country funding.
- Set a new model for private-public partnerships for world heritage preservation throughout the developing world.
- Employed over 500 international experts and local people worldwide in our projects, with a full-time staff of twelve persons.
- Spurred a tenfold increase in the national budget for the site of Ciudad Perdida in Colombia in five years, while bringing new USAID funding.
- Launched Global Heritage Network (GHN), a satellite imagery-based online platform to document and monitor endangered heritage sites throughout the developing world.
- Funded 25 Global Heritage Preservation Fellowships to help the next generation of cultural heritage preservationists to gain critical fieldwork experience.
- Built a strong and growing network of institutional supporters including major foundations, Fortune 500 corporations and governments.

“This agreement (with GHF) constitutes a very promising model for international cooperation in the conservation and protection of the vast archaeological wealth of Colombia and represents a major boost to the cultural heritage of the Sierra Nevada de Santa Marta and the entire nation.”

—Diego Herrera, Director (2007–2011), Colombian Institute of Anthropology and History (ICANH)

And our work has been recognized internationally

- Lijiang (China) Project received the UNESCO Asia-Pacific Heritage Award of Merit.
- Hampi (India) Project conserving the Chandramauleshwar Temple received the Award of Merit for Cultural Heritage Conservation from UNESCO Asia-Pacific.
- Pingyao (China) Project received a Global Vision Award for Preservation from Travel + Leisure magazine.
- Banteay Chhmar (Cambodia) Project received a Travel + Leisure magazine Global Vision Award for historic preservation efforts at the temple complex.
- Featured in media outlets around the world including:



Göbekli Tepe, Turkey, was featured as a National Geographic cover story in 2011. © National Geographic Society



Architectural Digest



Asia Times



Business Times



The China Post



The New Yorker



Los Angeles Times



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© Çatalhöyük Research Project

Preserving Heritage Globally

Local community members trained in conservation work on a 9,000-year-old wall at Çatalhöyük, Turkey.



Photographer: Pepe Cruzado

Changing Lives Locally

A local community member preparing a recreation of ancient pottery at Chavín de Huántar, Peru.

GHF Projects are adopted based on rigorous selection criteria and evaluation by world-class experts on our Senior Advisory Board, a group of scientists who make recommendations to our staff and Board of Trustees on project selection.

Following approval by the Board of Trustees, GHF Projects are then subjected to a comprehensive Mid-term Review to ensure the project is on track and then, upon completion, a Final Assessment to determine the project's success in attaining sustainable heritage preservation and community development.

- Current Projects
- Completed Projects
- Investigations
- Fellowship Location
- Site Conservation Assessment Location



Mirador, Guatemala

GHF has invested \$8 million to conserve this rare Maya site and the stunning biosphere around it, training and employing hundreds of local workers and crafting national and international partnerships.



Ciudad Perdida, Colombia

Working with USAID, GHF has developed low-impact ecotourism amenities for this remote Tayrona site, providing employment for local peasants and indigenous peoples, while also supporting management planning by the Colombian Institute of Anthropology and History and funding the stabilization of many threatened archaeological structures.



Chavín de Huántar, Peru

This unique archaeological site has yielded vital information on early Andean cultural practices and promoted community development through conservation training and crafts production in partnership with Stanford University.



Göbekli Tepe, Turkey

GHF's work at the world's earliest known ceremonial site includes critical conservation work and training of local workers in partnership with Turkish authorities and the German Archaeological Institute.



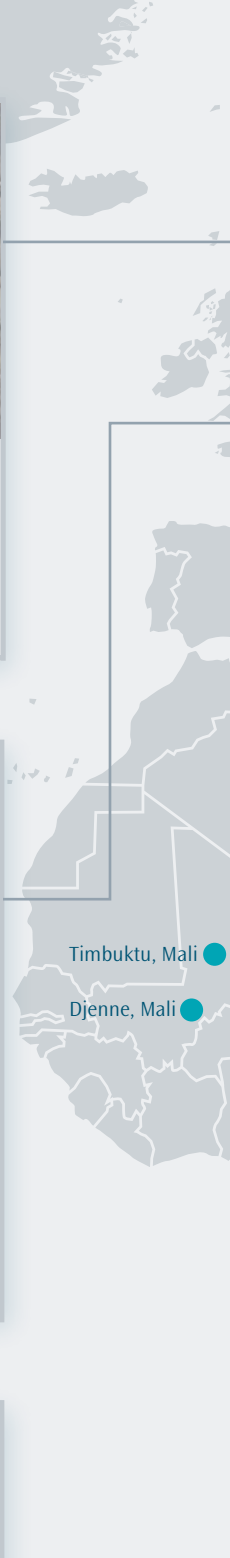
Kars, Turkey

GHF helped preserve the historic Ottoman center of Kars — including traditional homes and bath houses — and renovated the ruined house of famed Turkish poet Namik Kemal as a community center that now hosts exhibits, crafts production and women's groups.



Çatalhöyük, Turkey

A protective shelter was designed and built, ensuring the long-term conservation of this fragile site which dates back 9,500 years and includes some of the world's earliest mural painting. GHF also upgraded visitor facilities and increased local employment with skilled conservation training, crafts production and marketing.





Hampi, India

GHF completed stabilization of the Chandram-auleshwar Temple, installed monitoring equipment, improved visitor signage, trained local stonemasons and improved the local ashram to better serve the community, leading to an Award of Merit for Cultural Heritage Conservation from UNESCO-Asia Pacific.



Banteay Chhmar, Cambodia

Over the course of five years, GHF has restored three critical sections of this Cambodian temple that was the prototype for the incomparable Angkor Thom, trained 40 workers who will have long careers in preservation, and developed a local tourism industry.

ang Temple, China

Fujian Tulous, China

son, Vietnam

Intramuros, Philippines

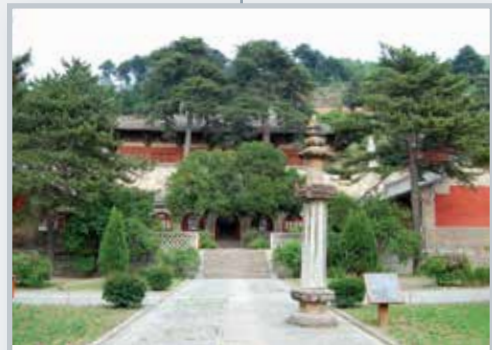
Nan Madol, Micronesia

Kotagede, Indonesia



Izborsk, Russia

GHF helped preserve this 12th century fortress — central to Russian national identity — by restoring its gate, walls and towers, and led the design and development of the first professional multi-lingual interpretation system, increasing economic opportunity from tourism in the surrounding communities.



Foguang Temple, China

In partnership with Shanxi Province's Cultural Relics Bureau, GHF supported master planning and conservation of the Great Hall in this Tang Dynasty temple — one of the oldest surviving wooden buildings in all of China — and supported local authorities in producing community-based tourism plans and promotion.



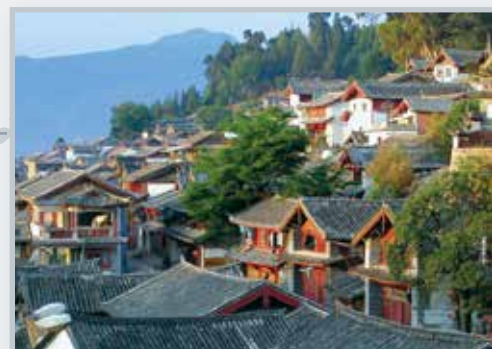
Pingyao Ancient City, China

GHF restored two courtyard houses to house visitors and create a community center — helping to preserve the local culture, dialect and crafts — and supported the production of conservation guidelines with UNESCO to inform future restoration projects in China's last intact walled city.



Wat Phu, Laos

GHF helped restore Laos' treasured Nandin Hall and Ceremonial Road at this UNESCO World Heritage Site, where visitation increased from 25,000 to 250,000 between 2005 and 2010. 1,240 residents were employed, 12 new businesses opened, and the government funded \$14 M in highway and regional development.



Lijiang, China

The loss of local Naxi culture was stemmed by helping the inhabitants to keep and restore their traditional houses in the face of dramatic tourism development that threatened to displace local people and destroy the town's historic fabric, resulting in the project receiving a UNESCO Asia-Pacific Heritage Award of Merit.



Young community members prepare to take part in a festival in Banteay Chhmar, Cambodia. Photographer: Stefaan Poortman

Increasing Opportunity, Improving Lives



Nil Loeurn, *Homestay Owner*

Born in 1948, Nil Loeurn arrived in Banteay Chhmar in 1975 as part of the Pol Pot regime's project of relocating people from their

village of birth, in the view that this would make them less distracted and more productive workers. Loeurn had originally been told she would be making mosquito nets and scarves for the local population, but within two years, like so many at the time, she was working in the rice fields to produce food for an increasingly hunger-stricken population.

By the late 1990s she had married Siev Sem and raised four children — three boys and a girl. In 2007 they decided that, to add to their income and to help pay university

fees for their eldest son in Phnom Penh, they would ask to join CBT Banteay Chhmar.

“At first we were nervous because we thought our home was too simple to be considered” says her husband Sem. “Now we feel like we have a larger family when people come and it makes us proud.”

They say that being part of a community based tourism organization has increased their social circle as well as providing much-needed income. They enjoy the regular meetings held by members of the tourism committee and are excited by the prospect of speaking better English and increased tourism opportunities that GHF is creating at Banteay Chhmar.

“When we first learned that GHF would be restoring the temple we were worried that villagers would be made to leave, like in the past,” Loeurn says. “Now we are very happy that GHF is protecting the temple as well as the people of Banteay Chhmar.”



Walter Hinojosa, *Conservation Team Supervisor & Tour Guide*

Walter Hinojosa has spent the last 25 years plying the route between El Mamey trailhead and Teyuna-Ciudad Perdida

Archaeological Park (PAT-CP) in the Sierra Nevada de Santa Marta, Colombia. Hinojosa worked for 10 years at Ciudad Perdida, first as part of the conservation and restoration crews and then as a park ranger in charge of maintaining the site. He was later hired as a guide for Turcol, one of the local travel agencies/outfitters which take tourists up to the site on a daily basis.

As he likes to say, his attachment to the site is so strong that Ciudad Perdida is “almost like my mother.” One of the main

objectives of the Tayrona Conservation Project at Ciudad Perdida has been to recover information on the state of the site as it was found in the late 1970s — already looted — and the restoration techniques that were used. Hinojosa is one of the few people who still has this knowledge and can share it with project staff and Colombian Institute for Anthropology and History (ICANH) conservation teams.

For example, it was Hinojosa who guided a GHF team to the ancient site of Tigres, located four hours away from Ciudad Perdida, to check on information about its looting. It was also Hinojosa who provided the team with information regarding the extent of the looting in Ciudad Perdida’s core area.

In 2011, Hinojosa was hired as the supervisor of the ICANH-led conservation team, which has already undertaken significant restoration projects throughout the site. GHF envisions further collaboration with Hinojosa as we try to recover all this information to gain a clear image of the site as it was initially found and continue its conservation.



Indigenous Kogi community members living around Ciudad Perdida, Colombia, have worked closely with the GHF-led project at the site.
Photographer: Santiago Giraldo

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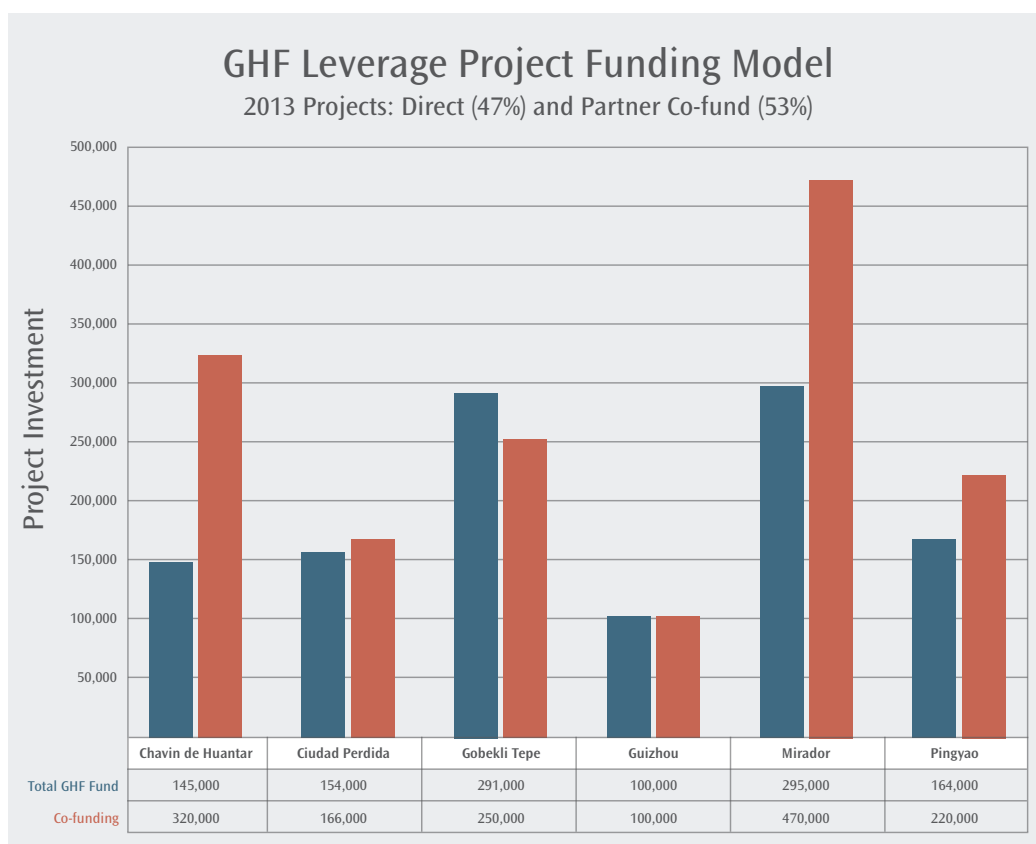
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Brooks Shumway*
Renee Singh
Frank Snodgrass
Maureen and George Sollman
Geraldine and Goodwin* Steinberg
Steven's Printing
Stephen Suzman
Judy Swanson
Sharon Sweet
Sarah Timpson
Atul Tulshibagwale
William D. Unger
Eliza and William Valtos, Jr.
Kirby Walker
Maryla and Peter Wallace
Wal-Mart Foundation
Barbara M. Ward
The Watts Family Foundation
J. Watumull Fund
Merna and Howard Wechsler
Teresa Whiting and John Delcampo
Wilderness Travel
Ashley and John Woolley
Marsha and Paul* Wythes
Susan Zeleznick

* = deceased

Leveraging Your Contribution

Over the past 10 years, GHF has leveraged \$30 million in donations within the United States to raise an additional \$20 million in the developing countries where we work to sustainably preserve cultural heritage and improve the lives of local communities.

The impact of GHF's investments are multiplied by our model, which seeks 50% or more of project funding from in-country sources. Additional philanthropic matches further leverage every contribution to GHF.

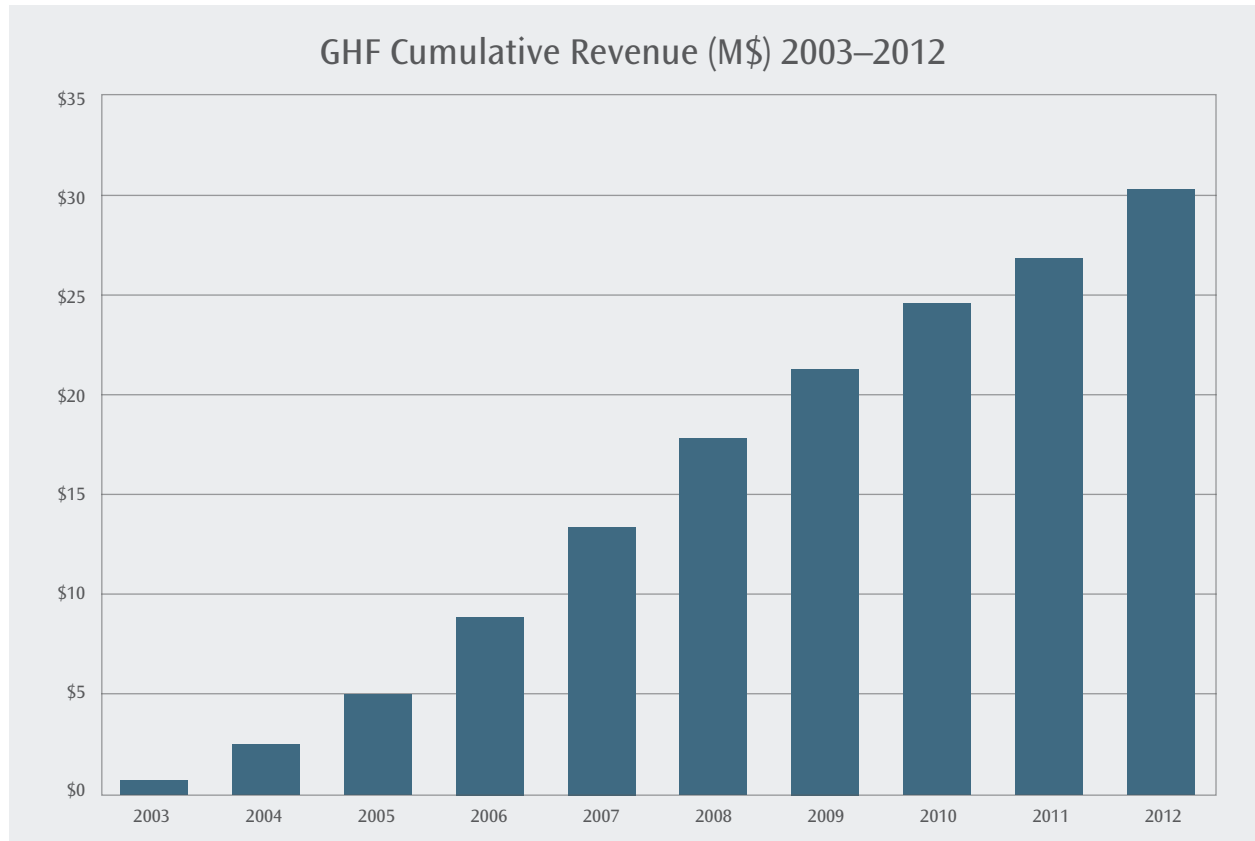


“Based on the \$10,000 I granted with my company — InterActive Corp — as a matching donor, GHF has raised hundreds of thousands of dollars in Peru from local companies and funded a four-year conservation program to restore and protect Chavín de Huántar. Both on the mission to Peru and as a donor, I feel like I have made an impact which will be a legacy for years to come.”

Marj Charlier
Former Director of Corporate Social Responsibility, Expedia

10 Years of Growth

From modest beginnings, the GHF investment in world heritage grew substantially in our first decade.



HELP US MAKE THE NEXT 10 YEARS EVEN MORE SUCCESSFUL!

As a donor to GHF, you have the ability to target 100% of your gift to support our conservation projects and community development initiatives. Please ask to review our Gift Opportunities so that you can learn how to best support our organization. Matching funds are often available to enhance your gift.

Make an impact. Contact GHF today, and help us preserve heritage sites and improve lives throughout the developing world.



A local community member carries water from the moat surrounding the ancient temple complex in Banteay Chhmar, Cambodia.
© Craig Stennett



A Final Note from Chairman Daniel K. Thorne

“Preservation is more about the sense of place than of monuments.

The key to cultural preservation is to sustainably preserve not only the monumental evidence of past cultures but to work to preserve as well the remaining special places and unique communities of our world in all their vital historic complexity so that in the future these places will continue to contribute to the diversity of human experience.

I’m excited about the future of the Global Heritage Fund because its model of heritage development is unique, and we are building a mobile, flexible and scalable team that can develop these projects in a great variety of regions across the globe.”

– Daniel K. Thorne,
GHF Board of Trustees Chairman

Back Left: Local community members in Hampi, India.
Photographer: Sourav De

Back Center: Detailed recording of Nandin Hall in Wat Phu, Laos.
Photographer: Mauro Cucarzi

Back Right: A traditional ceremony held in the temple complex of Banteay Chhmar, Cambodia. Photographer: Jeff Morgan



Global Heritage Fund

PRESERVING HERITAGE GLOBALLY, CHANGING LIVES LOCALLY

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