

The Heritage Alliance

Make a difference

Your invitation to support us





Our Chairman Loyd Grossman invites you to support The Heritage Alliance

The Heritage Alliance

The Heritage Alliance unites more than 80 non-government heritage organisations in England, acting as a powerful, effective and independent advocate for the movement.

The Alliance leads the campaign to demonstrate that heritage is a powerful force in the 21st century, which brings multiple benefits – social, economic, educational and environmental – to individuals and communities throughout the country.

We champion the value of the contribution made by our members – the non-government heritage bodies and their thousands of volunteers – to society today.

We are the biggest alliance of heritage interests in England. Since 2002 we have worked together to protect and promote our heritage as a national asset.

Cover picture credits (left to right from top left): Pupils enjoy a drama workshop at Dorney Court © The Historic Houses Association; In the cab at work! © The Transport Trust; Conservation workshop © The Society for the Protection of Ancient Buildings; The Society for the Protection of Ancient Buildings undertakes provides conservation skills training © Simon Barber; Clavell Tower, post-restoration © The Landmark Trust; Prescott Desertion © Victoria County History; Youngsters learning about the archaeology of Corfe Castle © The Council for British Archaeology; Paper Mill Lock, The Chelmer and Blackwater Navigation © The Inland Waterways Trust; Children connecting with their place, as part of our Discovering Places campaign – part of the London 2012 Cultural Olympiad.

Why support The Heritage Alliance?

The demand for independent leadership in the heritage sector has never been greater. Yet growing expectations from members and external stakeholders far exceed our resources.

As well as providing valuable income, having a broad membership base not only demonstrates the diversity and vitality of the heritage movement but also the deep concern for the future of our historic environment shared by public, private and voluntary interests alike.

As a registered charity we rely on grants, donations, subscriptions and project funding for support. We are fortunate to receive a proportion of our core funding from English Heritage but additional revenue is critical to the success of our advocacy.

Your support, in whatever capacity, will help us:

- demonstrate public enthusiasm for our heritage and for the social and economic benefits it delivers
- secure government understanding and support for heritage through legislation, policy and public funding
- link with others to draw the vast non government heritage movement into initiatives in the heritage, wider cultural and civil society sectors.

What are the benefits for members?

National, regional and local civil society bodies can join as **Full Members**, bringing:

- AGM voting rights and input into corporate strategy
- the opportunity to join Advocacy Groups, Alliance policy seminars, our annual National Heritage Day and to support consultation responses
- free listings for your organisation on our website and in our ebulletin *Heritage Update*
- distribution of our popular and influential ebulletin *Heritage Update* throughout your networks
- use of 'Member of The Heritage Alliance' logo.



Public bodies and agencies, including those outside England, can join as

Affiliates to:

- demonstrate your commitment to Britain's national heritage
- distribute our highly regarded ebulletin Update throughout your organisation
- review mutual interests with the Alliance
- receive an invitation to National Heritage Day.

Commercial companies and professional practices can join as

Patrons (gold or silver) or **Sponsors**.

Patrons provide The Heritage Alliance with essential funding for its core campaigning, advocacy, research and communications work demonstrating their commitment to our heritage and an appreciation of both its intrinsic and social values. Benefits include publicity, introductions, invitations to events and a means of meeting Corporate Social Responsibility (CSR) requirements.

Sponsors support specific initiatives such as the ebulletin *Heritage Update* or projects. Please talk to us about sponsorship.

Individuals can join as **individual supporters**. They will receive:

- direct emailing of ebulletin *Heritage Update*
- an invitation to our National Heritage Day.

For the current rates please see www.theheritagealliance.org.uk/become-a-member or the enclosed sheet.

Donations and legacies

- If you would like to make a contribution to us then you can do so securely through the Charity Choice website www.charitychoice.co.uk. You can also use gift aid to increase the size of your donation at no extra cost.
- If you are considering leaving a charitable donation in your will, then please read our leaflet at www.theheritagealliance.org.uk/become-a-member which provides guidance on this matter.

Appropriate acknowledgement will always be made.

To find out more about becoming a member or supporter of The Heritage Alliance, ring 020 7233 0500 or email mail@theheritagealliance.org.uk

The Heritage Alliance,
Clutha House, 10 Storey's Gate, London SW1P 3AY
www.theheritagealliance.org.uk

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