

# POLIN: EXAMINING A PUBLIC PRIVATE PARTNERSHIP MODEL FOR MUSEUMS

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*NEMO's 24th Annual Conference - Money Matters: The  
Economic Value of Museums*

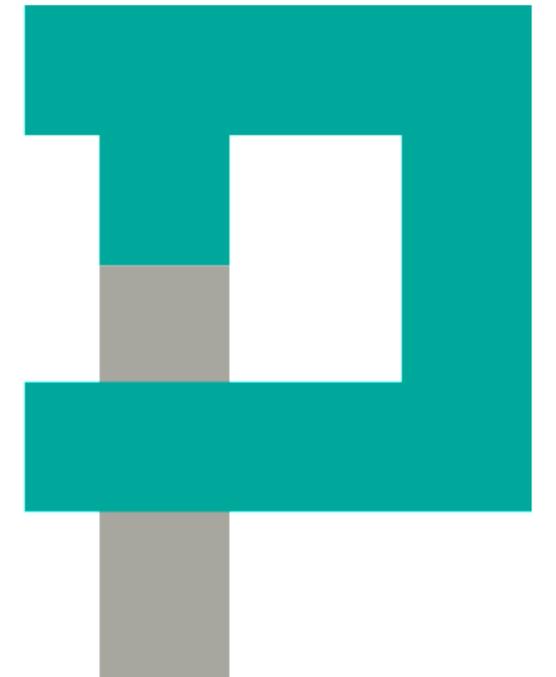


EMYA 2016

POLIN  
THE EUROPEAN  
MUSEUM  
OF THE YEAR

POLIN

MUSEUM OF THE HISTORY  
OF POLISH JEWS

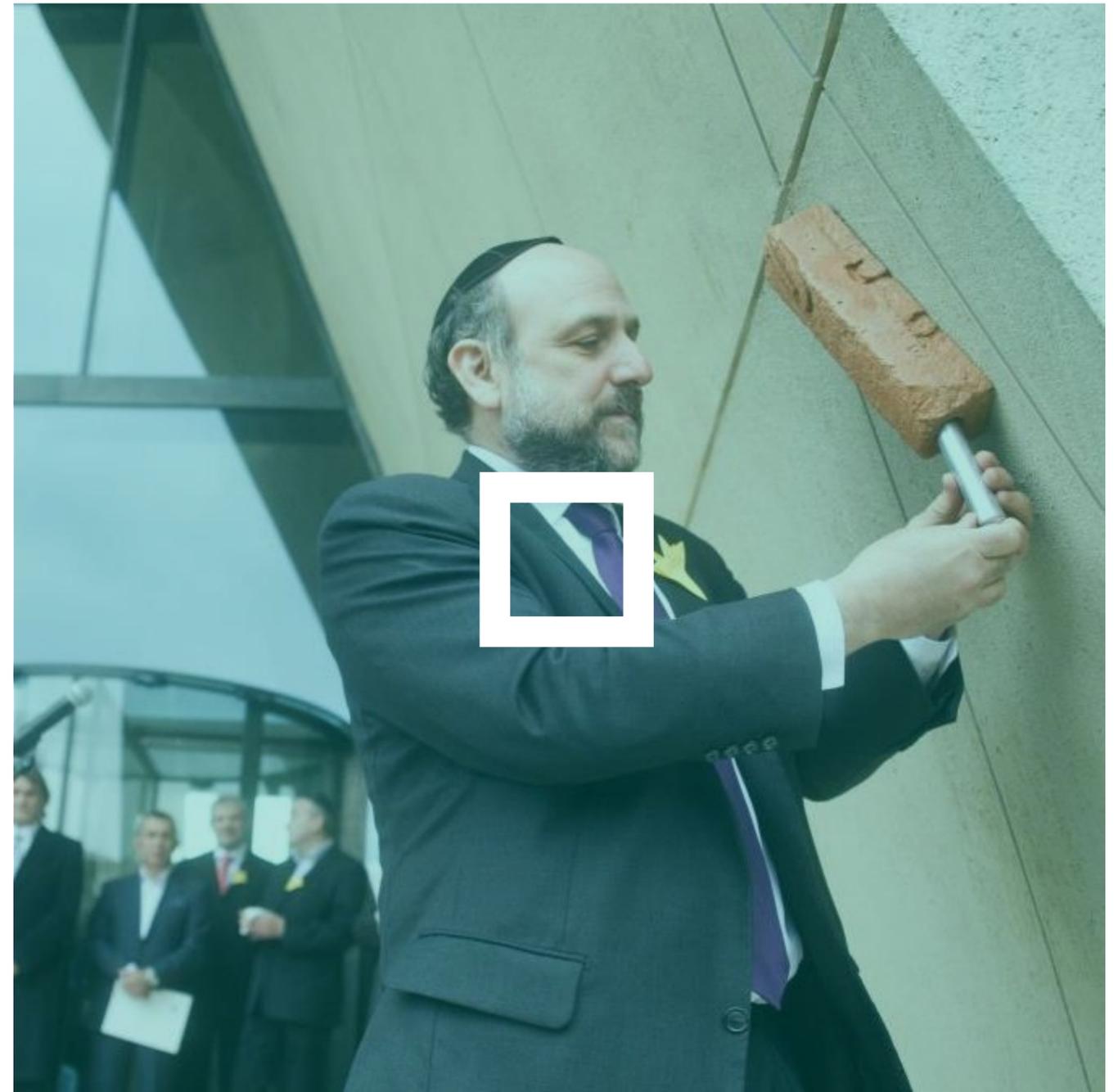


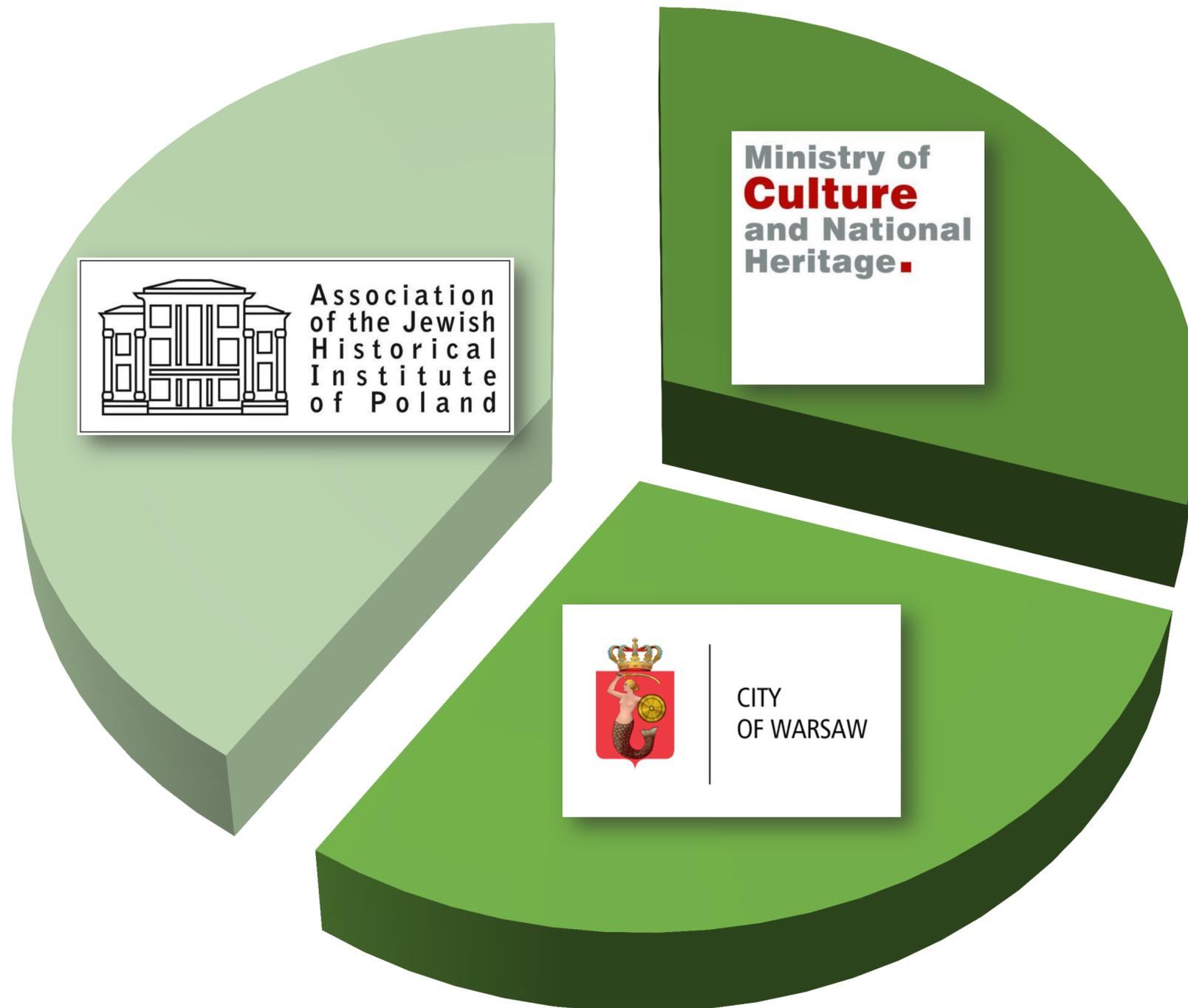
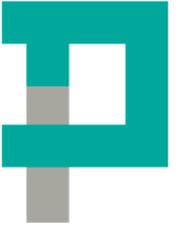


# CREATING THE MUSEUM OF THE HISTORY OF POLISH JEWS

- **1993** – idea to create the Museum of the History of Polish Jews is born at the Association of the Jewish Historical Institute of Poland – a private organization responsible for the Jewish heritage of Poland
- **1995** – the City of Warsaw authorities donate a plot of land for the Museum to the Association
- **2005** – a public-private partnership agreement is signed between the City of Warsaw, Ministry of Culture and National Heritage and the Association of the Jewish Historical Institute/an architectural competition to design the Museum building is organized
- **2009** – the construction of the Museum begins
- **2013** – 70<sup>th</sup> anniversary of the Warsaw Ghetto Uprising – the Museum launches its operation in the new building
- **28 Oct 2014** – the core exhibition of the Museum of the History of Polish Jews is opened
- **2016** – The Museum is granted the EMYA European Museum of the Year Award

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## PUBLIC - PRIVATE PARTNERSHIP

### Association JHI (PRIVATE PARTNER)

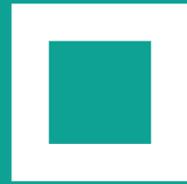
- Museum project development, core exhibition design & production
- Plot of land for the construction of the building
- Museum educational & cultural programs - contribution to the Museum operating budget

### Ministry of Culture and National Heritage

- Museum building
- Museum operating budget

### City of Warsaw

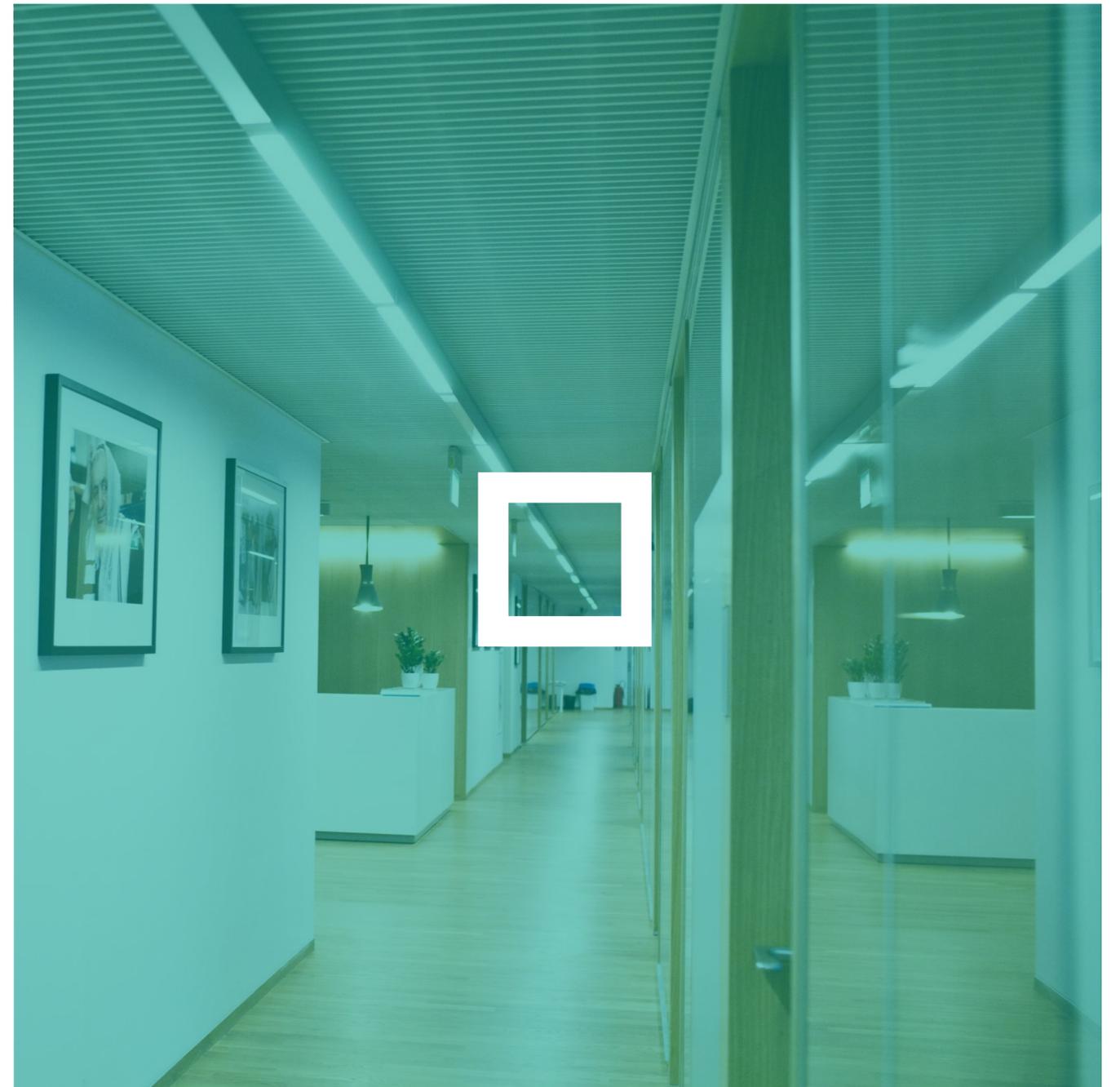
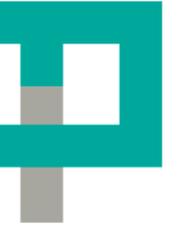
- Museum building
- Museum operating budget

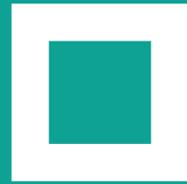


# MANAGEMENT

Under the founding agreement of the Museum, the Association of the Jewish Historical Institute has the following rights related to the management of the Museum:

- It approves the employment and the dismissal of the Museum's directors.
- It approves the Museum's annual financial plans and programme operation.
- It appoints 5 of the benefactors to be members of the Museum Council (the Council consists of 15 members).





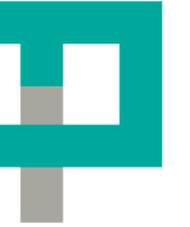
# DONORS

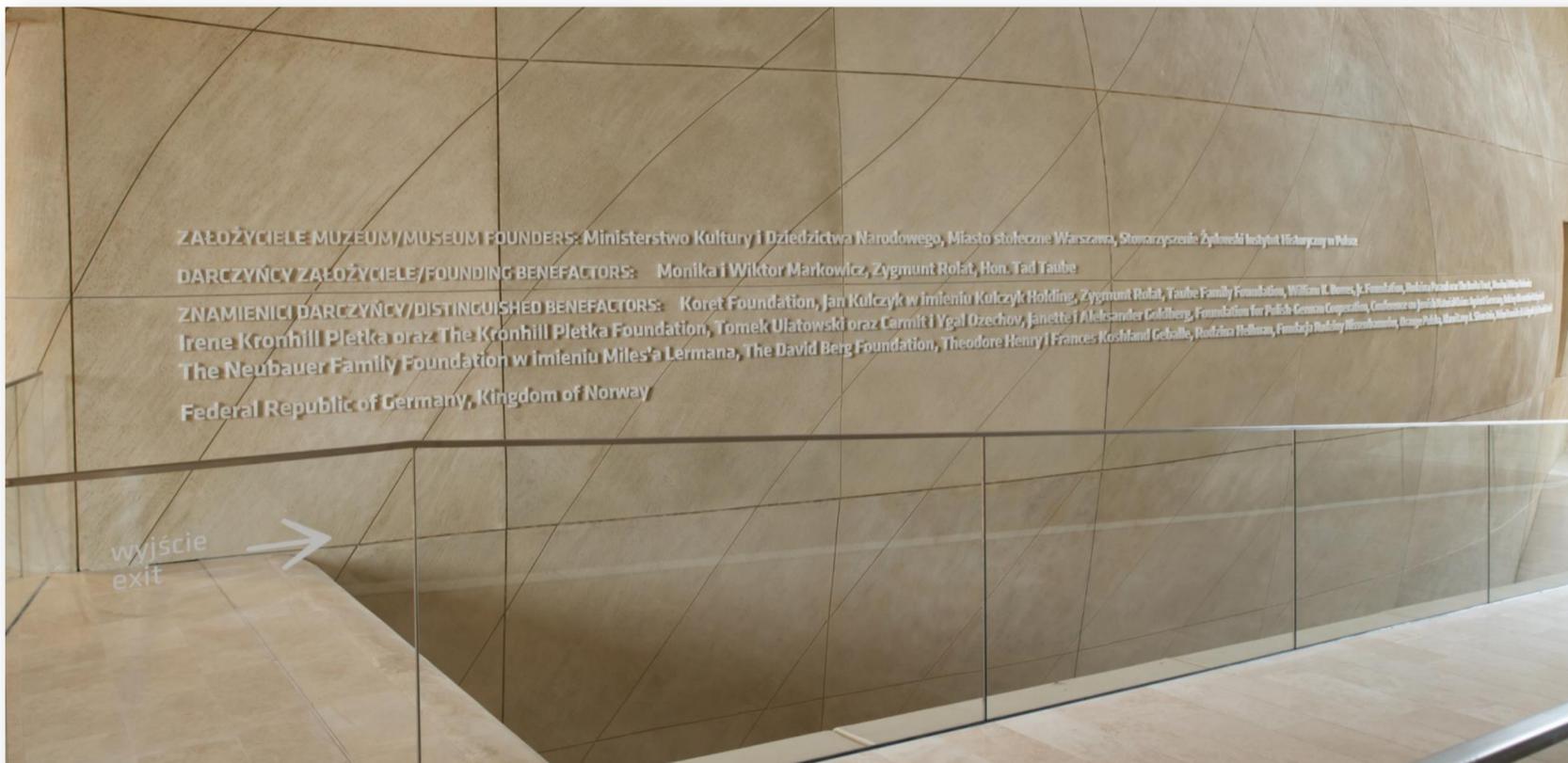
## DONORS

Numbers of donors in the capital campaign	560
Funds from international donors	EURO 30 milion
Funds from donors in Poland	EURO 10 million
Fundraising costs as a percentage of funds raised	1,53%
23 Distingushed Benefactors	75,8%
537 donors	24,2%

## 6 CATEGORIES OF CAPITAL CAMPAIGN DONORS

Distinguished Benefactor	From PLN 3,000,000
Benefactor	PLN 1,000,000 – 2,999,999
Builder	PLN 300,000 – 999,999
Partner	PLN 60,000 – 299,999
Supporter	PLN 10,000 – 59,999
Friend	PLN 100 – 9,999






## DONORS RECOGNITION

POLIN Museum has several options to honour its founding benefactors and donors.

Welcoming visitors in the main hall today are the names of museum founders and distinguished benefactors, each letter of each name carved from precious white quartz.





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## MUSEUM OF LIFE

POLIN Museum is a modern educational and cultural centre; it provides a platform for social dialogue.

The museum organizes numerous exhibitions, concerts, educational workshops for children and adults as well as theatre performances and film screenings. It also organizes debates with academics, social and cultural activists as well as meetings with the Righteous and Survivors

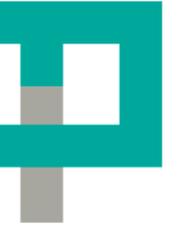


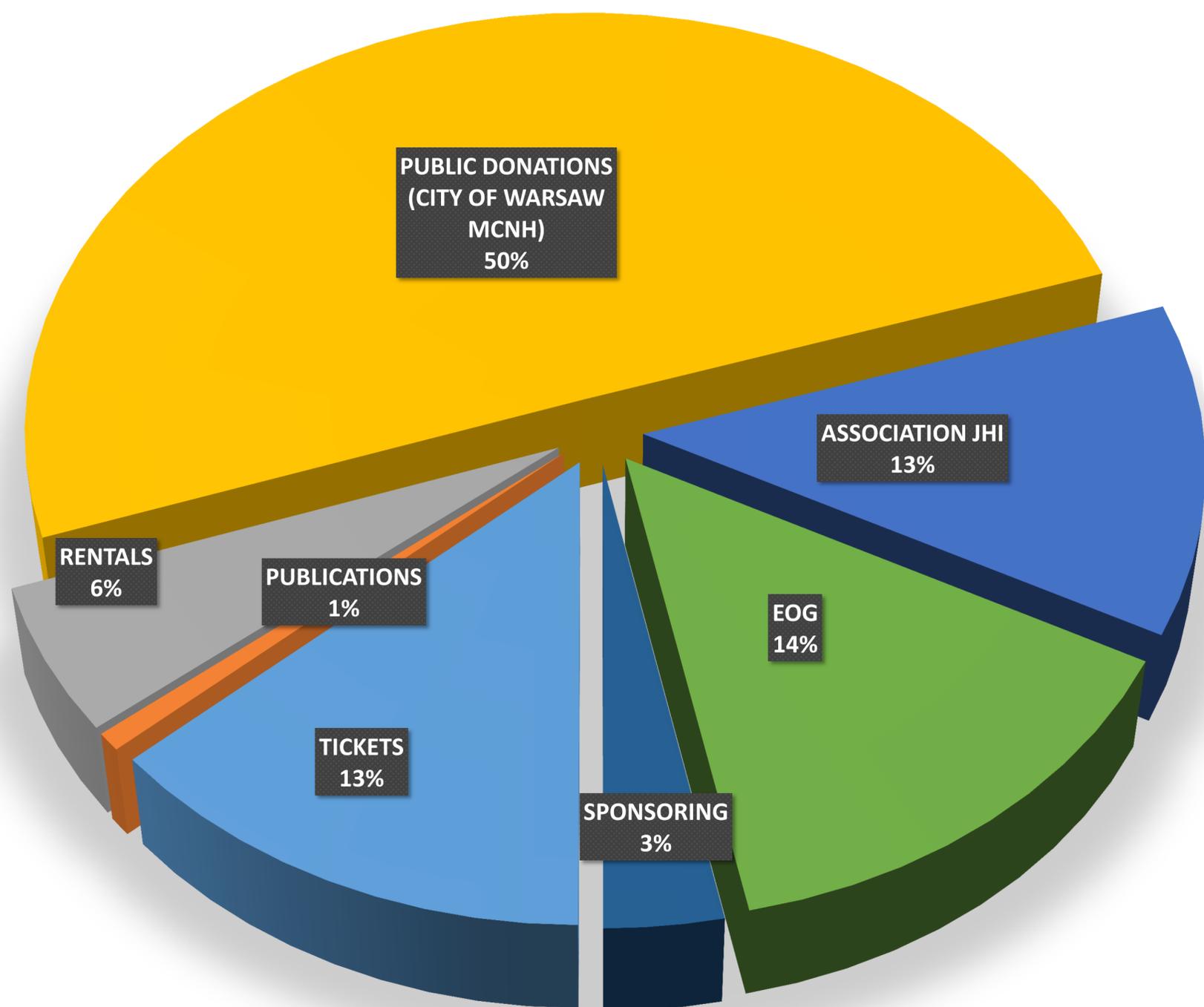


# FACTS & FIGURES

- **1,500,000 guests** since the opening of the building in April 2013
- **over 500,000 guests** in 2015
- **over 2,000,000 users** of the museum's websites
- **over 1000** educational, cultural and academic events in 2016

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## DIVERSIFIED INCOME 2016

### PUBLIC DONATIONS 50%

- Ministry of Culture and National Heritage
- City of Warsaw

### EUROPEAN FUNDS (EOG) 14%

### PRIVATE DONORS (ASSOCIATION JHI) 13%

### TICKETS 13%

### RENTALS 6%

### SPONSORING 3%

### PUBLICATIONS 1%



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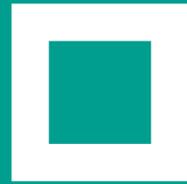
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## EUROPEAN MUSEUM OF THE YEAR 2016

POLIN Museum was awarded the prestigious title of the European Museum of the Year 2016.

The Museum received the award in recognition of the efforts to provide visitors with a unique atmosphere, imaginative interpretation and presentation of a 1000-year history shared by Poles and Jews, as well as creative approach to education and social responsibility.



# CHALLENGES

Major challenges in the public private partnership:

- realisation of the programme and targets versus fulfilling expectations of sponsors, donors and grant providers;
- reconciling and fulfilling expectations of the three bodies which supervise the realisation of Museum activities.
- finding financing for the wide range of activities

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