



National  
Trust

We've come  
a long way  
together



Celebrating

**125**  
years

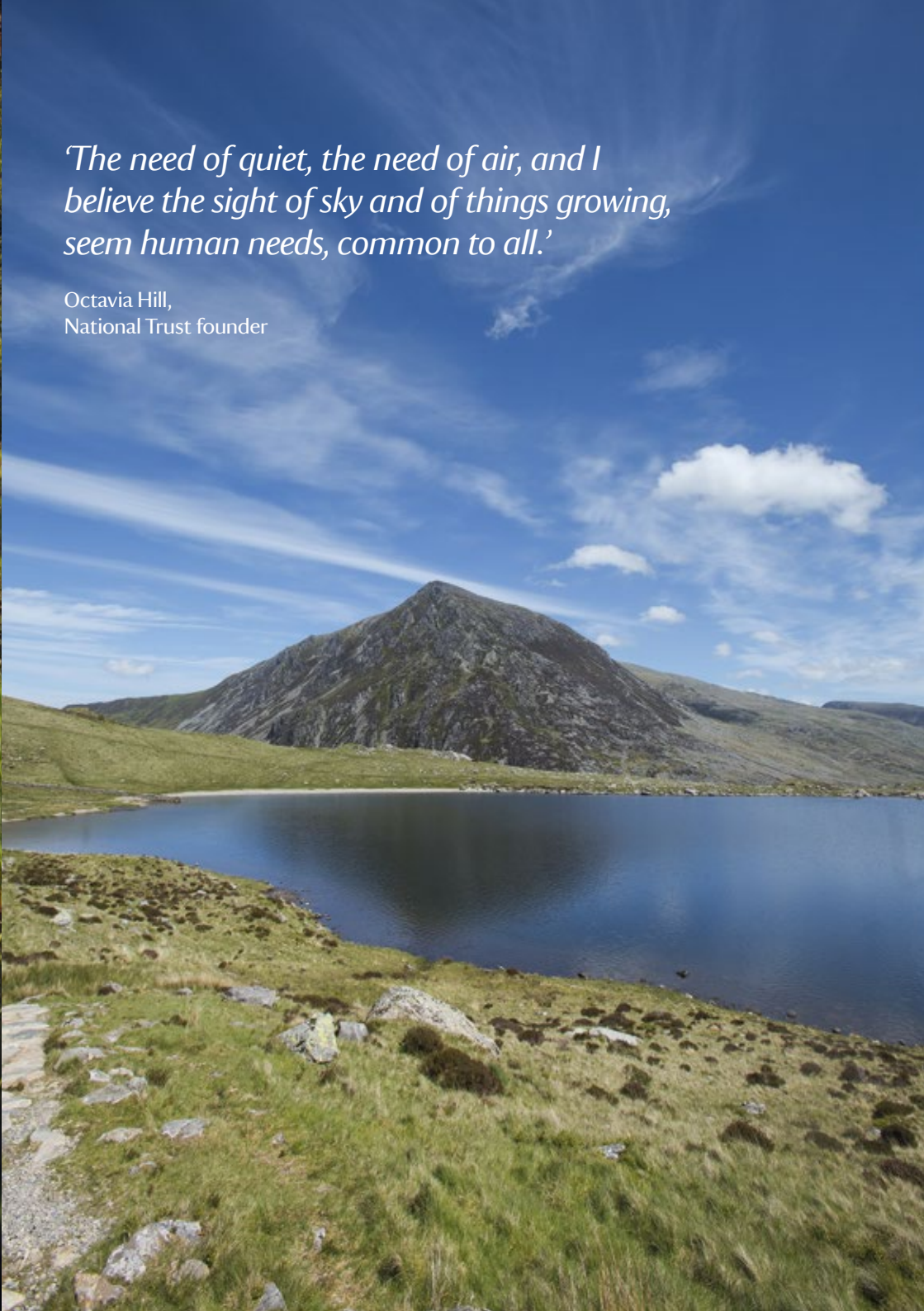




# Look at what we've protected together

780 miles of coastline  
250,000 hectares of countryside  
200 gardens  
200 collections  
1,743 scheduled monuments  
753 Grade I-and II-listed buildings

**A million thanks!**



*'The need of quiet, the need of air, and I  
believe the sight of sky and of things growing,  
seem human needs, common to all.'*

Octavia Hill,  
National Trust founder



## 125 years of milestones and plenty more to come

### **This year we're celebrating 125 years of the National Trust!**

We have come a long way and achieved a huge amount in that time, yet we simply couldn't have done that without supporters like you. I hope, as you read this 125th anniversary newsletter, you feel as proud as I do about the remarkable things we've achieved together.

#### **Amazing people like you have always been at the heart of our work**

The National Trust was founded on 12 January 1895 by Octavia Hill, Sir Robert Hunter and Canon Hardwicke Rawnsley. A year later, passionate supporters helped to save Alfriston Clergy House; a 15th-century Wealdon hall-house in East Sussex, which we bought for the princely sum of £10.

Since then, each generation has come together to protect the nation's rich and diverse heritage. Whether you've donated, pledged a gift in your will, fundraised or volunteered, we wouldn't be where we are without supporters like you.

Together we have restored historic homes and iconic landmarks. We're returning large areas of land back to woodland and wildflower meadow. And together we are protecting hundreds of places where people and nature can thrive.

#### **For everyone, for ever**

We've created this newsletter for you, our closest supporters, as a celebration of what we've achieved together over the past 125 years. However, the places you and I love will continue to need us over the next 125 years – and beyond. So I hope you'll continue to give us your support.



Hilary McGrady, Director-General



# 125 years of milestones

Here are just a few of the milestones we've achieved together.

**1895**

**The National Trust is founded**

The National Trust was formed by Octavia Hill, Sir Robert Hunter and Canon Hardwicke Rawnsley and in that same year accepted the gift of its first area of land from Mrs Fanny Talbot, Dinas Oleu, 4.5 acres of cliff land above Barmouth, overlooking Cardigan Bay.

**1899**

**Our first nature reserve**

The Trust bought the first 2 acres of its earliest nature reserve at Wicken Fen, now the most species-rich area in the UK, with the Trust looking after nearly 2,000 acres.

**1923**

**Great Gable**

The Fell and Rock-Climbing Club gifted the Great Gable in memory of members who had been killed in WWI. Fourteen other Lake District peaks were gifted to the Trust in memory of those who fell in WWI.

**1943**

**Beatrix Potter's legacy**

Longtime supporter Beatrix Potter left a gift in her will of 4,000 acres of land and fourteen farms. Thanks to supporters like you, we now look after over 153,000 acres in the Lake District.

**1965**

**Neptune Appeal**

Launched in 1965 with the aim of acquiring unspoilt coastline which might be at risk, our Neptune Appeal has raised over £90 million, with 90 per cent of that donated in people's wills. Today you help us care for some 780 miles of coast, 574 miles more than in 1965.

**1998**

**Saving Snowdon**

The 'Save Snowdon' campaign received support from Sir Anthony Hopkins and Prince Charles. With the £4 million donated by supporters, we acquired Gelli Iago and Hafod y Llan, a 4,000-acre estate extending from the valley floor to the summit of Snowdon. Today you help us care for over 58,000 acres of land in Snowdonia.

**2008**

**Volunteer milestone**

The total number of volunteers working for the National Trust exceeds 50,000, donating what Octavia Hill called 'gifts of time'.

**2019**

**Keeping Churchill at Chartwell**

The Nobel Prize in Literature, awarded to Sir Winston Churchill in 1953, was secured for permanent display at Chartwell, Kent.

**1970**

**Membership grows**

Our 75<sup>th</sup> year and 226,200 members

**2011**

**Membership milestone**  
4 million members

**1898**

**The first gift in memory**

Mr and Mrs Richardson Evans kindly donated a small plot of land on the spur of Toy's Hill in Kent to the Trust in memory of Mr Frederick Feeney. This was the first expression of an idea that gifts in memory could take the form of land.

**1902**

**Royal support**

A nationwide campaign was launched to raise funds for the purchase of Brandelhow on Derwentwater. Amongst those who contributed to the appeal was the daughter of Queen Victoria, Princess Louise.

**1927**

**The Ferguson Gang**

Britain's heritage is vanishing. Beautiful landscapes are being bulldozed and historic buildings demolished. Enter the Ferguson Gang, a mysterious group of five women whose aim was to raise awareness of the need to protect rural areas. The Gang supported the National Trust, raising huge sums to protect and preserve important buildings and land.

**1948**

**Hidcote**

Along with the Royal Horticultural Society, the Gardens Scheme was launched to encourage and fund the acquisition of outstanding gardens. In that same year Major Lawrence Johnston gifted Hidcote in Gloucestershire. Today you help us care for more than 200 gardens.

**1962**

**Giant's Causeway**

County Antrim, was opened to visitors. In 1986 it was designated a World Heritage Site.

**1981**

**Membership milestone**  
We reach 1 million members!

**1986**

**Saving Sutton House**

Local community members in Hackney formed the 'Save Sutton House' campaign to stop it being turned into flats. The house was restored and used for cultural and educational activities by the community.

**2002**

**Tyntesfield**

The Victorian country house, Tyntesfield, near Bristol, was put up for sale. Within 100 days, 50,000 supporters donated £3 million. The National Heritage Memorial Fund, financed by players of the National Lottery, awarded a £17.5m grant to help purchase the property for the nation.

**2017**

**White Cliffs**

You raised £1 million in just three weeks to protect the White Cliffs of Dover.

**2020 and beyond**

**We can't stop now**

Nature, beauty and history will need us over the next 125 years and together we can create many more milestones.

Thank you for  
being part of a  
remarkable journey!



# We're on this journey together

Nature provides us with so many rich experiences, from paddling in the sea and hopping across streams, to spotting wild deer or an elusive red squirrel. Nature revives, rejuvenates and restores us, and it needs us now more than ever.

*'These cliffs are so precious and anything we can do to assist in their preservation must be done. We are the guardians of these unique cliffs and we must ensure our children and grandchildren are able to experience them as well.'*

Les Mountford, White Cliffs supporter



## You've been there when nature has needed you

### **The Neptune Appeal**

The Neptune Appeal was launched in 1965, with the aim of acquiring unspoilt coastline which might be at risk. Since then the appeal has raised over £90 million, with 90 per cent of that being donated in people's wills. This incredible example of people power has protected a further 574 miles of dramatic and diverse coastline on behalf of the nation. Today we care for some 780 miles of coast.

### **The White Cliffs of Dover**

In 2012, thanks to donations and gifts in wills you helped protect a stunning 1,500 yards stretch of the White Cliffs when it was put up for sale. Then in 2017, you saved even more when you raised £1 million in just three weeks! This appeal helped to secure 70 hectares (the equivalent of 100 football pitches) of land behind the clifftop, helping to reveal wartime buildings and create new footpaths and wildlife habitats. Thanks to your wonderful response we're already making changes that are encouraging wild flowers to thrive and more birds to visit over the winter.



# Together we're a powerful force

With supporters like you alongside us, we've achieved incredible things. We share a love for nature, wildlife and history. Together we can stand up for the places that matter to us all.

## Helping nature thrive

Wicken Fen in Cambridgeshire is our oldest nature reserve, and has grown from just 2 acres in 1899 to almost 2,000 acres today. This unique habitat has been recognised as the most species-rich area in the country – supporting more than 9,300 species, including a spectacular array of plants, birds and insects. With your support we have an ambitious 100-year vision to increase Wicken Fen in size to 13,000 acres of diverse nature reserve for wildlife to thrive in and people to enjoy. We couldn't have achieved what we have so far without gifts in wills, funders and your donations.



## Keeping history alive together

### Quarry Bank Mill

Thanks to kind donations and gifts in wills, along with a large grant from The National Lottery Heritage Fund, over the past four years Quarry Bank Mill in Cheshire has been at the centre of one of the largest projects in the National Trust's history.

This was once one of the largest cotton textile manufacturing businesses in Britain on the edge of the first industrial city in the world. This project has brought the full story of this industrial community to life as new areas have been restored, and for the first time, visitors can now explore the complete industrial heritage site.

### Keeping Churchill at Chartwell

In 2016 we launched an appeal for a £7.1 million project to revitalise Chartwell, Sir Winston Churchill's beloved family home in Kent. With support from The National Lottery Heritage Fund, donations and gifts in wills, we have been able to acquire hundreds of his personal objects to keep on permanent display, and open up some of his rooms which have never been seen before. The collection you've saved for Chartwell so far includes more than 900 books, 6 major awards and 48 medals.

The collections  
you help care for  
contain more than  
**1 million  
items**







## We face challenges ...

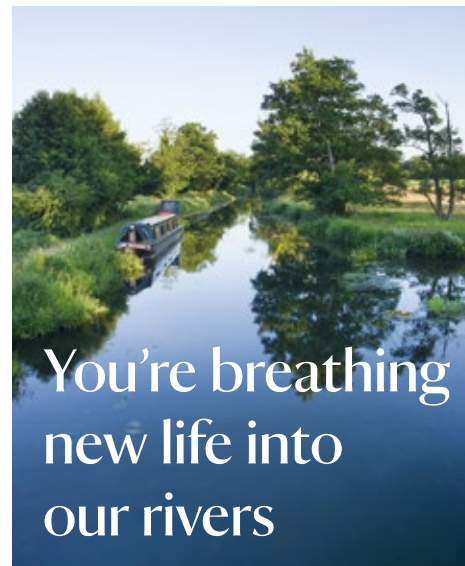
Intensive farming, commercial development, pollution and urbanisation have all had an impact on our natural heritage. Many of the places in our care have also been devastated by fires, storms and floods. As our climate changes in the years ahead, unpredictable extreme weather events are likely to become more frequent.

All of this is on top of the day-to-day challenges of conserving all the places we care for, so your continuing support is vital.



# ... but we overcome them together

Thanks to you we can tackle the challenges our natural heritage faces, find ways around obstacles, respond to emergencies and stand up for the places you love.



## You're breathing new life into our rivers



Rivers are the lifeblood of our landscapes. But today, many of our rivers are in desperate need of repair and our wildlife is in trouble. Climate change, human impact and pollution have caused devastating damage; soils have been depleted, water courses degraded and nature has struggled to cope with the pace of change. But it's not too late – together we can make a difference. Through our Riverlands programme we're working with partners, local communities and landowners to revive 600 miles of rivers and catchments, so they can flow with life again.

## You're there in times of crisis



### Marsden Moor

This rugged West Yorkshire landscape was hit by a number of devastating fires last year, the worst of which damaged an estimated 700 hectares of moorland. Thankfully, you helped to raise an incredible £100,000, which will help begin the work of restoring this precious moorland habitat and prevent future fires.

### Clandon Park

In April 2015, a fire broke out at Clandon Park in Surrey, leaving the house little more than a shell. During the initial salvage phase we saved more than 600 artefacts. Many of you were moved to donate and show your support for the Trust at this difficult time. We're delighted to have you join us on this journey to create a new future for Clandon Park.

## You're repairing damaged landscapes

The dramatic landscape of the Lake District attracts over 19 million visitors every year. This popularity, coupled with increasingly extreme weather, has led to severe erosion of pathways.

Your support is reversing the damage through the Fix the Fells project, an ongoing partnership between the National Trust, the Lake District National Park, other local organisations and a 150-strong bunch of hardy volunteers. For over a decade, the team has been out there in all weathers, building sustainable paths, clearing loose debris and re-seeding bare soils. They can only do this thanks to support from donations, gifts in wills, community fundraisers and other funders, such as the European Regional Development Fund.

**390 miles**  
of Lake District  
paths will need care  
and repair in the next  
**10 years**





# We'll help nature recover as we go ...

The UK has lost 97 per cent of wildflower meadows since the 1930s and today it's one of the least wooded countries in Europe. Wildlife has suffered too: 41 per cent of species have been in decline since 1970 and 15 per cent of species are under threat of extinction.

But with your support we're determined to reverse damage and help nature thrive.

*'I hope that when spectators see me running it will make them think of all the things it took to make their favourite National Trust places perfect. I hope to make people stop and think about their nearby coast, rivers, mountains and forests.'*

Emily Martin, a fundraiser who has recently taken on a marathon and two half-marathons

*'Many years ago we almost lost the incredibly rich and increasingly scarce habitat of Wicken Fen. Thanks to the work of naturalists and the National Trust, a part of it has been saved, and along with it the 9,000 species that live there. The Wicken Fen Vision is a 100-year vision, but the work of preserving the fen will go on much longer than that. As my volunteering effort is much more finite, a legacy will ensure I continue to support the work at Wicken Fen long after I'm gone.'*

Peter Green, pledger and volunteer at Wicken Fen



# ... and create even more of what you love

Together we can create meadows, replenish woodland, encourage nature to flourish and bring rich histories back to life. We can give ourselves – and future generations – more places where we can relax, unwind and spend time with one another.

We plan to create  
**25,000 hectares**  
of new habitats  
by 2025

## Creating wildflower meadows



The devastating loss of meadows has stripped our bugs, bees, butterflies, small birds and mammals of their natural homes. That's why we launched an appeal to create 1,000 hectares of magical meadows across the UK.

Thanks to kind gifts in wills we've already saved 186 hectares of meadowland in the Peak District, securing a potential lifeline for plunging butterfly and bee populations. But we'll need your continued support to reach the ambitious target.



Trees are one of our most important natural resources, providing homes for wildlife, reducing flooding and cleaning the air we breathe. But tree cover is declining at a frightening rate across the globe. That's why, with your help, we're on a mission to restore thousands of acres back to woodland – and to create more tranquil places where wildlife and people can thrive.

In September 2019 we launched an appeal to protect precious older trees and plant more native saplings. Thousands of supporters nationwide have raised over £180,000 so far with a further £170,000 donated by our partner, Cotswold Outdoor.

## Restoring woodland

## Restoring the Stowe landscape

At Stowe in Buckinghamshire, we're in the process of restoring the gardens and giving more meaning and understanding to the landscape. Your support is also helping to recreate Stowe's iconic statue collection. Apollo and his Nine Muses once defined this idyllic landscape, but the collection was lost more than two centuries ago.

Donations and gifts in wills are crucial to our work at Stowe and bringing visitors closer to the original spirit of this remarkable place.



# Making memories along the way

The places you love aren't just bursting with beauty and steeped in history – they're places where special memories are made with our loved ones.



*'My special place is Roseberry Topping. I first climbed it walking every step of the way at the age of two. And I carried my teddy all the way. This was the first of many visits. My dad is always with me as he was on the first day even if now he is a happy memory.'*

C Stynes, pledger

*'My special place is Blickling in Norfolk. Walking there brings serenity and peace. I love walking through the trees and breathing in the oxygen, then walking around the lake with the view of the house in the distance. Blickling is my sanctuary and however stressed I feel my mood is brighter, clearer and more positive after enjoying time there.'*

Hillary Williams, member

*'I vividly remember my first trip to Dyrham Park as a child. It stimulated not just a lifelong fascination with 17th Century Dutch art, but with that era as a whole. It led to my studying History at university and subsequently teaching it for over 20 years. Now retired, I volunteer at Dyrham helping to transcribe documents linked to the building of the house between 1694 and 1707, am an active member of the local supporters' group and have left a legacy to the National Trust in my will so that houses like Dyrham can continue to work their magic on the next generation and inspire them.'*

Caroline Thompson, pledger and volunteer

*'My late husband, Ron, and I loved to visit Stourhead. It just seemed right to leave a legacy to the National Trust for all the years of pleasure Ron and I shared.'*

Hazel Tovey, pledger and in memory donor



# Thank you

It's not a journey  
we could have  
made alone

A heartfelt thank you for your support  
– past, present and future.

Over the past 125 years, people like you have shown your love for nature and history by supporting our work. This incredible support has saved historical buildings, precious treasures and unspoilt countryside across England, Wales and Northern Ireland.

There are plenty of challenges ahead, but together we'll continue to protect all the places you love – so that they can be enjoyed for hundreds of years to come.

# Continue your support in this 125th year and beyond

We know that you support the National Trust in many different ways, and we really appreciate it. If you'd like to help in a new way this year, to celebrate this special anniversary, here are a few of the ways you can do so:

#### Leave a gift in your will

Gifts in wills, no matter the size, look after the places you love for ever, keeping them safe for memories yet to be made.  
[nationaltrust.org.uk/legacies](https://nationaltrust.org.uk/legacies)

#### Make a donation

Every penny you give helps to protect special places, from beautiful landscapes and coastline to historic properties.  
[nationaltrust.org.uk/donate](https://nationaltrust.org.uk/donate)

#### Give a gift in memory or in celebration

Remember a loved one or celebrate a special occasion – we can help you make the perfect tribute.

[nationaltrust.org.uk/in-memory](https://nationaltrust.org.uk/in-memory)  
[nationaltrust.org.uk/in-celebration](https://nationaltrust.org.uk/in-celebration)

#### Fundraise for us

Whether you're running a marathon, hosting a quiz night or throwing a big bake sale – why not fundraise for us?

[nationaltrust.org.uk/fundraise-for-us](https://nationaltrust.org.uk/fundraise-for-us)

#### Volunteer

Learn some new skills, share your knowledge and help protect your favourite places for years to come.

[nationaltrust.org.uk/volunteer](https://nationaltrust.org.uk/volunteer)

**Keep visiting the places you love!**





If you'd like to receive this information in an alternative format, please call us on 0344 800 1895 quoting DM96. Or you can email [enquiries@nationaltrust.org.uk](mailto:enquiries@nationaltrust.org.uk)

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