

NEW INITIATIVES TO GENERATE FUNDS AT THE VTM

Pretoria, 22 February 2012. It is widely known that the Departments of Arts & Culture last year suddenly cut the subsidy that should have been paid to the Monument in half. The fact that the subsidy was also paid four months late, meant that the VTM suddenly experienced severe financial- and cash flow problems. Despite this setback, the Monument has now launched several new initiatives to address this problem.

The first of these initiatives has already been launched in 2009 with the Quo Vadis Project, where our support base was asked to consider the long term prospects of the Voortrekker Monument and related organisations. One of the options during this investigation was for the VTM to be declared as a cultural institution, where ownership would be transferred to the Government. The support base of the Monument was vehemently against this option and felt that the Monument should stay in private hands at all costs. Anonymous, financial pledges to the value of R800 000 per year were made for the upkeep of the VTM but unfortunately only about R120 000 realized.

Meanwhile, the Monument has obtained its own SMS number so that people may donate money to ensure that the VTM is preserved for future generations. Interested persons, who would like to make a contribution, may send their names and e-mail address by SMS to 49999. The SMS costs R30 and you may send as many SMS's as you like. If every one of the 30 000 people who attended the Afriforum music festival at the Monument last year sent only one SMS it would help alleviate the cash flow problems facing the Monument considerably.

There are several other options to consider in support of the Monument:

- By means of a monthly debit order. The form is available on the VTM website on www.voortrekkermon.org.za under Financial Support
- Join as a Friend of the Monument and Blood River at R150 per year – form also available on the website
- Join as a life-long Friend of the Monument and Blood River with a once off payment of R2 000
- Purchase a niche in the garden of remembrance. Contact Lidia on jlhendriks@xsinet.co.za
- A once off donation according to the means at your disposal
- By means of a bequest in your will.

The Monument will also launch a Military Fair which will take place later this year on 1 May. In the interim, the Monument has been declared a Grade 1 National Heritage Site and as a result, the VTM will go ahead with negotiations with the state departments involved regarding a possible rise in the annual state subsidy.

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