

At the end of 2017, our Vitality Foundation has reached an important milestone. Indeed, it's been five years that the museum is open to visitors. We managed to develop various activities and organize several events. At a birthday, it is usually customary to evaluate the time spent and anticipate, and then develop a strategy for the future.

In this document, we want to clarify our goals and look to the future.

Today we face constraints regarding the limited size of the museum, its accessibility, and the lack of space available for the organization of events. Thus, we realized this action plan to inform you of our plan for the future.

The Foundation is committed to keeping the memory alive of the sacrifice between 1940-1945 of the military and civilians for our freedom. By building a museum, conducting conferences, presenting on site, and organizing events, commemorations and teaching at schools, we are trying to fulfill this goal. Our focus is mainly on French involvement in the Netherlands.

Each year, as a foundation, we organize a number of events around the museum and commemorations with, among other things, the participation of veterans.

The current museum can accommodate a maximum of 20 people. During busy days, the public must wait outside. A larger museum will better honor the collection and will also provide space to display old vehicles and should have a space for film and presentation screenings, which can also be used for lectures and lessons on the spot. In addition, in the current configuration, there is not enough space to display the entire collection of the foundation, which continues to grow. In addition, the use of the site located in front of the current museum (a large vacant lot) to perform events, is no longer available due to the construction of a residential area. Events aimed at enhancing the public's attention to the museum and the duty to remember can no longer be realized.



To structure the Vitality Foundation, which grows each year, the following objectives are formulated:

1. Develop the Museum on a new location with a historical context.
2. Implement and intensify the collection policy:
 - Preserve, manage, present and expand the collection;
 - Collect, present and lend objects for exhibitions;
 - Digitally record the collection;
 - Make data and images accessible to the public via the Internet;
 - Promote and categorize the collection.
3. Become a museum of greater notoriety.
4. Register in the Netherlands Museums Register, ICOM International Council of Museums International Council of Museums) and obtain the "registered museum" status.
5. Organize more events closely related to the museum's activities on the site.
6. Develop more educational components.
7. Make the museum better accessible to people with disabilities.

The museum is an organization run by volunteers, with a board of directors. This board includes: a president, a vice-president, a treasurer, a secretary. This group of volunteers is very diverse and includes, among others, a lawyer, a historian and a number of former military.

The Foundation has a "recommendation committee" made up of a number of prominent members of society such as the former Prime Minister of the Netherlands, Jan Peter Balkenende, and the Dutch delegate of the association *Souvenir Français*, Mr. Thierry Van 'T Hoff. They are particularly favorable about the realization of this new project.

Currently, the foundation is in the process of obtaining the predicate "registered museum" so that Vitality also receives the attention it deserves in terms of partnerships. As a result, the French commitment to the Netherlands and the world of museums will have the place due to him.

From now on, we have the opportunity to purchase the ideal 2.7-hectare site right next to the French military cemetery in Kapelle. If all licenses are issued on time, construction of the new museum could begin in 2020.

At the current location, we receive 5000 visitors a year with a very limited museum opening. With the opening of the new museum, we expect an increase in the number of visits, with a total of 10,000 visitors in the first year, with growth expected around 20,000 visitors per year from the third year. Based on this, the revenue

projection was based on entry, restaurant and in-store sales. The profits will be around € 50,000 the first year. This amount is more than enough to cover the running costs of the museum of € 25,000 euros per year.

For the realization of this new museum, the Vitality Foundation needs a total amount of € 3,400,000. This future museum will be weak in terms of energy consumption and will have suitable grounds for the realization of events.

For all these costs, the Vitality Foundation is entirely dependent on sponsors. An attractive panel of benefits has been put in place for the sponsors. In addition to the tax benefit (the foundation has the cultural status ANBI Algemeen Nut Beogende Instellingen (public utility foundation) and therefore the donations are 1,5 times tax deductible), this one is also part of the Corporate Social Responsibility. The mention of names on various publications will also offer some form of advertising that is subject to feedback.



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