



The Vitality Kapelle Foundation and its plans

The Vitality Foundation

The Vitality Foundation (*"Stichting Vitality"*) is a public benefit organization with the aim of operating the Vitality museum, contributing to commemorations and education to schools and associations, all in memory of and particularly focused on the role of the French in the 2nd World War in Zeeland and other parts of The Netherlands. The Foundation was established in 2012 and from that moment on the museum was actually open to visitors. In 2019, the museum received the designation *"Registered Museum"* and the chairman and founder of the Foundation, Mr. Andries Looijen, has received the French award *"Chevalier dans l'Ordre National du Mérite"* (*"Knight in the National Order of Merit"*).

Mission, vision and focus

The period of defense, occupation and liberation during the Second World War had profound consequences for Kapelle, the Netherlands, Europe and large parts of the world. Museum Vitality keeps the memory alive by paying attention to personal stories from different angles. This offers visitors the opportunity to recognize and identify, inspires reflection and creates insight into the value of tolerance, freedom and democracy. The museum teaches that freedom and prosperity cannot be taken for granted and thus contributes to conscious citizenship in a culturally diverse society.

The focus of the Foundation is mainly on the efforts of the French army in the May days of 1940. In addition, the liberation of Zeeland and the role of the French in the rest of the Netherlands is the focus of attention. The relationship with the French field of honor in Kapelle appears to be a good choice in the development of the museum. The museum distinguishes itself from many other commemorative museums with a view to the French contribution to our defense and liberation.

(Future-) Development

Over the years, the collection has continued to expand and the number of visitors has increased to over 5000. Due to the fact that an event area near the museum is no longer available, events aimed at increasing the public's attention for the museum and the obligation to remember to no longer be realized in the vicinity.



The limited space, its accessibility and the lack of an event area are reason to look for a new location for the museum. Given the focus of the Foundation, a location near the French field of honor is a heartfelt wish.

The Foundation is determined to keep alive the memory of the sacrifices between 1940-1945 of the armies and civilians for our freedom. By building a new museum, holding conferences, presenting on the spot and organizing events, commemorations and education, we try to give substance to the mission.

The current museum can accommodate up to 20 people at a time. A larger museum will better facilitate the ever-increasing collection, there will also be space to display old vehicles and for a film and presentation space. Appropriate events can be organized with an event area. The increasing collection will be further digitized, so that it can be presented, made more widely accessible and can be lent to third parties. Enrichment of the collection is possible, on a temporary basis, by using the archives and depots of the French government.

Organization

The Vitality Foundation has a board consisting of 3 people. In addition, there is a group of volunteers of about 30 people, including a notary, an accountant, a historian and a number of former soldiers. 2 Foundations are being set up to ensure that business operations run smoothly. The "*Vitality Vastgoed*" foundation owns land, building and furnishings and the "*Memorial 40-45 Kapelle*" foundation operates the new museum.

The Foundation also has a "committee of recommendation" consisting of a number of prominent members of society, such as the former Prime Minister of the Netherlands, Jan Peter Balkenende, the Dutch representative of the Souvenir Français association, Mr. Thierry Van 't Hoff, Ms. Hélène Degryse, advisor / member AFE and the former mayor of Kapelle, Anton Stapelkamp. They have a very warm heart for this new project.

Cooperation

The Foundation has obtained the designation "*Registered Museum*" for the current museum, so the museum also receives the attention it deserves in the field of (inter) national partnerships. Collaboration with other museums already exists and will be extended as far as possible to national and international partnerships.

The plan / finances

At the moment there is the actual possibility to purchase the ideal 2.7 hectare site, directly adjacent to the French field of honor in Kapelle. The current design by RoosRos Architecten, with a interior design plan by Madoc, has the preliminary approval of the municipality of Kapelle.



With a smooth and expedient progress of procedures and permits, the construction of the new museum can start in 2020.

The Foundation has estimated a total amount of € 3,600,000 for the realization of this new museum. The appendix *"Costs - coverage plan for new construction"* shows the estimated foundation costs and possible income. This future museum will be energy neutral and will provide sufficient space for the collection and outdoor space for the realization of events.

With the opening of the new museum, an increase in the number of visitors today is expected to be approximately 5000 (with limited opening) to approximately 10,000 visitors in the first year, with an expected increase to approximately 18,000 visitors in the 5th year after opening. Based on these data, the operation is cost-effective for the first 5 years after opening.

The Foundation is dependent on contributions from governments and funds to cover the foundation costs. In addition, there are already many contacts regarding donations from companies and individuals. As an appreciation for these donations, an attractive "sponsor package" has been put together. In addition to the tax benefit (the Foundation has the cultural ANBI status, whereby gifts are 1.5 times tax deductible for companies and individuals are tax deductible 1.25 times), the gift can also be seen in the light of Corporate Social Responsibility.

Exploratory (promising) interviews were held with 4 funds. Applications with 2 funds must be submitted no later than July 2020. This concerns possible contributions for, in particular, furnishings from Europe (Leader / POP), Mondriaan Fund (75 years of freedom), the VSB Fund and the Prince Bernhard Culture Fund.

Finally, a loan from third parties has been taken into account to supplement the expected income from donations if necessary.

Timeline of the project

After a preparation from **2017**, we can now speak of a breakthrough in the process.

The definitive location was appointed in **2019** and a sketch plan of the museum was drawn up, and the acquisition of land has also started.

In **2020**, we expect the land acquisition to be completed, the zoning plan to be changed and permits to be applied for. In addition, the final plans for the building and furnishings will be worked out and final offers can be requested. Last but not least, we are working hard this year to finalize the financing.

Construction of the museum will take place at the end of **2020** and in **2021**, and work on the actual layout will start.

The facility will be completed and commissioned in **2022**.

We realize that this timeline is very ambitious and may extend for 1 year, in particular due to procedures and fundraising.



Why donate to the Vitality Foundation?

Thank you for taking note of our plans. If you are still not sufficiently convinced to donate to the Foundation, we will give you a number of reasons to support our Foundation and its objective.

The following reasons may be decisive for you:

- I appreciate the fact that French soldiers have given their lives in the Netherlands for defense and liberation and therefore feel involved in this project.
- I think the perseverance of the chairman to deploy and disseminate his museum collection to a wide audience is of great importance and this must continue.
- I think that the development of this project contributes to the tourism product in Zeeland and in Kapelle in particular.
- I think it is important that there are also memorial sites outside France, linked to the Second World War, where the ideas are kept alive.
- I think it is important that the memory of the Second World War remains alive through the intended education of young people.
- I have memories of the Second World War and I think it is good to see the personal stories in this project.
- In my company, tolerance, freedom and democracy are core values and therefore find a connection with this project.

And last but not least

The Vitality Foundation has focused on the efforts of the French army in the May days of 1940. In addition, the liberation of Zeeland and the role of the French in the rest of The Netherlands has our special attention. We owe our freedom partly to them. That is why we want to keep the memory of them firmly in our hearts. We want to do this in our new museum as previously described, in Kapelle close to the French field of honor.

We greatly appreciate your contribution to the foundation costs of this new museum, so that we can cover the ineligible costs (in particular land and building). You can find our IBAN account number in the footer of this memo.

On the next page you will find two impressions of the new museum.



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