

19 AUG 1948

URGENT AND CONFIDENTIAL.

TO THE MEMBERS OF THE
NATIONAL FINANCE AND EXECUTIVE COMMITTEES.

NATIONAL APPEAL.

At the meeting of the National Executive Committee on 6th August, 1948, it was decided that immediate arrangements should be made to organise a National Appeal, to which end the Director was requested to draw up a plan for consideration by the Committee at its next meeting on Monday, 23rd August, 1948.

The intention is for the Appeal to be handled by a special and properly qualified Appeal Organiser. In this connection, the Director, National Secretary and the Public Relations Officer to-day interviewed Mr. F.L. Jonsson of Messrs. Jonsson Advertising (Pty) Ltd., a highly specialised Appeal Organiser who has raised considerable sums of money in the past and with conspicuous success in the case of the Governor General's War Fund. The following is a report of the interview:-

"The Director outlined the present position and in an exchange of questions and answers it was immediately apparent that Mr. Jonsson had a very adequate grip of the Foundation's history and future potentiality. He asked "How much money do you want?" and the Director replied "A quarter of a million". Mr. Jonsson's next question was "What are you going to do with the money?" and in reply the Director submitted the Map showing projects (the "Foundation" July 1948).

It was agreed that this map in no way indicated the significance of our more nebulous objects, namely, public opinion, training personnel, education of the literate and illiterate. These were discussed in some detail, and Mr. Jonsson agreed that the development of Public Opinion was the most important, and would take at least two years to develop. ||

There was considerable discussion on the attitude of the present Government.

Mr. Jonsson explained that all the successful appeals he had organised in the past depended on obtaining really big money by personal canvass, conducted by a very small number of influential men; he particularly mentioned Mr. D.F. Corlett and Mr. C.S. McLean. He is most reluctant to undertake any appeal for us, and would only consider it if we could present him with a truly influential committee, preferably under the Chairmanship of Sir Ernest Oppenheimer. He did, however, point out that Sir Ernest is extremely busy and could not give much time to actual detailed work, and it would, therefore, be necessary to have some really hard workers on this body.

In general, Mr. Jonsson's opinions exactly confirm the findings presented by the Director and National Secretary in the memorandum recently submitted to the Finance Committee and to the National Executive. He felt that one of our troubles was that the Foundation had got off on the wrong foot in the early stages".

|| In the circumstances, the Director would much appreciate it if any local members of the National Finance and Executive Committees who can manage to do so would attend an informal

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discussion in the Foundation's offices, Hut 8, Union Grounds, Johannesburg, on Thursday, 12th August, 1948, at 3 p.m, for the purpose of discussing:-

- (a) The general question of a National Appeal.
- (b) The grounds on which the Appeal would be made and the case to be represented to Sir Ernest Oppenheimer. A concise statement of the Foundation's aims and objectives would be required and a draft will be available for the meeting.

A. Norton

(A. Norton).
NATIONAL SECRETARY.

9th August, 1948.

NATIONAL WAR MEMORIAL HEALTH FOUNDATION.

DIRECTOR'S TOUR NOTES.

PORT ELIZABETH 22nd to 27th JULY, 1948, INCLUSIVE.

1. Director proceeded by air to Port Elizabeth on 22nd July, 1948, and returned to Headquarters on 27th July, 1948.
2. Whilst in Port Elizabeth the Director attended at the Regional Office and had very full and useful discussions with the Regional Organiser (Mrs. A.D. Scholtz) on many aspects of the Foundation's activities.
3. With Mrs. E.M. Holland, the Acting Chair of the Cape Midlands Executive Committee, the Director visited New Brighton Native Township and the Bantu Men's Social Centre in that township, and certain other promotive health works. The Director also met Mr. Boast the Superintendent of the Native Township, Nurse Dora of the Port Elizabeth Municipality and the Rev. Mbopa.
4. On Friday, 23/7/48, the Director had a very long discussion with the Acting Chair (Mrs. Holland) on Foundation matters.
5. The Director also had valuable discussions in Port Elizabeth with the following persons, amongst others :-

Dr. Ray Schauder
Mr. Buller Pagden
Mr. H.G. Harraway
Dr. Don Craib.

6. On Monday, 26/7/48, the Director attended a meeting of the Executive Committee of the Cape Midlands Region (Mrs. Holland in the Chair), and after a very full discussion of past, present and possible future difficulties it was agreed, in general, that
 - (i) the Port Elizabeth Committee is to submit to National Headquarters a considered opinion suggesting any necessary alteration of the Foundation's Constitution, etc., to permit an even greater local autonomy to Regions than at present exists;
 - (ii) that the three point programme for Port Elizabeth be re-affirmed, and be proceeded with immediately on the following basis :-
 - (a) £600 to be set aside by the Foundation to start off the collections for a European Children's Holiday Camp.
 - (b) £200 to be set aside for assistance to a promotive health project for the Cape Coloured population - either as assistance to their nursery school and/or assistance in regard to the purchase of sports equipment.
 - (c) £1,200 to be set aside as the nucleus of a fund for the erection of Foundation memorial premises in New Brighton Township in which much required promotive health activities could be developed.

(Further details in regard to the above will in due course be submitted by the Port Elizabeth Committee, but immediate application is made for the allocation to the Cape Midlands Region of £1,200 in the present Budgets of the Foundation, to be increased to £2,000. This is most strongly recommended by the Director).

28th July, 1948.

F. A. DONNOLLY,
DIRECTOR.

DIRECTOR'S TOUR NOTES.

KIMBERLEY : 15TH TO 17TH JULY, 1948. (INCLUSIVE).

1. At the request of the Kimberley Region, the Director proceeded to Kimberley to attend the Annual General Meeting of the Cape Northern Region at 8 p.m. on Thursday, 15th July, 1948, in the Council Chamber, City Hall, Kimberley.

The visit was carried out by air.
2. Prior to attending the Annual General Meeting, the Director had a full discussion with Mr. D. McHardy, Chairman in the Cape Northern Region.

For a number of reasons Mr. McHardy pointed out that he wished to retire from the chairmanship but, after discussion, very kindly agreed to continue temporarily in the post should Committee members wish it.
3. The Director attended the Annual General Meeting on 15th July, 1948, at 8 p.m., Mr. D. McHardy in the chair, and approximately 25 persons present.

A brief Annual Report together with a financial statement for the year ended 30th June, 1948, were submitted and adopted, and Mr. McHardy was re-elected Chairman, and Mr. G. Tuckey as Vice-Chairman. The Executive and Finance Committees of the previous year were re-elected en bloc, with the addition of the name of Brother J.M. Reidy, who was elected to the Executive Committee.
4. At the request of the Chairman, the Director gave a short address and this was well received both at the meeting and through the local English-speaking paper, the "Diamond Fields Advertiser".
5. On Friday, 16th July, 1948, the Director visited the hut that is being erected at Greenpoint Location by the Child Welfare Society (African Section). Mrs. E.M. Elliott (Chairman of the Child Welfare Society - African Section) kindly showed the Director around, and Miss D. Horn, the Kimberley Secretary, was also in the party. The erection of this hut is well advanced and every possible assistance is being given to the Child Welfare Society by Mr. P. Neethling, the superintendent of Greenpoint Location. It will be recollected that the Foundation has granted £500 towards this Promotive Health project, i.e., the crèche for Bantu children.
6. The Director also had valuable discussions with Mr. G. Tuckey, (the new Vice-Chairman) and with Mr. J.G.F. Moulton, M.P.C., who is a keen supporter of the Foundation in Kimberley. Mr. Tuckey requested guidance in connection with a specific Foundation project for Kimberley and also suggested that the local office should undertake more "research" work.
7. It is hoped that the Director's visit will prove of value as except for a few stalwart supporters it cannot be said that there is undue enthusiasm in Kimberley for the Foundation.

F. A. DONNOLLY.

JOHANNESBURG.
19th July, 1948.

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NATIONAL WAR MEMORIAL HEALTH FOUNDATION.

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Public Relations Department,
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Received	JUL 1947
For Attention
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NEWS LETTER NO. 10.	

MAY, 1947.

1. NATIONAL APPEAL COMMITTEE.

The most important event of the month was the Inaugural Meeting, taking the form of a luncheon in the Anglo-American Corporation's Building, Johannesburg, presided over by the National Appeal Chairman, Sir Ernest Oppenheimer, of the National Appeal Committee. During the absence of the Chairman in England, the Vice-Chairman, Dr. H.J. van der Bijl, has kindly consented to act in his place. The following gentlemen have agreed to serve on the National Appeal Committee:-

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| Dr. C.C. Anning, C.B.E. | Chairman, Executive Committee, N.W.M.H.F. |
| Mr. O.J. Bekker, | Managing Director, "Die Vaderland". |
| Prof. M.C. Botha, M.C. | Rector, University of Pretoria. |
| Mr. J. Boyd, | Anglo-American Corporation. |
| Dr. Karl Bremer, M.P. | Nationalist Party. |
| Capt. W.R. Butters, M.P. | Chairman, Parliamentary Ex-Servicemen, House of Assembly. |
| Dr. H.J. van der Bijl, | Director - Iscor. |
| Mr. J. Calder | President, S.A. Trades & Labour Council. |
| Mr. John Christie, M.P. | Labour Party. |
| Brig. W. Marshall Clark, O.B.E. | General Manager, S.A.R. & H, Cape Town. |
| Mr. H.S. Cross | Chairman, Commercial Exchange of S.A. |
| Col. S.R. Fleischer, C.B.E. D.S.O., M.C. | Managing Director, New Consolidated Goldfields. |
| Prof. L. Fouche | Chairman, S.A.B.C. |
| Mr. Percy Fox. | Managing Director, Elephant Trading Company. |
| Mr. H. Herber. | Chairman, Greaterman's Stores. |
| Mr. A.S. Hersov. | Chairman, Anglo-Transvaal Consolidated Investment Co. Ltd. |
| Brig. C.M. Hoffe, C.B.E. | Chairman, Finance Committee, and Member Exec. Com. N.W.M.H.F. |
| Advocate R. Honey, K.C. | President, Olympic Games Asscn. |
| Advocate S. Kuper, K.C. | Chairman, Jewish Board of Deputies. M.O.H. Johannesburg. |
| Dr. Gordon D. Laing | Managing Director, Cuthbert & Co. |
| Mr. S. McClure. | Chairman, O.K. Bazaars (1929) Ltd. |
| Mr. M. Miller | Deputy Chairman, African Consolidated Theatres. |
| Mr. John Schlesinger | Dominion Party. |
| Col. C.F. Stallard, M.P. | President, Transvaal Chamber of Mines. |
| Mr. F.A. Unger | Chairman, Ex-Service Associations Joint Committee. |
| Maj-Gen. H.S. Wakefield, C.B., O.B.E., | President, S.A. Federated Chamber of Industries. |
| Mr. G.F. Williamson | General Manager, Rand Daily Mail, and Representative of National Press Union. |
| Mr. G.B. Watt | |

2. REGIONAL APPEALS.

Reports from the Regions indicate that progress with Appeal Organisation all over the Union is being made. Headquarters is busy with the preparation of a series of leaflets and pamphlets which it is planned should be issued at regular intervals.

3. JOHANNESBURG STREET COLLECTION.

The Witwatersrand Region, is going all out to make its first Johannesburg Street Collection on July 1st a big success. Dr. Jean Laing is acting as Convener and no effort is being spared to get hundreds of collectors on the streets and to make the Collection known to the people of Johannesburg.

4. GIFT BY LORD NUFFIELD.

During the early part of May, Dr. Donnolly visited the two Natal Regional Councils at Pietermaritzburg and Durban where a strenuous programme of personal contacts and private and public meetings had been arranged. The outstanding feature of this tour was the contact made by the Director and Dr. G.D. English with Lord Nuffield, with the result that we received a cheque for £5,000 as a mark of Lord Nuffield's interest in our work and that of certain other bodies in Natal. At his Lordship's special request £3,750 will be retained for administration by the Foundation, in the form of "Nuffield Bursaries", while £1,000 is being sent to the Umlazi Mission Hospital, and £250 to the Friends of the Sick Association (F.O.S.A.). In this connection it should be noted that the Foundation is always willing to administer funds donated for bursaries, which although integrated into our over-all bursary plans, can retain the name of the individual donor or alternatively the name of a town which has planned a "local" bursary as part of its local War Memorial.

5. REGISTRATION IN NATAL.

The delay in the registration of the Foundation for purposes of collecting funds in Natal has been most unfortunate. Negotiations are, however, in progress and it is confidently expected that the whole matter will be settled shortly. After a few hectic days in his office, Dr. Donnolly left again on the 2nd June for Kimberley, Bloemfontein, East London and Port Elizabeth, where an equally strenuous round of talks, meetings and contacts has been carried out. It is being arranged that the Director should proceed to Natal immediately he returns from his tour.

6. REGIONAL NOTES.

Cape (South Western) Region. The great deal of arduous work put in by the committee members and the staff from the commencement, is now beginning to bear fruit. Many local Committees have been formed - the technical plans are rapidly crystallising. The use of two cottages and a tract of land in the Hex River Valley has been donated for possible use as the site of a People's Centre.

(a) Cape (Midlands) Region. Progress is being made with the formation of many local committees.

(b) Cape (Eastern) Region. Mrs. L. Parkin has recently taken over the responsibilities of Regional Secretary. No appointment of a Regional Organiser has as yet been made, but the matter is under consideration.

(c) Cape (Northern) Region. Considerable difficulty is being experienced in finding offices and permanent staff, but we are being very ably assisted by Mr. J.W. Orr, (the Mayor), and by Mrs. Lewin, who is still working very hard as Hon. Secretary.

(d) O.F.S. Region. Here, again, we are being ably serviced by the Hon. Secretary, Mr. F.W. Storey, and more recently by Miss Krohn, the full-time Regional Secretary, who with a very strong and representative Action Committee are rapidly building up a Regional Organisation.

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- (e) Natal and (f) Natal Coast Regions. Except for technical investigations, organisation has unfortunately had to be delayed by the uncertainty of the Foundation's registration with the Provincial Administration - it is hoped that a satisfactory solution will be found in a few weeks' time.
- (g) Transvaal Region. The Regional Organiser, Mr. Cheesman, has just completed an extended tour through the Eastern Transvaal where he has made a great number of valuable contacts, and has established several local committees.
- (h) Witwatersrand Region. This Council has been fortunate in securing the services of Mr. P.A.G. Norton as Regional Organiser. Prior to his service with the Artillery, Mr. Norton had 16 years' experience in the Transvaal Chamber of Mines, during part of which period he was Secretary of the W.L.N.A. (Tropical Areas Administration) with headquarters in Salisbury. For the last few weeks the whole Regional Staff under the energetic convenership of Dr. Jean Laing has been working at high pressure organising the first Johannesburg Street Collection due on Tuesday 1st July.
- (i) Headquarters Staff. To meet the great loss caused by the impending departure of Mr. Leo Kuper and Dr. Hilda Kuper for America, the National Secretariat has been divided between Mr. Piet Coetzee and Miss M. A. Horrell. Miss Horrell has served the Foundation for several months and is known to readers as the first Witwatersrand Regional Secretary. Mr. Coetzee, who left the Department of Defence a year ago with the rank of Captain, has a long record of service as an official of the Department of Justice, as a lecturer at the Military College at Voortrekkerhoogte, and as a Staff Officer on Major-General F.H. Theron's Headquarters. Until quite recently he served with the Demobilisation Directorate as Secretary of an Executive Committee, and with the Accounts Branch.

7. FINANCIAL.

During the first five months of this year the financial support forthcoming from the people of South Africa, mainly unsolicited and arising from the attraction which the Foundation exercises on the minds of thinking people, has been encouraging.

The total contributions as at 31st December 1946, amounted to £28,256:9:0. This figure in the last five months has risen to £43,000:0:0.

8. COUNCIL.

Plans are being made for a meeting of the National Council to take place early in October next, to be followed by a Conference on co-ordination of Promotive Health Services in the Union, at which it is hoped that the views of a very wide cross-section of the people will be obtained.

Further details will be advised as soon as possible.

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25th June, 1947.
JS.

Collection Number: AD1715

SOUTH AFRICAN INSTITUTE OF RACE RELATIONS (SAIRR), 1892-1974

PUBLISHER:

Collection Funder:- Atlantic Philanthropies Foundation

Publisher:- Historical Papers Research Archive

Location:- Johannesburg

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