

The Don Mattera

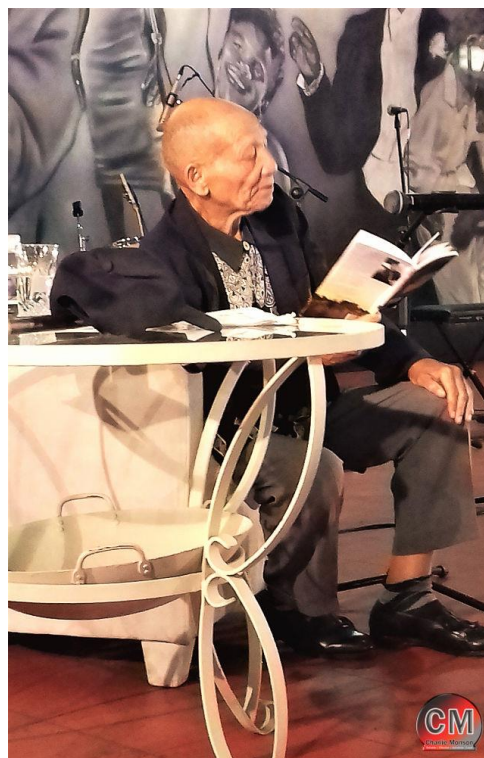
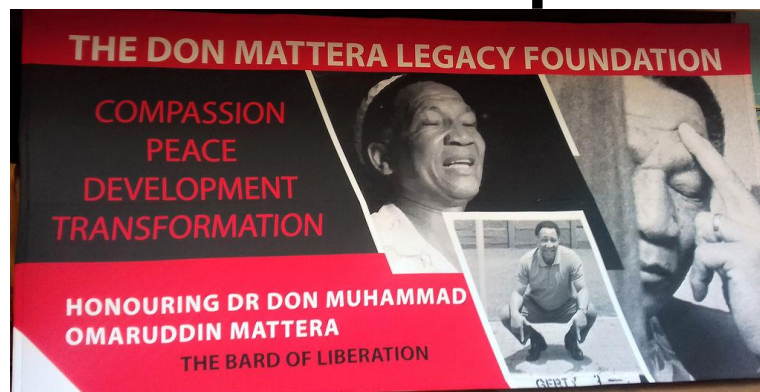


Legacy foundation

THE DON MATTERA LEGACY FOUNDATION NPC
Reg. No. 2019/280900/08

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Gauteng
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The Don Mattera Legacy Foundation Launch Event Report 2020



Directors:

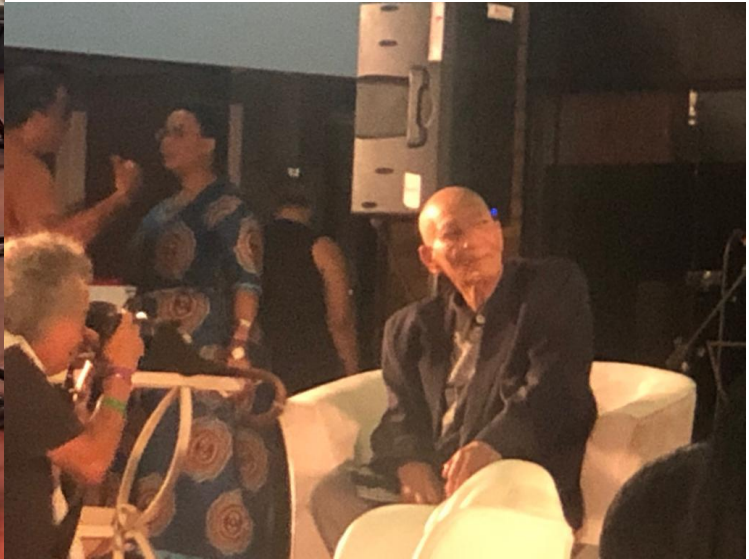
ET Mattera,

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Message from Dr Don Mattera – Patron of the DMLF Foundation



DON MATTERA – Poem & Speech

I see them
I see them every day, everywhere

Non people in non-transition
Moving shifting going nowhere
Trapped in twilight zones of vacuous expectation
Waiting between nothing and nothing

I see them I know them
I have among them seeking veracity
But trapped on the periphery
Of foreign nodes and values and double speak
You find them not in boardrooms of decision making
Nor in marble halls or fine dineries
But in sanctuaries of prayer
Subjugating the void expanse for meaning
Chanting dry their flassive lungs

Calling on Gods who are not there
Nor here or anywhere

I see them everyday everywhere
Non people in non transition
I see them everywhere a people that have been lied to.

So this is me –
But not all is doomed. When people start to speak, when people start to
say, It must make the wrong one's shiver
Cos this is not what we fought for
This is not what we want

We must say to the world, Nelson Rolihlahla Mandela smack history in
the face – WHACK – because history is about vengeance.
An eye for an eye a tooth for a tooth and yet those that kept us in
bondage are allowed to continue their lives.

Where else in the world does it happen but in Africa? So, it is important
for us to say to each other the sense of tribalism in our country whether
you like it or not. Mandela saved the whites who is going save the blacks.

So tonight, is the night when we engage the truth of who we are and what
we are.

We are not just an ordinary people we are a people that have been
chosen to give us birds that sing, men that write, teachers that teach,
scholars and musicians that can help the to heal the wounds of our
people.

So all of us tonight must ask ourselves, am I doing my bit for my country?

For me the question is clear.

MC Introduction.

Master of ceremony Elvis Presslin opening, linked with the program for
the evening. Read more.... <https://www.thedonmatteralegacy.com/mc-speech-and-introduction>

Message from the late Dr Leonard Martin: Chairperson of the Foundation - presented by Kevin Martin obo his brother Dr. Leonard Martin

Good afternoon ladies and gentlemen, I stand in place of my brother Dr. Leonard Martin, Chairman of the Don Mattera Legacy Foundation, who regrettably cannot honor this occasion due to his ill health.

I will endeavor to deliver his brief welcome speech as **HE** would have done.

In honoring Dr. Donato Franchesco Omarudin Don Materra

I Hereby WISH TO WELCOME AND ACKNOWLEDGE former 1st lady Mrs. Zanele Mbeki,

Former President Mr. Kgalema Motlante and 1st lady Mrs. Gugu Motlante,

The Consul General of Italy, Emanuela Curnis,

The Director General for sports, arts and culture: Mr. Vusumusi Mkize,

The event also acknowledges all representatives of government present.

All PROTOCOL OBSERVED....

I welcome you all to this auspicious occasion.

As the Don Materra Legacy Foundation, we wish to expel any doubt, that in honoring our communities by honoring Dr. Don Mattera, we are in fact, also honoring all those heroes who have consciously sustained the struggle for the entrenchment of the anti-colonial and multicultural paradigm.

Why is this critical issue being raised in the historical context of honoring Don Mattera?

All Don Mattera's writing are a continuity against the frame of the Western trans-oppressive imposition of the colonial paradigm.

He has challenged the brute force of this paradigm in their prisons and made it very clear that our narrative has never been the acceptance of the European assertion of "Terra Nullius" - that this was vacant land for them to possess.

Through his writings in Azanian Love songs and Memory is the Weapon he lamented the dispossession of our land and the oppression of its' peoples.

The Apartheid state did not listen when he **shouted!**

We were here!!! You found us here!!!

We are here!!! We belong here!!!

Read more..... <https://www.thedonmatteralegacy.com/>

Tribute to the late Dr Leonard Martin former Chairperson of the DMLF Board.



A giant has fallen.

Dr Leonard Martin an academic, social commentator, Khoi and San community activist. struggle stalwart and humanitarian passed away in May 2020.

After a protracted stay at the Charlotte Maxeke hospital in Johannesburg he lost the battle with a heart condition that afflicted him for some time.

We salute this brave defender for equal rights for the descendants of the Khoi and San.

May his passion for the emancipation of this marginalised group in South Africa live forth and never to be forgotten.

Aluta Continua, Long live the spirit of Dr Leonard Martin, long live.

From the Don Mattera Legacy Foundation.

Board Members:

Pics and profile of Board members and reflections on the launch event



From the top left – The Working Committee, The Board - Dr Leonard Martin - Chairman, Dr Teddy Mattera, Nazer Cassim, Vincent Charnley
Non-Executive Board Members



From left to right – Jenny Jefftha, Verona and Elvis Presslin

Other contributors: Launch committee members



1. EVENT DEBRIEF FEEDBACK

Launch committee - Shari Mattera's Report

Setup on the day:

Venue: We made the venue work under the circumstances. However, the quality of venue needs to improve. So, when we want to use a community hall, we should hold the hall accountable to fixing itself up long before the event dates. This may be a way of holding council more accountable for the greater good of the communities as well.

Read more ... <https://www.thedonmatteralegacy.com/>

Preparation Team



See more[\Pics\Event\Prep Team](https://www.thedonmatteralegacy.com/mc-speech-and-introduction)

<https://www.thedonmatteralegacy.com/mc-speech-and-introduction>

Volunteers

The DMLF team was generously assisted by a number of willing pupils from the local School



The Live Event – 1 February 2020 -Don Mateman Hall in Eldorado Park



See more....[\Pics\Event\Event Select](#)



MUSIC/POETRY

The evening was abuzz with musicians and poets setting the stage on fire with their performances



See more[\Pics\Event\Music](#)



See more.....[\Pics\Event\Don select](#)

Communication Report – Media & Public Relations:

1. Executive Summary

THE DON MATTERA LEGACY FOUNDATION's first launch was supposed to be on 16th June 2019 but due to unforeseen circumstances was moved to the 5th October 2019.

In preparation for the campaign, Fundi Communications & Advertising initiated a national media and Public Relations campaign to focus primarily on Radio, Television and Newspapers as the main target for communicating the message. Simultaneously we set up a website and all the Social media links for the Foundation

Our media campaign officially kicked off on 20th August 2019 with the first press release titled "Acclaimed author and poet Don Mattera, to be honoured which were distributed nationally.

The launch was postponed again to February 2020 and we released a media alert to this effect on the 1st October titled "Don Mattera Legacy Foundation launch postponed". In December we sent out a release reminding South Africans that the Foundation was ready to celebrate the legacy of Don Mattera in 2020.

From the second week of January up until the launch day there was a frantic media blitz in the run-up to the launch on the 1st February with:

1. Four (4) news articles in newspapers plus an ad in the Eldos and Westside Urban News
2. Five (5) radio interviews and Radio support and mentions from Kaya Fm, 702, Safm Eldos & Koffifi FM
3. Eight (8) Television interviews

The total combined audience reached in the month of January for radio is estimated at **2, 077 000 million listeners on SAFM, 702 and KayaFm**

The total combined audience reached in the month of January for TV Channels **SABC Channel 404, SABC 2 Morning Live and ENCA is estimated at 7, 200 000 viewers and**

The total readers reached in the month of January for newspapers **readers reached through Sowetan 2, 000 000 million**

The total audience reached in the month of January for Online Channels cannot be estimated at this stage

Total Audience reached = 11, 277 000million

The Total Average Value Equivalent (AVE) – (which is the value equivalent that one would have paid if you had to place an advertisement for a thirty second equivalent of a radio/television advert or an ad of similar size on the Online platforms, in a newspaper or magazine) – that was received over the period for The Don Mattera Legacy Foundation:

TOTAL AVE Equivalent = R1, 459 110.00

Attached find some examples of Interviews as well as media related interventions.

(Read more) [DMLF Media PR Report .pdf](#)

Donors and supporters

An event like this does not happen overnight. The wheels started rolling a few months ago, and the meticulous planning of this event requires long hours of discussion, debate, ideas and patience. We have been fortunate to be backed by a team of highly motivated and dedicated individuals who form the backbone of the foundation, the board members and members of the organizing committee who made this event possible.

The theme of the event "Communities honouring Don Mattera", is also a tribute to the community and leadership of the Eldorado Park and other communities that have rallied behind the leadership of the DMLF to bring about the establishment of this foundation.

Our gratitude is extended to the Chairperson of the foundation, Dr Leonard Martin who had the foresight to assemble such a formidable team of likeminded individuals who established the foundation.

In the planning for this event, we had coopted a few individuals who have particular areas of expertise and we are grateful to them for their commitment and dedication to ensuring the success of this event:

- Chili (B-Base Products) and Lionel Du Plessis (LSD Sound): sound, lighting and camera services
- Robin Kayter: For all the print design work
- Janet Landey: All event décor, equipment and generous event planning ideas
- Irene Louw: Facilitation of marketing and PR
- Yasien Hayet: Community activism, contributions and resourcefulness in setting up the event
- Shari Mattera: Representing DM and the family interests, using networks for sponsorship and donations
- The staff at Kwagga Holdings: For always being willing to go out of their way to ensure that the Boardroom meeting facility is available for us
- Kevin Martin and Estelle Kayter: For coming on board and volunteering to assisting with the entire ticket management and other activities
- Verona Presslin: For stepping in and facilitating expertise in event management building up to the event and on the day of the event
- Albert Torres: For expert advice and exercising oversight on financial and other governance matters

Sponsors/donors

Several Donors donated funds as well as ample needed supplies for the function on the 1st February 2020. (See below the template letter that was personalized and sent to each of the individuals, organisations and artists.)

- Vincent Charnley: Financial sponsorship, transport for event props, banners, chairs, tables etc.,
- B3 – Authorized FSP: Donation of tickets
- Ahmed Kathrada Foundation: Donation of tickets
- Essex Lake Group: Cash donation food and stipend to volunteers
- Suliman Sallojee: Cash donation
- Mabenzo Used Spares: Cash donation
- Harmony Plastix: Cash donation
- Sir Juice: Assortment of juices for the event
- Fundi Communications: Media, PR and communication services
- Nazer Cassim: Kwagga Holdings for use of boardroom for meetings and sponsorship of Cosmique
- Robin Kayter: Design of all event marketing and advertising material
- Janet Landey – The Village: Event Décor: Backdrops, props, tables, chairs, table settings, banners,
- Ashley Pienaar and Chariss: Learners who volunteered their service and chairs
- Vincent Moffat: Soft drinks
- Verona and Elvis Presslin: Bottled water
- Community Volunteers: Setting up and clearing after the event
- Joe Morris: Security arrangements
- Lee & Unknown photographer: Photography

Read template Letter to appreciation.....[..\Letters\DMLF Letter of Appreciation.docx](#)

Musicians and Artists

All poets and musicians donated their time and entertainment value to the launch of the Don Mattera legacy Foundation for a minuscule stipend to cover their traveling and expenses. They include:

Prof Pitika Ntuli

Pops Mohammed

Khaya Mahlangu

Lebo Mashile

Cosmique

Truphonics

Living Legends

Poets • Glen Ujebe Masokoane and Bothata Paul Khabo - ZANJ

• Kgafela Oa Magogodi and Lebo Mashile

Clerics:

Reverend Royce Meyer

Imam Ikraam

The Don Mattera



Legacy foundation

Financial report of Launch event:

Balance Statement Summary as at 4 February 2020...

The Don Mattera Legacy Foundation

Statement of Financial Position (Balance Sheet)

as at 4 February 2020

	Notes	Period ended 4 February 2020
Assets		
Cash and cash equivalents	3	60,260.85
Receivables (Debtors)	4	100,000.00
Total Assets		160,260.85
Liabilities		
Payables (Creditors)		59,253.65
Liabilities		59,253.65
Net Assets		101,007.20
Surplus		102,975.20
Total Net Assets		102,975.20

Read more [..\Event\Estimated Income and Expenditure DMLF Launch.xlsx](#)

The way forward for the DMLF High level overview plans for the future

Immediate Task

The Don Mattera Legacy Foundation is in the process of finalizing its Constitution to add credence to the work of the Foundation.

We are also changing our Directors after the passing of Dr Leonard Martin. The CIPC directors change has been applied for to remove Dr. Martin and after this process we will embark on the second phase to look at the request of Mr. V. Charnley to also be removed.

At the same time, we seek to capacitate the Board compliment with capable individuals that can bring value to the organization.

The Board has earmarked Me. Jenny Jeftha and Mrs. Verona Presslin to be appointed as Executive board members.

Several individuals that formed part of the Working Committee has been earmarked to serve as Non-Executive Board Members, they are – Albert Torres, Kevin Martin, Shari Mattera and a few others.

The DMLF long term future projects include among others:

1. The Annual Don Mattera Legacy Lecture,
2. Collaboration with international poets – online lectures and readings
3. The celebration of DMLF founding member Dr. Leonard Martin
4. Embark on a project to list Don's books and poems as part of the Curriculum with the Department of Education
5. Sporting Events for the youth
6. Poetry and book reading circuits
7. Don Mattera Book and Poem Festival
8. Ongoing Community events and other developmental projects to preserve the literary work of Don Mattera
9. Identify projects that can uplift the youth and communities through the arts.
10. Rename Union Road or Golden Highway?? to the Don Mattera Freeway

Quotes, Picture and the Award bestowed on Dr Don Mattera for his tireless contribution to the Eldorado Park Schools in this Community....



See more pics.....[\Pics\Event\Don select](#)

“The African story has not been told to well”.

“Love and compassion do not make you weak, but it makes you stronger”

A poem from the bart of liberation – Dr Don Mattera

I feel a poem

Thumping deep, deep
I feel a poem inside
wriggling within the membrane
of my soul;
 tiny fists beating,
 beating against my being
 trying to break the navel cord,
 crying, crying out
 to be born on paper

Thumping
deep, so deeply
I feel a poem,
 Inside



DMLF Contact Details

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Email Address: donmatteralegacy@gmail.com

Website - www.thedonmatteralegacy.com

Twitter: @MatteraLegacy

Facebook Page: @DMLegacyFoundation

For Donations: <https://www.backabuddy.co.za/charity/profile/dmlf>

THE END
