

Thursday, 09 April 2020

Dear Art lover

The current Covid-19 pandemic and response has had a devastating economic impact on the KZNSA. We rely on turnover in the gallery, café, and shop in order to pay salaries, and with the complex closed for the foreseeable future we are facing an unprecedented crisis in cash flow, with bankruptcy and permanent closure a serious concern. Besides salaries, we are also currently struggling with utilities, internet fees and other essential costs. We are busy working on online commerce platforms and online art education to keep us going and to continue adding value to our audience. However, these solutions take time to generate income, and bills for internet and utilities must be paid in the meantime.

We are appealing for cash donations, and in exchange can offer an 18A receipt towards a tax deduction, thanks to our 18A status.

You may have received appeals from other organisations and wonder how to contextualise ours. KZNSA is the only functional visual arts NPO in the province, with an excellent track record of providing incubation opportunities and solidifying the careers of local artists through exhibitions and representation at national art fairs. We are committed to the growth of the KZN creative economy, and without us the cultural and economic landscape of the province is poorer.

Any amount will make a difference to the organisation. Please help us ensure our long-term sustainability so that we can continue our role as KZN's premier visual arts facility for local artists, and for global audiences.

Yours sincerely,



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Dr Marc Kalina  
KZNSA President