Aged Day 2017

A municipality that cares for its community, creating growth and opportunity!
Witzenberg Municipality is a municipality burgeoning with investment potential and experiencing rapid rural/urban development. Witzenberg’s picturesque landscape consists of Ceres, Wolseley, Prince Alfred’s Hamlet, Tulbagh, N’duli, Bella Vista and Op-die-Berg. Development in these areas can largely be attributed to tourism, fruit orchards, viticulture and an emerging commercial sector. However, rural communities serving agrarian regions are often susceptible to seasonal employment, a skills deficit in the workforce and poverty. These social ills also affect parts of Witzenberg Municipality, but this is regarded as an opportunity for economic growth and social transformation as opposed to a dire consequence. Witzenberg Municipality strives to achieve exceptional service delivery to draw investment to this district and can only achieve maximum efficiency and progress if the public that it serves can enjoy basic living standards and have adequate employment options. Witzenberg Municipality has launched a board, spearheaded by prominent business leaders, to focus upon and guide the local financial infrastructure thereby creating a forum for positive growth and shared ideas. This step is significant to the expansion of existing markets and the exploration of emerging ones. This board aspires to implement innovative methods to eradicate poverty and provide redress for the historically disadvantaged. Witzenberg is resolute about providing the youth with marketable skills and on-the-job experience through temporary work schemes and mentorship. Nurturing the spirit of entrepreneurship, Witzenberg offers assistance to local contractors so that they can flourish and become nationally competitive. Witzenberg has also made great strides in service delivery through the improvement of water quality and waste management with the objective of becoming nationally and internationally competitive as a premium tourism destination and a first-rate investment option for the agricultural/business sectors.
About the Witzenberg Municipality Aged Day

Witzenberg Municipality hosts an annual Aged Day and we invite elderly residents from all sectors of the municipality to join us for a day of appreciation and entertainment. One of our core values is caring for the community that we serve and this day is organised solely through volunteers, donations, sponsorship and fundraising efforts. The aim of this initiative is to acknowledge the elderly community, to thank them for their investment within the municipality and show our gratitude and respect for this generation of residents.

Often we hear of instances where the elderly are subjected to abuse and neglect, but they are also prone to loneliness, depression and despondence. The Aged Day focuses upon the important role of the elderly within our community, reiterating that they still have an obligation to offer guidance and support to society. We also offer information regarding personal financial management, estate planning, health management as well as celebrate the culture and heritage of our residents.

Many of these residents live in rural parts of the municipality where poverty is most prevalent. At this event, we celebrate our elderly residents through offering them breakfast, lunch, beverages and a small gift. We also enlist local performers and speakers from the community, NGOs and businesses to offer a programme which is both light-hearted and informative.
A Message from the Executive Mayor

Thank you for your interest in supporting our Aged Day!

As a father and husband, I believe that stability in the home is imperative to ensure that the youth become productive and empathetic members of society. However, an ethos of kindness, care and compassion can only exist in a home that promotes respect for its elders within the family as well as within the community.

Every day, we are bombarded by news about how our aged are mistreated, dying in their homes because of hypothermia, struggling to make ends meet on a meagre pension benefit, suffering from malnutrition, receiving little or no support for specialised care needs and chronic health ailments. It is my commitment as Executive Mayor, to ensure that cases of this nature will never happen in my community.

I pledge to ensure that my Office will strive to protect the vulnerable, weak and the defenseless. We run programmes during the course of the year in conjunction with NGOs, government departments and aged care facilities which focus upon healthy lifestyle, hobbies, volunteerism, mentorship, environmental awareness and food security.

It is my dream to create a haven of security for the elderly community where they can enjoy their retirement with dignity, protection and companionship. The only way to achieve this is to create an atmosphere which promotes public policy that is all inclusive and spans across race, creed, gender and age.

Your contribution, no matter how small, will make a difference in the lives of our aged community. I am humbled by the generosity and the benevolence of our community towards this event and I would be gratified by your organisation’s support.

Thank you,

Executive Mayor Barnito Klaasen
How Do I Become Involved with This Initiative?

You can help us grow this event to include more residents! The funds for the Aged Day is generated from the proceeds of the Witzenberg Municipality Mayoral Golf Day, held at the Ceres Golf and Eco Estate situated in the beautiful Ceres region.

This year’s event takes place on 20 October 2017 and golf teams of 4 persons may sign up for a fee of R2500.00 per team. In addition, your organisation is able to assist us through sponsoring items for the event:

- Team prizes which also serve as an opportunity to promote your brand
- Watering holes with beverages and refreshments for the players participating
- Purchasing brand space on the course to endorse your brand

Your organisation can also provide us with a financial donation directly towards the overheads of the Aged Day.
The Aged Day is more than just a luncheon for the public. It is the culmination of years of engagement with the elderly residents of Witzenberg - listening to their concerns, answering to their basic needs and justifying their queries and complaints with quality service delivery and equitable solutions.

Witzenberg Municipality has worked hard to establish this relationship and the Aged Day is our opportunity to allow the Executive Mayor, the Mayoral Committee, Councillors, Municipal Manager, Directorship, officials and staff to give something back to the elderly community - validation.

We all age. Some of us will be fortunate enough to have the finances to retire. Some of us will be blessed with impeccable health and mental vitality. Some of us may even have the privilege to spend our golden years with friends and family. But many of us, will not be so lucky.

With your help, we can offer an experience for our elders that will motivate them to feel worthy and significant. This is not our core function as a municipality, however is it our core obligation to strengthen the moral fabric of our families and our community.
Thank You for Your Assistance

To support the Aged Day initiative, kindly contact Anne Alberts at Witzenberg Municipality on telephone (023) 316 1854 or via email on anne@witzenberg.gov.za about sponsorship and participation in the Witzenberg Municipality Mayoral Golf Day. Alternatively, deposit all donations into the following bank account:

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We appreciate your investment into our elderly, as they have invested so much into our community.