OCT 07 '93 10:13 NETWORK (011) 487-1435 9/7

# African National Congress

51 Plein Street
Johannesburg 2001
P O Box 61884
Marshalltown 2107



Tel: (011) 330-7000 Fax: (011) 333-4509 Telex: 421252

TO:

All Chief Reps

FROM:

Aziz Pahad and Popo Molefe

DATE:

4 October 1993

RE:

Fundraising for Election Campaign

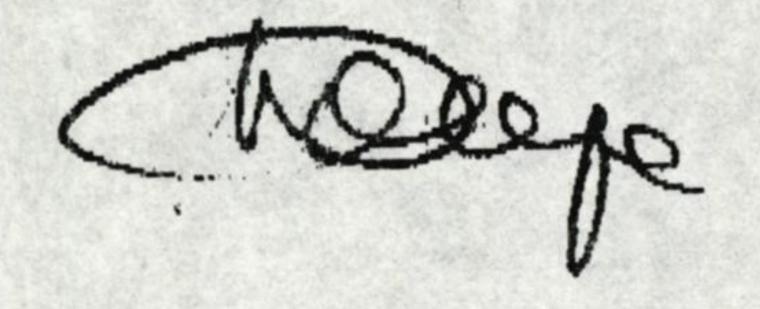
Jean de la Harpe from the Elections Commission will be travelling abroad to follow-up on various fundraising initiatives and to facilitate contacts for a specific fundraising project that the National Fundraising Committee has taken on together with Axis Communications. Details of this project are attached.

We would like you to please meet with Jean and the representatives from Axis to discuss how you might be able to assist with the project. In particular we would like you to identify potential contacts for the project and to facilitate/follow-up such contacts. Jean is due to leave on Friday 8 October, and will contact you as soon as her itinery is finalised, to set up an appointment.

We hope that you have already received our fundraising package which was sent to your office two weeks ago. If you have not received it please inform Jean on fax (011-4871435) so that she can bring your office a package. Should you have any further requirements from the national fundraising unit or the Elections Commission, please also include these in your fax.

It would also be very helpful for us to receive some feedback on your fundraising initiatives and any ideas you may have that we can share with other chief reps.

Yours in Struggle



#### AXIS COMMUNICATIONS (PROPRIETARY) LIMITED

First Floor 132 Fox Street

P O Box 61448 Marshalltown

Johannesburg

2107

2001 South Africa

International

Tel: (011) 331-2881 Fax: (011) 331-6357

Tel: (27) 11 331-2881/2/3 Fax: (27) 11 331-6357

#### ANC ELECTIONS COMMISSION AND AXIS COMMUNICATIONS (PTY) LIMITED PROPOSAL IN RESPECT OF FUNDRAISING AND VOTER EDUCATION

#### PROPOSAL

The proposal has three (3) objects:-

- to raise substantial funds to finance the election campaign of the African National Congress;
- to educate prospective voters through the distribution of educational material; 1.2 and
- to promote the image and public profile of the African National Congress in 1.3 the run up to national elections.

#### . 2. CONCEPT

These objects will be achieved by the sale of watches bearing the ANC logos and/or election slogans in both the local and international markets and the payments of royalties on those sales to the African National Congress' Elections Commission.

#### THE LOCAL MARKET

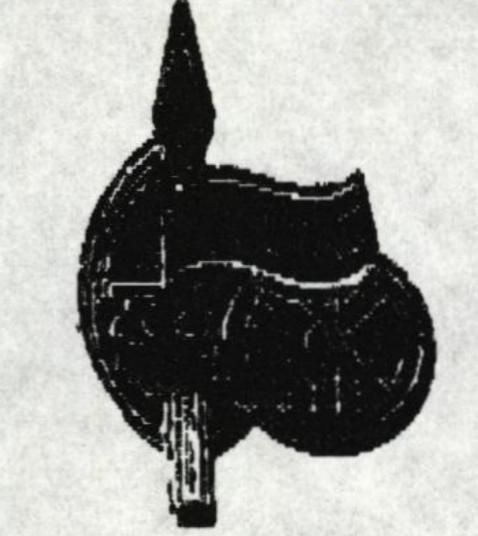
- The aim is to sell 1 million good quality but low cost watches locally. 3.1
- The watches will bear upon their face the ANC logo and the elections slogan 3.2 "NOW IS THE TIME".
- The packaging for the watches will display the ANC logo as well as voter 3.3 educational materials designed by experts in the field to be easily understood by first time voters.

- 3.4 The packaging may also contain a more detailed pamphlet setting out the manner on which a voter should exercise his or her rights and also, if so desired, details of the ANC's elections manifesto.
- 3.5 In order to ensure maximum market penetration and exposure it is envisaged that the watches will be distributed through commercial distributor networks that have a proven record of being able to reach the furthest reachers of the commercial network including hawkers and the smallest informal shops.
- 3.6 The use of such networks will also ensure the financial viability of the project.

#### 4. THE INTERNATIONAL MARKET

- 4.1 The aim is to sell fifty thousand top quality limited edition watches to friends and allies of the African National Congress in the international community.
- 4.2 The watches are to be manufactured by a recognised manufacturer of high repute and will be individually numbered and personalised.
- 4.3 The watches will bear upon their face the logo of the African National Congress and the signature of its President.
- 4.4 The watches will be accompanied by a certificate of authenticity, a warranty document and a letter of thanks from the ANC to the purchaser thanking them for their contribution to the ANC's election campaign.
- 4.5 Only limited numbers of the watches will be made available to each country to ensure exclusivity.
- 4.6 The emphasis throughout will be on good taste, refinement and quality.
- 4.7 Distribution and sales of the watches worldwide will be undertaken by the directors of Axis Communications (Pty) Limited (Axis). It is hoped that the African National Congress and in particular its international representatives will play a facilitating role in this process.
- 4.8 It has been suggested that an official of the African National Congress be seconded to the company for this purpose.

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#### FAX COVER SHEET

ro:ANCNorway
ATT: Chief. Rep Thrandie Kankoe
ATT: Chief Rep - Thandie Rankoe  FAX No: 09 - 47-22 11 5.7.0.7  DATE: 700-
DATE:
NUMBER OF PAGES INCLUDING THIS ONE:
SENT FROM: AFRICAN NATIONAL CONGRESS
DEPARTMENT: Int. Fundraising G-ordinator
SENT BY: Dawn Zain.
MESSAGE: Please find out + fax me Cond.
Patrice helotais exact program in
Norway. 19 + 20 October
Please also let me know
by tetura what I can send from
here unite his, as he
leaves tomorrow.
Sixcepela
DE

The People Shall Govern!

51 Plein Street
Johannesburg 2001
P O Rox 61884
Marshalltown 2107



Tel: (011) 330-7000 Fax: (011) 333-4509 Telex: 421252

### FAX COVER SHEET

ro: ANC Norway
ATT: Chief. Revo Thandie Rankoe
DATE: 700- 4.7:22 11 5.7.0.7
DATE:
NUMBER OF PAGES INCLUDING THIS ONE:
SENT FROM: AFRICAN NATIONAL CONGRESS
DEPARTMENT: Jut. Flundraising Co-ordinator
SENT BY: Dawn Zain.
MESSAGE:
Please find out + frix me Coud.
Patrick hekota's exact program in
Norway19 + 20 October
Please also let me know
by teturin what I can send from
here inthe his as he
Jeaves tomorrow
5-incepely
••••••••••••



MISSION IN NORWAY

International Fundraising Co-ordinator Attention: Ms Dawn Zain

From: ANC Mission, Norway Date: Oslo, 7th October 1993

Dear Dawn Zain,

RE: YOUR FAX OF TODAY.

Thank you very much for your message of today and we will get back to you by tomorrow.

Best regards for now

ANC Mission, Oslo.

Telefax: (47-2) 11 57 07 Telex: (56) 79 988 ANC N



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From: ANC Mission, Norway Date: Oslo, 7th October 1993

Dear Dawn Zain,

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Thank you very much for your message of today and we will get back to you by tomorrow.

Best regards for now

ANC Mission, Oslo.

Postal address: P.O. Box 6765 St. Clavs plass N-0130 Oslo Visiting address: Nordahl Brunsgt. 22 Telephone no: (47-2) 11 11 24 (47-2) 11 59 85 Telefax: (47-2) 11 57 07 Telex: (56) 79 988 ANC N

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