



HELENE KRÖLLER-MÜLLER FONDS



THE HELENE KRÖLLER-MÜLLER FUND: PERSONALLY INVOLVED

The Kröller-Müller Museum is the life's work of Helene Kröller-Müller. Between 1907 and 1922, she acquired almost 11,500 works of art with her husband Anton Kröller. In 1938 Helene opened her 'museum house', thus preserving the collection for future generations and for the general public. In the summer of 2013 the Helene Kröller-Müller Fund was established as a support foundation for the Kröller-Müller Museum. The Fund enables the realization of projects that cannot be financed from the museum's operation, but which are of great significance for the future public and the position and reputation of the museum. Through donations to the Fund, you can support the museum and be involved in the activities of the museum.

Showing the artworks at their best; organizing major, high-profile exhibitions; allowing children and young people to experience that you never tire of viewing art. These are the three goals of the Helene Kröller-Müller Fund. In concrete terms, this means that the Fund provides support for important and costly conservation work, retrospective exhibitions and educational projects. The 'Gulden Boekers' (Golden Backers) of Mr and Mrs Kröller-Müller made annual donations to the museum. The club of Golden Backers was reinstated on the occasion of the museum's seventy-fifth anniversary in 2013. Private individuals and companies sympathetic to the museum can join this exclusive company of patrons by becoming a Platinum Backer, Golden Backer, Silver Backer or Bronze Backer.

Named fund, legacy and appointment of heir

In addition to becoming a Backer, it is also possible to contribute through a named fund, legacy or appointment of heir. These contributions usually relate to major acquisitions and long-term ambitions of the Kröller-Müller Museum and therefore fall outside the scope of the Helene Kröller-Müller Fund. We would be glad to tell you more about our ambitions and major upcoming projects in a personal conversation. With these types of donations, you enjoy the same benefits as the Backers.

The Kröller-Müller Museum has a partnership with a reputable regional notary office through which the official handling of these donations is guaranteed.

Donation programme of the Helene Kröller-Müller Fund: bronze, silver, golden and platinum backers

Bronze € 5,000; one-time donation or five donations of € 1,000 per year

You make a substantial contribution to the goals set by the Fund.

- You enjoy tax benefits in the context of the Dutch Gift and Inheritance Tax Act.
- You receive a Backers Card, which allows free entry for two people to the museum and the De Hoge Veluwe National Park.
- You are invited to the annual Helene Kröller-Müller Fund event.
- You receive invitations to previews of major exhibitions.
- If you so wish, your name will be mentioned on the sponsor sign at the museum entrance.
- Your name will be immortalized in the Golden Book.

Silver € 12,500; one-time donation or five donations of € 2,500 per year

You make a substantial contribution to the goals set by the Fund and can choose to connect your contribution to a specific project.

- You receive all the benefits enjoyed by a Bronze Backer.
- Your contribution can be earmarked for one of the project goals.
- You receive invitations for the exclusive 'Backers trips'.
- You receive invitations for special presentations of the museum abroad.
- You are invited to the annual 'summer soiree' in the sculpture garden.

Golden € 25,000; one-time donation or five donations of € 5,000 per year

You make a substantial contribution to the goals set by the Fund and can choose to be involved in a project, if possible your contribution can be used to fully finance a project.

- You receive all the benefits enjoyed by Bronze and Silver Backers.
- You are invited for exclusive visits to the restoration studio and the depot.
- You receive a 20% discount on the rental of spaces for exclusive receptions during and after regular opening hours of the museum.



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Platinum over € 25,000; one-time donation or annually in the form of a partnership of three to five years

You make an exceptional contribution to the goals set by the Fund and can choose to be involved in a project, if possible your contribution can be used to fully finance a project.

- You receive all the benefits enjoyed by Bronze, Silver and Golden Backers.
- You can consult the museum on the expansion and maintenance of your own collection.

Backers Card

- Allows free entry to the museum and the De Hoge Veluwe National Park for yourself and one guest.
- Gives a 10% discount on the rental of spaces for exclusive receptions (during and after regular opening hours of the museum).
- Gives a 10% discount on purchases in the museum shop.
- Gives a 10% discount in the museum restaurant.