

# Citadel launches 20 Hats campaign

Busking for social change is exactly what Citadel Wealth Management did as it celebrated its 20th birthday in February.

A corporate social investment campaign aligned to the development of music in poor communities, 20 Hats challenged celebrated musicians to step off the stage and return to the street as buskers to put their hats down and raise money for talented community performers.



The Johannesburg Festival Orchestra Quartet, Vusi Mahlasela and Freshlyground brought life to The Square in Melrose Arch as they busked for social change. The event raised R20,000 which will be invested by Citadel in its donor-advised fund. "We are avid believers in responsible and structured giving. The Citadel Philanthropy Foundation (CPF) is a flexible, low administration and cost-effective solution towards creating social change," said Alan Wellburn, operations manager of philanthropy at Citadel.

## Three easy steps

The CPF is South Africa's first donor-advised fund which taps into the international trend of charitable giving through a vehicle that eliminates the traditional barriers to setting up a foundation. "The fund allows individuals, companies, trusts and estates to become philanthropists in three easy steps: donate; invest; and grant to a public benefit organisation or CPF approved beneficiary that has undergone stringent due diligence to ensure that grants achieve maximum impact," said Wellburn.

Passionate about developing careers in music and bringing great talent to audiences, Mahlasela was thrilled when Citadel approached him to be a part of the 20 Hats initiative. He said, "When Citadel asked me to return to the streets and put my hat down for the development of music in poor communities, I jumped at the opportunity."

## Challenge to artists

"The humblest environments, perseverance and effort in achieving success are essential in the music industry. I was reminded of this through the 20 Hats initiative. I challenge other artists, to put their hats down and busk for social change. Dave Matthews, let's see what you can do for the growth and development of our craft," said Mahlasela.

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