



WHAT IS
THE DENMARK SOCIETY
A brief orientation

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The foundation of the Society in 1908 took place during a period characterized by the political tension before the First World War and by national political conflicts. This inspired a group of citizens into founding the Denmark Society having as its main objective to strengthen national solidarity.

A very important decision was made already at the founding meeting which decided that the work should be carried out on a non-political basis as was natural in connection with the national symbol "Dannebrog".

After four years of intensive work the Society had become national, and at the same time the idea arose to start an annual national subscription on 15 June which was hereafter called "Valdemar's Day". The small flag which was sold, was called "Valdemar's Flag". And is still called so. The permission to do so was granted by King Christian X in 1912.

The funds thus raised were mainly spent on procuring flags and flag equipment, which was donated to organizations, in particular to the two big groups of youth organizations and to sports associations - and furthermore to somewhat smaller groupings such as pensioners' associations, soldiers' associations, folk dancers, schools and kindergardens. Danish associations abroad, and many other groups of the population. A feature of the activities of all these groups is still that they show the flag in Denmark and abroad to the benefit of Denmark.

During the 95 years a sum of about 20 million Kroner has been collected, which has been spent on the purchase of more than 30.000 standards and a corresponding number of flags.

The strength of the Denmark Society is its background, which will always be present in the work for the symbol of unity of the nation, as well as the fact that the work is carried out without any group of paying members. The tasks are solved by a group of young and elder volunteers who back up the sale of flags - the necessary financial source for the Society's work.

In practice, the Society works as a "Help to self-help" organization, in order that associations and others who have received standards and flags have understood the necessity of contributing to the work, through the sale of flags on Valdemar's Day, to provide the funds to pay for the purchase of equipment.

Furthermore, the Denmark Society looks after the interests of the flag, among other things through publications and by answering questions concerning the correct use of the flag.

