



The world remains beset by so much human suffering, poverty and deprivation. It is in your hands.....to make of our world...a better one for all – Nelson Mandela, 2008.

CRITERIA FOR PARTICIPATION IN MANDELA DAY

A. Background:

The Nelson Mandela Foundation has launched a global movement for good on what has become an annual Mandela Day on July, 18th, Nelson Mandela's birthday. Mandela Day seeks to honour Madiba's leadership and humanitarian legacy by asking that each and every person takes some time on that day and each day thereafter to do good within their communities. Mandela Day celebrates the potential that each individual has to transform the world - we are inspired by the example that Madiba has set for us: each of us taking responsibility for ourselves and acting on the responsibility we have to others.

To become part of the Mandela Day movement, all that is required is an action that helps change the lives of people for the better. To ensure that their actions have lasting benefits, they should with and within communities, always strive to leave behind not only physical changes but also a sense of empowerment, helping to build pride among those communities so that they can take charge of their destinies and change their circumstances. The cumulative actions of people, even if it is one small step at a time, can become a transformative momentum.

Mandela Day is the initiative of the Nelson Mandela Foundation and its sister organizations, the Nelson Mandela Children's Fund and the Mandela Rhodes Foundation. 46664, the campaign vehicle of the Mandela Organisations, supports the activity of Mandela Day as well; however, activity on the day and follow-up, are the prerogative of people and organizations "on the ground".

B. Ethical Requirements:

General

In line with the ethos underpinning the campaign, people and organizations are free to organize and partner as they wish provided that their activities fall within the ethical framework of "service to one's fellow human". Mandela Day efforts should strengthen local resources, both human and material. It is vital that support from sponsors / donors should not be sought in ways that divert funding normally available to communities and their nongovernmental partners.

Guidelines

Reputational guidelines have been designed to ensure that all parties implementing Mandela Day initiatives function within a framework (guidelines) respectful of the Founder of the NMF, and the ethos that is true to the intent and purpose of the campaign.

These guidelines include that:

- The name and/or image of Mr. Mandela (and any re-iterations thereof) are not directly associated with any product, brand, or commercial promotion.
- Mr Mandela is not required to participate personally.
- Participation by any member of his family must not be a pre-requisite; any such participation will be based on their voluntary willingness and availability.

- The initiative being developed must not promote or in any way be linked to the production/sale of cigarettes, firearms, weapons of war, etc.
- Nelson Mandela's image should not be used in promotional material or branded publicity material. The branding should rather make use of the Mandela Day iconography and the words "in support of Mandela Day".
- The NMF will not provide individual or organizational endorsements for Mandela Day activities but will rather understand and list all initiatives under the umbrella of its Mandela Day initiative.
- Any requirement on the part of the NMF to participate, contribute human resources, infrastructure, etc must be within the NMF's capacity, it alone will determine this.

Events

Furthermore, as a principle, the NMF and its sister organisations plan to substantially reduce involvement and co-responsibility for major fundraising events such as concerts or sporting events. In the future, its link with such events will be consultation, giving guidance on concepts, managing rules and procedures to protect its Founder's rights and reputation where applicable.

Event organizers will be required to operate within the guidelines articulated above, and will need to apply to reasonable terms and conditions as put forth by the NMF and its sister organizations. This will be dependent on the nature of the event.

Event organizers will also be required to undertake all costs arising from event implementation and will provide express, written indemnification to the NMF (and its partners) confirming same.

Further information on Mandela Day can be obtained from:
http://www.nelsonmandela.org/index.php/foundation/mandela-day/category/mandela_day_2010/