



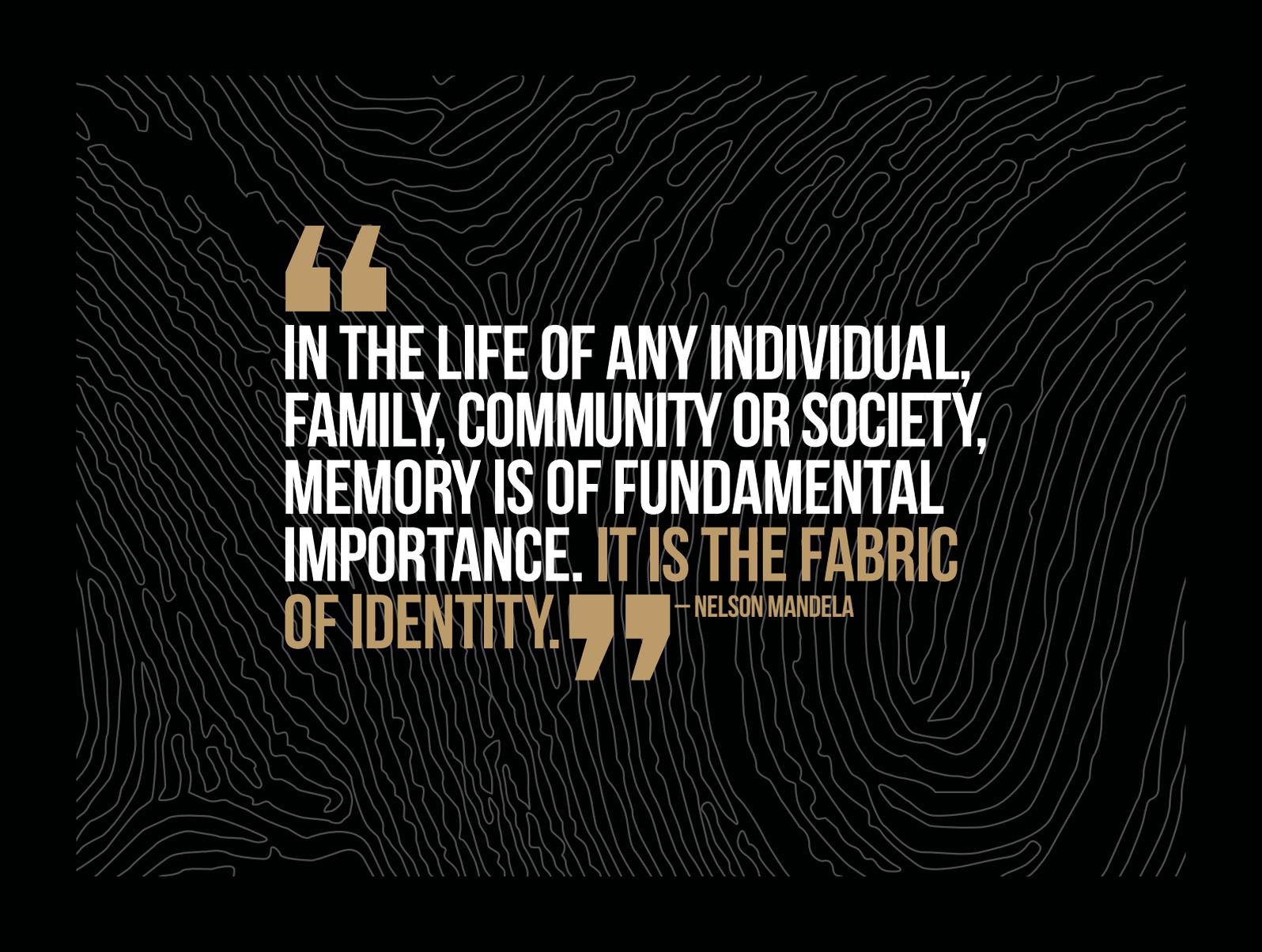
NELSON MANDELA  
FOUNDATION

*Living the legacy*

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PROSPECTUS





“

**IN THE LIFE OF ANY INDIVIDUAL,  
FAMILY, COMMUNITY OR SOCIETY,  
MEMORY IS OF FUNDAMENTAL  
IMPORTANCE. IT IS THE FABRIC  
OF IDENTITY.**

” — NELSON MANDELA



**THE  
NELSON  
MANDELA  
FOUNDATION**



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**As the world reflects on his legacy, we give thanks for Madiba's life, his leadership, his devotion to humanity and humanitarian causes. We salute our leader, colleague and comrade and thank him for his sacrifices for our freedom and for our future.**

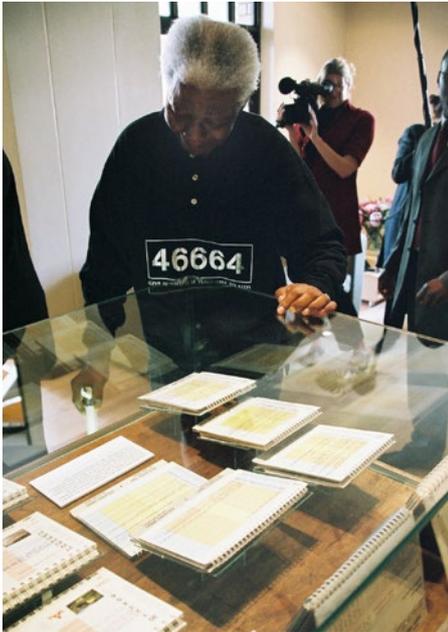
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Mandela

The Nelson Mandela Foundation delivers to the world an integrated, dynamic and trusted resource on the legacy of Nelson Mandela, and with this, our mandate to promote his vision and work, by convening dialogues and creating platforms for engagement around critical issues to promote social justice.

South Africa occupies a unique space in Africa and globally is an example of a country that emerged from the intersections of deeply rooted racial, cultural and political divides.

The Foundation's mandate is to relevantly and tangibly use memory to inform, develop and define. It is the role of an embracing educator – to use the history, experience, values, vision and leadership of Nelson Mandela and key stakeholders to provide an impactful platform and springboard to drive positive change.



# OVERVIEW

## THE NELSON MANDELA FOUNDATION



NELSON MANDELA  
FOUNDATION

*Living the legacy*

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**The Nelson Mandela Foundation was established in 1999, when its Founder, Mr Nelson Mandela, stepped down as the President of South Africa.**

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Nelson Mandela was South Africa's first democratically elected President. On 9 May 1994, soon after our landmark election results were in, he was unanimously elected President by South Africa's new Members of Parliament.

The next day, Nelson Rolihlahla Mandela was sworn in at an inauguration ceremony at the Union Buildings in Pretoria.

He vowed to only serve one term as President, and in 1999 he stepped down to make way for President Thabo Mbeki.

Soon after the new President was inaugurated on 16 June 1999, Mandela was on the telephone to rally his staff for the new tasks ahead. They had to remind him they no longer worked for him, and so the Nelson Mandela Foundation was born. As Mandela's post-presidential office, it provided the base for his charitable work, covering a wide range of endeavours: from building schools to HIV-Aids work, from research into education in rural areas, to peace and reconciliation interventions.

Five years later, the Foundation began its transition into an organisation focused on memory, dialogue and legacy work. A comprehensive refurbishment of the Foundation's building provided it with an appropriate physical home, the Nelson Mandela Centre of Memory. The Centre was opened on 18 November 2013, three years to the day after Mandela last used the building as his office.

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### Founding Principles of the Nelson Mandela Foundation

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The creation, establishment, protection and the preservation of a Centre of Memory about Mr Mandela, which contains an archive of the life and time, works and writings of the Founder.

Convening dialogue around critical social issues, including particular issues regarding human rights and democracy in order to contribute to a just society.

The promotion of, or engaging in, philosophical activities, including discussion regarding issues pertaining to human rights and democracy.

The raising of funds in furtherance to the Trust's objectives.

The provision of support services to or the promotion of the common interests of Public Benefit Organisations.





## VISION

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A society that remembers its past, listens to all its voices, and pursues social justice.

## MISSION

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To contribute to the making of a just society by promoting the legacy of Nelson Mandela, providing an integrated public information resource on his life and times, and by convening dialogue around critical social issues.

## CORE WORK

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To deliver to the world an integrated and dynamic information resource on the life and times of Nelson Mandela, and promote the finding of sustainable solutions to critical social problems through memory-based dialogue interventions.

My feelings,

1st June 1971

It is now more than 8 years since I last saw you, and just a few months since Mummy was suddenly taken away from you.

Last year I wrote you 2 letters - one on the 23rd June and the other on the 3rd August. I now know that you must have received them for both are still under 13, and as you are not allowed to visit me until you are 16, writing letters is the only means I have of keeping in touch with you. Hearing something about the state of your health, your schoolwork and progress generally. Although these few lines do not do much to help you, by writing whatever that is possible I am particularly happy.

For more than a year I received no letter and just heard of you after you during school holidays and when you visited me and brings you clothing, who says your school fees are paid.

I progress that you are making at school. It is a possibility that one day we may be in contact again. I hope so.

Letters in the meantime. The mere fact of writing them gives me a measure of pleasure and satisfaction. I am passing on to you my warmest love and good wishes. I hope shooting pains that hit me whenever I think of you.

In the first letter I told you that Mummy was suffering from a disease she herself had. She had been elsewhere the life of misery and sorrow for over 10 years. You and Kgatho and many others who you might know are now happily in free country where all the people are bound together by a common loyalty to a new South Africa.

A brief account of the family background and career and in which she has been sent to jail. I ended the letter with an assurance that one day Mummy and I would return to our home at 8115 Uitenhage West or may be in some other "home". It may be that she may come back with her poor health worse than it is at present. I would have no more and can't think of anything else to write.



The Strong Wind

# MEMORY

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THE LIFE AND TIMES OF NELSON MANDELA:  
RESEARCH AND ARCHIVE

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**“The time will come when our nation will honour the memory of all the sons, the daughters, the mothers, the fathers, the youth and the children who, by their thoughts and deeds, gave us the right to assert with pride that we are South Africans, that we are Africans, and that we are citizens of the world.” – Nelson Mandela**

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The core work of the Nelson Mandela Foundation’s research and archive function is to generate an integrated and dynamic information resource on the life and times of Nelson Mandela, and to undertake the research and analysis required to support all Nelson Mandela Foundation functions.

Unlike most conventional archives, the Foundation is not defined by the custody of physical collections (although it has substantial and growing collections).

The Mandela Archive is infinite, fragmented, and scattered, both geographically and institutionally. It is neither the intention of the Foundation, nor its mandate, to bring all these materials into a single physical collection.

The imperative is to document this vast resource, facilitate access to it, and promote its preservation and use. The most important tool in achieving this objective is web-based technology.

The Foundation has conceptualised a multi-layered virtual archive (portal) accessible through the Foundation’s website –

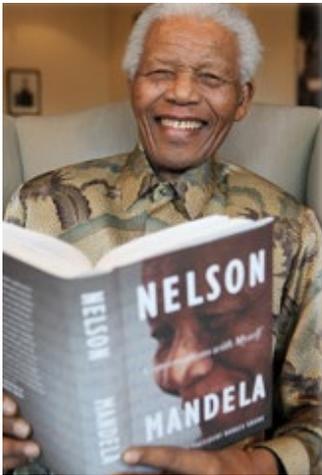
[www.nelsonmandela.org](http://www.nelsonmandela.org)

The following key design elements define the portal’s shape – a surface layer of stories and information; databases providing dense description of materials; linkages to actual materials, to other sites and to different layers within the site; digitised materials, from hard copy to moving images; and a social media webbing around it.

The Foundation aims to continue developing the portal, staying abreast of new technologies, and ensuring that the portal becomes the best used and most highly trusted online resource on the life and times of Nelson Mandela.

The Foundation routinely fields several thousand enquiries a year about Mr Mandela, about archival sources, access to materials, and use of Mr Mandela’s intellectual property. The Foundation constitutes a one-stop shop for all such enquiries, whatever their origin. The Foundation will continue to do so without fear or favour.

In addition to routine research on the life and times of Mr Mandela, the Foundation undertakes both continuing robust scoping of the broader social environments in which the organisation operates and a range of special research projects.



# DIALOGUE AND ADVOCACY

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**Dialogue is fundamental to the legacy of Nelson Mandela and to South Africa's transition from apartheid to democracy.**

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The Nelson Mandela Foundation seeks to contribute to a just society by promoting the vision and work of its Founder and convening dialogue around critical social issues.

Our Founder, the late Mr Nelson Mandela, based his entire life on the principle of dialogue and the art of listening and speaking to others; and the art of getting others to listen and speak to one another.

Drawing on the contribution that he, his colleagues and his comrades made towards creating our fledgling democracy, the Foundation encourages people to enter into dialogue – often about difficult subjects – to address the challenges we face today.

The objective of the Dialogue for Justice is to develop and sustain a dialogue platform promoting the Founder's legacy. The Foundation aims to use the history, experience, values, vision and leadership of its Founder to provide a non-partisan platform for public discourse on important social issues, and in doing so, contribute to policy decision-making.

South Africa occupies a unique space in Africa and globally as an example of a country that emerged from the morass of deeply rooted racial, cultural and political divides – primarily because of timely dialogue between all its stakeholders. Yet, the country continues to face a range of complex challenges.

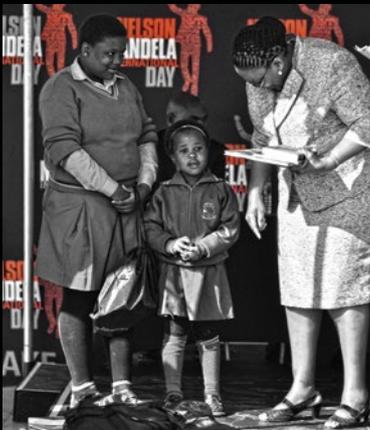
It is the Foundation's view that the original spirit of inclusive and open dialogue that broke the political deadlock needs re-invigoration.

Therefore, the Foundation intends bringing about meaningful conversations among all relevant stakeholders. Drawing on the rich traditions of transformative dialogue, problem-solving and social renewal that made South Africa's remarkable transition possible, we hope to facilitate greater understanding and awareness about the problems faced by people, particularly in South Africa and Africa, and the possible solutions available to them.

Dialogue is at once a vital instrument for addressing critical social issues and the most effective vehicle for sharing memory, for growing it, and for engaging it in the promotion of justice and social cohesion. The objective of the Dialogue for Justice Programme is to create relevant platforms and find sustainable solutions to critical social issues.

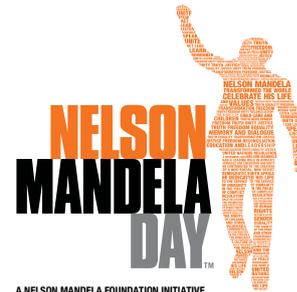
**The Foundation through its Communications and Outreach work:**

- Provides platforms for dialogue and springboards for all its memory work
- Undertakes research and initiates advocacy on critical social issues impacting on its mandate
- Hosts or convenes dialogue processes and engagements relevant to its mandate
- Promotes coordination, resource-sharing and collaboration between memory institutions
- Disseminates the results and lessons learned from dialogue processes.



**TAKE ACTION. INSPIRE CHANGE,  
MAKE EVERY DAY A MANDELA DAY.**

**“IT IS IN YOUR HANDS  
TO CREATE A BETTER  
WORLD FOR ALL WHO  
LIVE IN IT”** — NELSON MANDELA



A NELSON MANDELA FOUNDATION INITIATIVE

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Nelson Mandela followed three rules throughout his life, which he did at great personal sacrifice: Free yourself | Free others | Serve every day. It was not just his mantra; it was his way of life.

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The message behind the Nelson Mandela Day Campaign is simple – that each individual has the ability and responsibility to make an impact through public service. It is the activation of our Founder’s ethos and demonstrates that his vision has indeed inspired a global movement for good. The call to action is clear: Take action, inspire change and make every day a Mandela Day.

Mandela Day will continue to become an even more vital means of honouring and activating his legacy. It joins government, civil society, industry and the general public in a common purpose.

If the legacy of Nelson Mandela’s life and work is to be dynamic, it must be ‘owned’ by current and future generations. It must be accessible to everyone, and applied in constantly changing contexts of time and place.

The Mandela Day Campaign was inaugurated as a vehicle to achieve this. Its objective is to inspire individuals to take action to help change the world for the better, and in doing so, to build a global movement for good. Ultimately, it seeks to empower communities everywhere.

Individuals and organisations are free to participate in making every day a Mandela Day. We do, however, urge them to find inspiration for their contribution in the legacy of Nelson Mandela and to adhere to the ethical framework of ‘service to one’s fellow humans every day.

# DONOR ENGAGEMENT OPPORTUNITIES

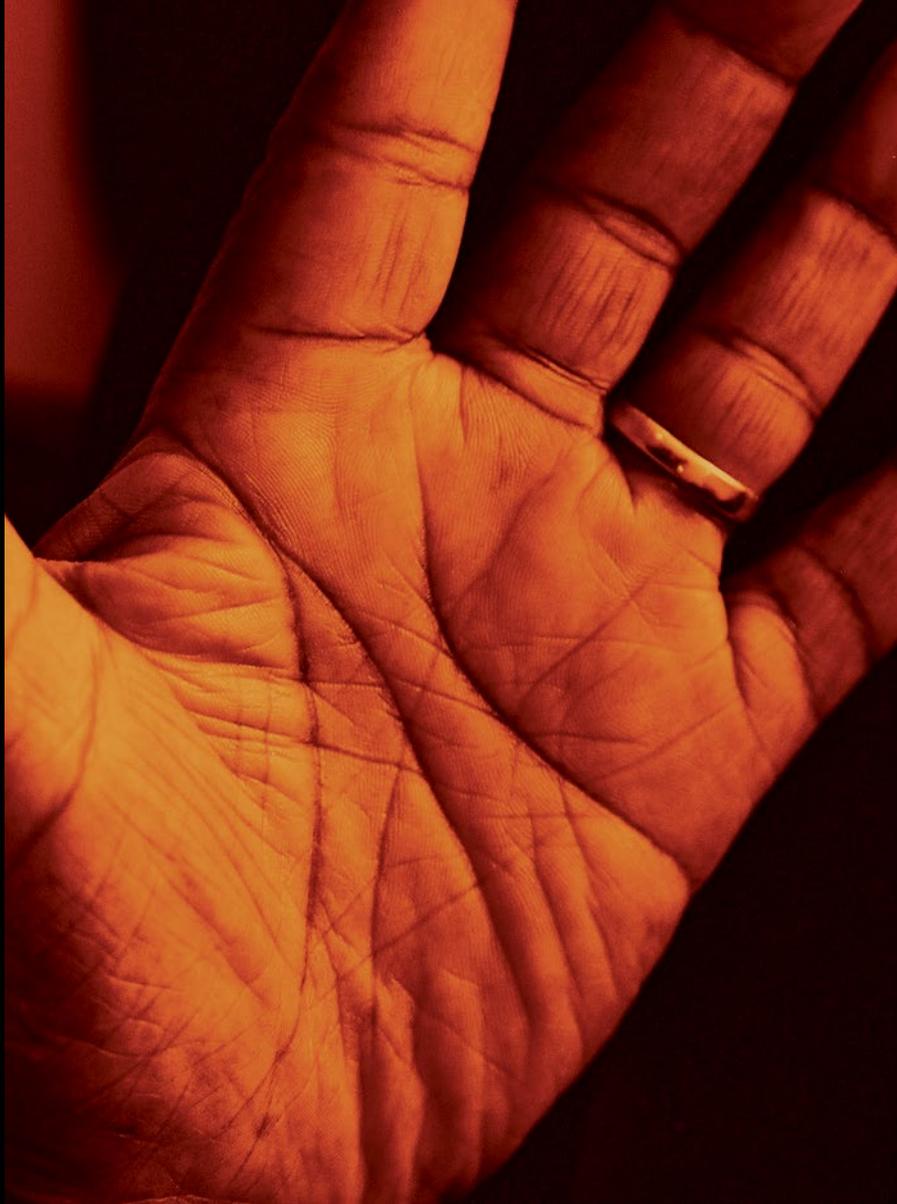
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The Nelson Mandela Foundation welcomes and creates opportunities for people at all levels to make a difference through honouring our late Founder, his vision and his legacy.

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Within our agreed Code of Conduct, we ensure that the ethos, name and reputation of our Founder are protected. Our worldwide network of donors forms an alliance that promotes increased social justice in the global community. No matter the giving level, these individuals, foundations and corporations stand shoulder to shoulder with the late Mr Mandela in advocating for equality and cohesion through memory and dialogue.

The wide ranging opportunities for engagement are laid out in the following pages. At the highest levels of support, we can also discuss tailored opportunities for sponsorship within the Nelson Mandela Centre of Memory, the home of the Nelson Mandela Foundation.



# NELSON MANDELA LEGACY CHAMPIONS

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Nelson Mandela Legacy Champions give at the highest levels to secure the late Mr Mandela's humanitarian legacy, making a substantial financial and symbolic commitment to the values of social justice and democracy.

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Legacy Champions ensure that Madiba's legacy continues beyond his passing. Opportunities include:

- An investment of \$1 000 000 or more in The Nelson Mandela Foundation Sustainability Fund in honour of our late Founder, Nelson Mandela
- Becoming an Ambassador among iconic global Champions by inviting your network of friends and colleagues to join you as a Legacy Champion
- Joining a unique community of prominent figures that have already made this commitment. They include: former US President Bill Clinton, Mr Patrice Motsepe, Mr Tokyo Sexwale, Mr David Rockefeller and Ms Peggy Dulany. The Indian Government and Vodacom have also joined this illustrious group.

We are pleased to recognise Legacy Champions through an inscription on the Foundation's 'Wall of Honor' in the Nelson Mandela Centre of Memory; Legacy Champion certificates; limited edition statues signed by Mr Mandela (while supplies last); and VIP access to the Foundation and its activities.

These donors also receive privileged recognition in internal and external communications, both locally and internationally.

# NELSON MANDELA LEGACY PARTNERS

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Nelson Mandela Legacy Partners commit at any level from \$100 000, bringing much needed support in preserving and furthering Madiba's legacy.

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Legacy Partners make an investment of \$100 000 – \$999 999 to assure the preservation of Madiba's legacy through his personal archives and his life and times through the Foundation's extensive dialogue, advocacy, content and education programmes to ensure Madiba's legacy will continue to empower societies to move towards freedom.

We are pleased to recognise Legacy Partners through Legacy Partner Certificates; access to Foundation activities and stakeholders; and recognition in internal and external communications, both locally and internationally.

*"Today we are launching the Nelson Mandela Centre of Memory Project. We want it to be part of what we have called the processes of restoration and reconciliation... It is our hope that it will grow into a vibrant public resource offering a range of services from these small beginnings to South Africans and visitors from all parts of the world... And most importantly, we want it to dedicate itself to the recovery of memories and stories suppressed by power. That is the call of justice: the call that must be the project's most shaping influence." – Nelson Mandela at the launch of the Nelson Mandela Centre of Memory on 21 September 2004*

# BE PART OF THE LEGACY

Support the work of the Nelson Mandela Foundation.



NELSON MANDELA  
FOUNDATION

*Living the legacy*

The Nelson Mandela Foundation is a human rights-oriented not-for-profit organization. The Foundation delivers to the world an integrated and dynamic information resource on the life and times of Nelson Mandela, as well as promotes the search for sustainable solutions to critical social problems through memory and dialogue.

In the United States, funds to support the Nelson Mandela Foundation are raised through the Nelson Mandela America Fund of the King Baudouin Foundation United States (KBFUS). As a registered 501(c)(3), all donations are tax-deductible to the limit of the law.

MR / MRS / MS / DR	
NAME	
LAST NAME	
ADDRESS	
CITY	
PROVINCE/STATE	
ZIP/POSTAL CODE	
PHONE NO.	
EMAIL	
INSERT GIFT STREAM	
VISA / MASTERCARD / AMERICAN EXPRESS / DISCOVER	
IS THIS A MONTHLY GIFT	YES <input type="checkbox"/> NO <input type="checkbox"/>
CREDIT CARD NUMBER	

SECURITY CODE	
EXPIRATION DATE	

Donations can be made securely online by credit card or PayPal. Simply visit [www.nelsonmandela.org](http://www.nelsonmandela.org)

Or, you can mail a check payable to **KBFUS**, with a memo designation for the Nelson Mandela America Fund, to:

**Nelson Mandela America Fund**  
192 Lexington Avenue, Suite 801  
New York, NY 10016

## Nelson Mandela Foundation Banking Details

ACCOUNT HOLDER:	Nelson Mandela Foundation
BANK NAME:	NEDBANK
CHEQUE ACCOUNT NUMBER:	1284 089 746
BRANCH OR ROUTING CODE FOR CHEQUE DEPOSIT:	Killarney ,128405
BRANCH OR ROUTING CODE FOR EFT PAYMENT:	Main Street, 197905
SWIFT CODE:	N E D S Z A J J
BANK ADDRESS:	100 Main Street, Business Central, Marshalltown, 2001, SA PO Box 61558, Marshalltown, 2107, SA

On behalf of our late Founder, Mr Mandela, we extend our warmest thanks and appreciation for your support of his vision and the importance of memory and dialogue for social justice.



NELSON MANDELA  
FOUNDATION

*Living the legacy*

“THANK YOU FOR KEEPING THE LEGACY ALIVE BY SUPPORTING THE NELSON MANDELA FOUNDATION”

- **Sello Hatang** Chief Executive, Nelson Mandela Foundation

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2198

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**“What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead. – Nelson Mandela**

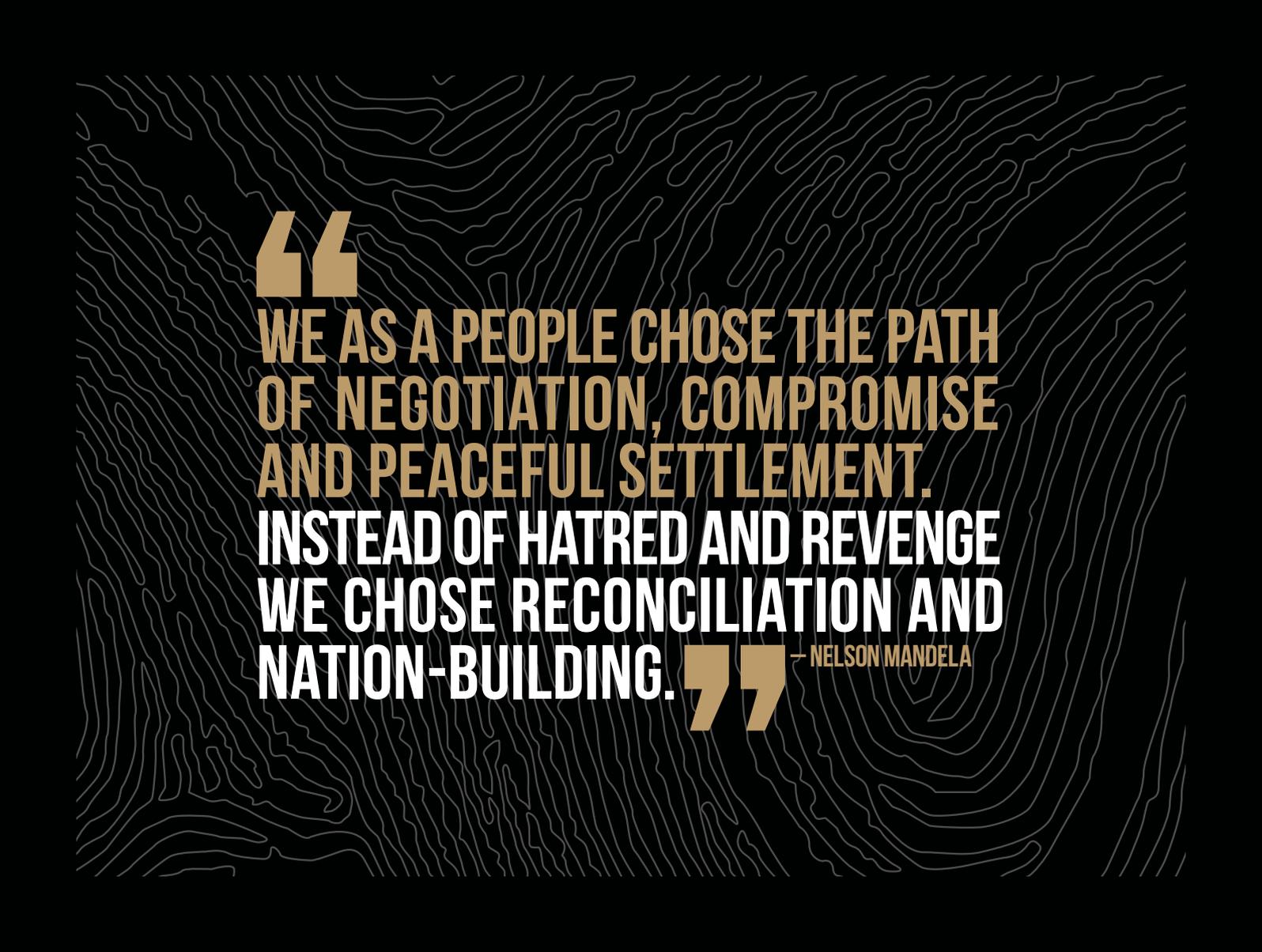
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“

**WE AS A PEOPLE CHOSE THE PATH  
OF NEGOTIATION, COMPROMISE  
AND PEACEFUL SETTLEMENT.**

**INSTEAD OF HATRED AND REVENGE  
WE CHOSE RECONCILIATION AND  
NATION-BUILDING.**”

— NELSON MANDELA



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