

MESSAGE FROM THE CHIEF EXECUTIVE OF THE NELSON MANDELA FOUNDATION

Dear Friends,

July is always a month in which we remember Madiba in a special way, and in which our attention and energy is harnessed around Nelson Mandela International Day.

But, of course, the routine memory and dialogue work of the Foundation continues apace.

In the past six weeks we have: made breakthroughs in our archival digitisation project; opened a new temporary exhibition at the Centre of Memory; upgraded the permanent exhibition; opened a new virtual exhibit on our Google platform; co-convened dialogues on public statues, xenophobia and the Open Government Partnership; hosted a side-panel meeting of the African Union; and participated in a Gauteng Education Department initiative to tackle racism in schools.

In addition, we welcomed new incumbents to the positions of Director of Communication and Outreach and Director of Support Services, hosted two University of Johannesburg interns and moved into phase two of a review of all institutional policies.

Of course, 37 of us summited Mount Kilimanjaro to help keep 270 000 girl children in school. More on this initiative in the next newsletter from one of our Trustees, Ms Maya Makanjee.

A busy period, indeed. However, I want to focus on Mandela Day 2015. By most measures it has again been an extremely successful intervention, with high levels of participation, beneficiation, awareness and coverage.

I want to thank everyone both locally and internationally who gave of their time, energy and skills to make it a success.

Nonetheless, it is clear that the time is ripe for all of us to assess both the effect of Mandela Day and its possible future development. In its long-term planning, the Foundation had earmarked 2015 for a thorough evaluation of the campaign.

This need has been heightened by critical analysis from various quarters recently. Below, readers will find three media articles offering such analysis, including a piece by one of our own Trustees.

[Madiba and his day crassly cheapened](#), by Tinyiko Maluleke
[Mandela Day is a whitewash](#), by Malaika Wa Azania
[Real change, not charity, will honour Madiba](#), by Mamphela Ramphele

We welcome these offerings and are committed to hearing all voices and views.

Arguably the great strength of Mandela Day as a campaign is also its greatest weakness. The Foundation doesn't prescribe what and how people should participate – the call is for individuals and organisations to own the campaign by responding to immediate needs with the resources available to them.

While the great majority respond with generosity and passion, there are those who ignore our ethical framework and use the space to exploit the campaign for their own ends. Some see only fundraising, advertising, commercial and political opportunities. Some elevate spectacle and event over service. Some fall into the trap of once-off, feel-good activities rather than heeding the call to make every day a Mandela Day.

Perhaps this is an indication of conceptual flaws in the campaign. We are committed to revisiting both its conceptual underpinnings and its messaging as we take the process forward.

I invite anyone who has ideas and suggestions on these questions to offer them to us as we go into an evaluation process. Join us in enhancing the campaign and ensuring that it is something Madiba would have been proud of.

Warm regards,

Sello Hatang



REFLECTING ON NELSON MANDELA INTERNATIONAL DAY 2015

The Nelson Mandela Foundation extends its gratitude to every individual and organisation that got behind [Mandela Day](#) 2015. A total of 421 actions were registered via the Mandela Day website within the themes of Food Security, Shelter and Infrastructure, Service and Volunteerism, Literacy and Education, and Awareness Building.

It's more than a celebration of Madiba's life and legacy - it's a global movement to change the world for the better, every day. Thank you for your support. Read more about some of our Mandela Day highlights below.

Volunteers band together to Stop Hunger Now

Corporate and NGO volunteers from a range of South African business sectors rolled up their sleeves on 17 July and attacked the Stop Hunger Now challenge with gusto, packing box after box with nutritious meals that will feed 5 000 starving children every day over the next year.

In its third year, the Stop Hunger Now campaign has worked towards eradicating hunger in South Africa.

"You are giving more than your time today, you are giving your heart – reaching out to those, your fellow humans, who go hungry every day," said renowned activist and Stop Hunger Now patron, Graça Machel. "Many of us have never experienced that – to wake up in the morning and not even have a cup of tea or bread to eat ..."

[Click here for the full story.](#)

Archbishop Tutu's inspirational Mandela Day message

Archbishop Emeritus Desmond Tutu's personal Mandela Day message calls for each and every person to give back to humanity in an effort to make every day a Mandela Day. Kindness and compassion must reach all sectors of our global society, regardless of race, gender or religion, he says.

[Click here to watch his inspirational message.](#)

Nelson Mandela Day with Habitat for Humanity

Habitat for Humanity is a non-profit organisation inspired by these words. Through "participatory development, advocacy and awareness", it is said to be "breaking the cycle of poverty in South Africa". And its work in Pelican Park over the past three years, is testament to that.

In the run-up to Nelson Mandela International Day 2015, Habitat for Humanity, its partners, Pelican Park community members and volunteers have worked every day to help build more than 20 homes.

Marketing Manager, Adrienne Burke explains: "Over the last five days we've seen people, across continents, come together to use their hands to create a better place. Our work here goes beyond 67 minutes or 67 hours."

[Click here for the full story.](#)



INTREPID TREK4MANDELA TEAM RETURNS FROM KILIMANJARO CLIMB

Millions raised in support of Caring4Girls initiative

Heroes come in many guises, and on the evening of 20 July a band of exhausted, unkempt but victorious group of people were welcomed home at OR Tambo International Airport by a singing, dancing and ululating crowd.

These Trek4Mandela heroes had just summited Mount Kilimanjaro, the highest peak in Africa, to raise funds and awareness for the charity Caring4Girls. Trek4Mandela is one of the hundreds of activities that take place all over the globe to honour and advance the legacy of Nelson Mandela.

Enough money was raised by the trek ambassadors to support 166 880 underprivileged girls with sanitary pads for a year, who might otherwise miss up to 50 days of school due to menstrual challenges.

[Click here for the full story.](#)

Trek4Mandela climbers reflect on their epic journey up Kilimanjaro

The brave Trek4Mandela climbers have done what they set out to do - scale Africa's mighty Kilimanjaro in aid of Caring4Girls. Before they made the slow descent down the mountain, the trek ambassadors took a moment to reflect on their epic journey...

[Click here for the full story.](#)



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FIRST-EVER UN NELSON MANDELA PRIZE WINNERS HONoured BY GENERAL ASSEMBLY

The United Nations General Assembly on Friday, 24 July, marked Nelson Mandela International Day – which is observed on 18 July – by awarding the first-ever UN Nelson Rolihlahla Mandela Prize, recognising the South African leader's contributions to democracy, justice and reconciliation and his dedication to the service of humanity.

“Nelson Mandela International Day is a global call to action for all citizens of the world, to take up the challenge and follow in the formidable footsteps of Madiba; a man who transformed his life, served his country and freed his people,” General Assembly President Sam Kutesa told an informal meeting of the 193-member body.

[Click here for the full story.](#)



SOUTH AFRICAN PAINTING DISCOVERED IN USE AS A KITCHEN NOTICEBOARD, VALUED AT £1M

This Irma Stern painting was found in a London kitchen being used as a notice board. The painting was donated by Betty Suzman, family of Helen Suzman, to a charity auction in the late 1950s to raise funds for the trial of, among others, Nelson Mandela, Walter Sisulu and Oliver Tambo, who were on trial for high treason.

[Click here for the full story.](#)