

# MESSAGE FROM THE CHIEF EXECUTIVE OF THE NELSON MANDELA FOUNDATION

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Dear Colleagues and Friends of the Nelson Mandela Foundation

Nelson Mandela International Day, which falls on 18 July to coincide with his birthday, provides members of the diplomatic community with a unique opportunity. It is a day that has become a call to action to change the world through service and leadership exemplified by Mr Mandela.

Already, you have helped us to raise the number of countries participating in Mandela Day to an impressive 126, and I would like to thank everyone who has made an effort to spread the message. This is the biggest Mandela Day we have ever organised.

Let's continue to grow that number, as well as the number of projects taking place globally. Wherever possible, we look for projects that are sustainable, and go beyond the 67 minutes of volunteering that is the basis of Mandela Day. Projects that can make a real, tangible difference to communities over the long term are highly encouraged.

The four pillars of Mandela Day serve as a guide to which areas we encourage people to participate: education and literacy – to give the youth “a fighting chance”; food security – many children go to school simply for the meal they receive there; shelter – a necessary intervention; and volunteerism – because sometimes it is more about giving time, than money.

The Mandela Day Library initiative has so far seen 53 shipping container libraries set up at disadvantaged schools around the country, to help improve literacy and unlock children's imaginations.

In Grahamstown, the Trading Live programme sees community members from all walks of life come together to exchange skills, ideas and goods, and bring people together to benefit collectively from Mandela Day activities.

It is this desire to drive positive change from within communities that informs the ethos of Mandela Day.

When Nelson Mandela emerged from prison in 1990 and

took up the mantle of leadership in 1994, he brought with him a message: one of humanism, of tolerance and of acceptance of others. As he put it so eloquently: “For to be free is not merely to cast off one's chains but to live in a way that respects and enhances the freedom of others.”

Fast-forward to 5 December 2013, and you will recall the way in which the world responded to the passing of Madiba. So many condolences came streaming into our offices at the Foundation that we could barely keep pace. It was clear. Nelson Mandela belonged not just to us in South Africa, but also to the world. And the reason why the world loved and revered him was because he had brought the promise of a peaceful future to a deeply troubled country they had once written off.

It is time to remind our countrymen and women, not only of our indebtedness to the peoples of neighbouring countries that supported our liberation struggle, but also to show the global community that we have not forgotten the values embodied in Mr Mandela's and, indeed, this nation's “long walk to freedom”.

Of course, you cannot do this alone. It requires everyone to pull together – from civil society to business, community-based organisations to government. But as the voice of international relations and cooperation, you are uniquely placed to live up to the name of DIRCO – the Department of International Relations and Cooperation.

In his last address to the United Nations in 1998, Mr Mandela said this: “As I sit in Qunu and grow as ancient as its hills, I will continue to entertain the hope that there has emerged a cadre of leaders in my own country and region, on my continent and in the world, which will not allow that any should be denied their freedom as we were; that any should be turned into refugees as we were; that any should be condemned to go hungry as we were; that any should be stripped of their human dignity as we were. ...”

I urge you to take up that challenge.

Sello Hatang



## LESS THAN A MONTH TO GO UNTIL MANDELA DAY 2015 - LET'S GET INVOLVED

In a month, Mandela Day 2015 will be upon us – that special day of the year when we take the focus off self and pledge our help to those around us to honour Madiba's humanitarian legacy. Not as a gesture of charity, but as a call of justice.

Ahead of 18 July, the Nelson Mandela Foundation is appealing to all around the world to once again make a commitment to make a difference in others' lives.

How can you help?

People across the world will be marking Nelson Mandela International Day by taking to heart and exemplifying by their actions, one of Mandela's most powerful messages: "It's in your hands now."

Within every community there are those who need others' help. Mandela Day is your chance to show you care.

[Mandela Day actions](#) don't have to be big to make a difference: do an elderly neighbour's shopping, tutor young students, help repair a youth centre, paint a community building or build a kennel for a dog. These are actions which can be performed on any given day, thereby making every day a Mandela Day. In helping your fellow human being, you are contributing towards sustainable change and with it a better world for all.



## LEADERS BRACE FOR GRUELLING TREK4MANDELA CLIMB

The 4th annual Trek4Mandela Executive Climb – in support of vulnerable girls – is drawing near, and preparations are being finalised.

The expedition, which culminates with 35 business executives and celebrities summiting Mount Kilimanjaro

on 18 July, Nelson Mandela International Day, celebrates Nelson Mandela's legacy and his core values of ubuntu, dignity, authentic leadership, freedom for self and others, and selfless service to humanity.

Led by South African adventurer Sibusiso Vilane, Trek4Mandela and Caring4Girls create awareness of the plight of girls in need in rural and poor schools during their menstrual cycles. It also encourages dialogue on issues of puberty and adolescence.

[Click here for the full story, and see how you can get involved.](#)

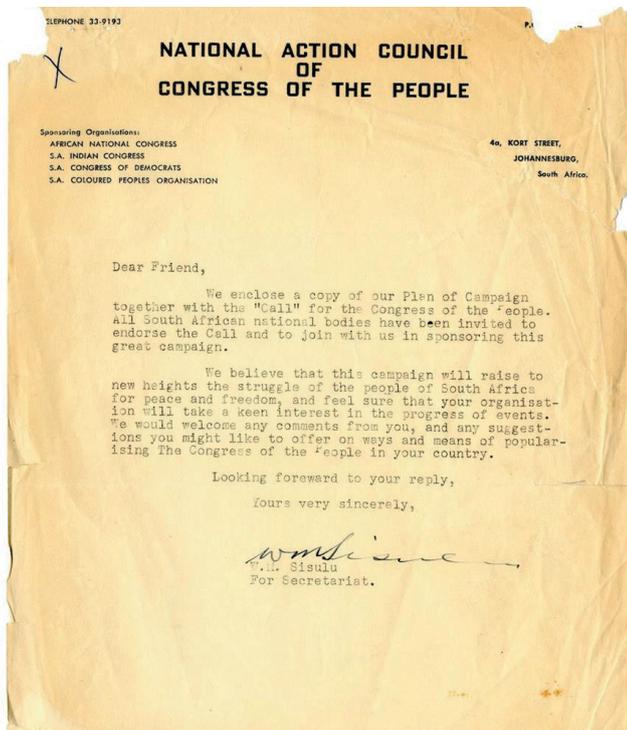
## STOP HUNGER NOW INVITES YOU TO TAKE UP THE MANDELA DAY MILLION MEALS CHALLENGE

The Stop Hunger Now Southern Africa Million Meal Challenge is a massive three-city (Johannesburg, Cape Town and Durban) volunteer meal packaging drive that will see thousands of corporate volunteers attempt to package one million meals in four 67-minute shifts on 17 July 2015. The meals will provide a healthy and nutritious meal for 5 000 children for one year.

With Ms Graca Machel as the Chief Patron, Stop Hunger Now Southern Africa has inspired local celebrities Elvis Blue, Roxi Wardman (SA Masterchef Winner 2014) and Chad Saaman to take part in this year's Mandela Day challenge.

"This is a world first attempt at a country packaging one million meals in one day with 3 cities involved and being undertaken completely by corporate volunteers who want to spend their 67 minutes in a manner that is not only fun but also ensuring no child goes hungry," says Saira Khan, CEO of Stop Hunger Now Southern Africa.

[Click here for more information.](#)



To elevate the NMF from donor-dependency to self-sustainability (with substantial resource mobilisation capacity for programmes).

- To elevate the NMF's corporate brand identity.
- To elevate the Nelson Mandela International Day campaign by expanding its reach internationally.
- To elevate the NMF as a site of excellence in governance through continuing development and enhancement.

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

## BECOME PART OF THE LIVING LEGACY

### [Support the legacy](#)

Help us keep the legacy alive

### [Make an online donation](#)

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



## 60TH ANNIVERSARY OF THE FREEDOM CHARTER

"We, the People of South Africa, declare for all our country and the world to know: that South Africa belongs to all who live in it, black and white, and that no government can justly claim authority unless it is based on the will of all the people."

These are the opening words of South Africa's Freedom Charter, adopted 60 years ago and proposed as an alternative constitution by citizens opposed to apartheid.

The idea of a Freedom Charter emerged in the early 1950s shortly after the National Party came to power in South Africa, unleashing on the country a draconian and formalised system of racial segregation it called apartheid.

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

## BOARD OF TRUSTEES REVIEW THE FOUNDATION'S STRATEGIC DIRECTION

Over three days (22-24 May 2015) the Nelson Mandela Foundation's (NMF) Board of Trustees and senior management went into retreat to review the organisation's five year (2013-2018) strategic plan in light of rapidly changing contexts. Robust state of the nation and state of the organisation analyses informed the deliberations.

The Board affirmed the strategic direction adopted in 2013 and endorsed the plan's core objectives, namely:

To elevate the NMF from a utilised resource on the life and times of Nelson Mandela to the trusted voice on his life and times.

To elevate the NMF from a respected convenor of dialogue on critical social issues to the preferred convenor of dialogue on such issues.