

NELSON MANDELA FOUNDATION

ANNUAL REPORT 2010

DATA | AT LEAST 1 DAY OF SERVICE

DATA | 10 YEARS OF THE FOUNDATION

DATA | 16 YEARS OF DEMOCRACY

DATA | 20 YEARS OF FREEDOM

DATA | 67 YEARS OF SACRIFICE

DATA | 91 YEARS OF DEDICATED SERVICE



NELSON MANDELA
FOUNDATION

Living the Legacy

OUR HISTORY

The Nelson Mandela Foundation was established in 1999 to support Nelson Mandela's post-Presidential work. It has over the years evolved into an institution that seeks to contribute meaningfully to political, social and cultural understanding across the world.

OUR MISSION

The Nelson Mandela Foundation, through the Centre of Memory and Dialogue, contributes to the making of a just society by promoting the values, vision and work of our Founder.

WHAT WE DO

The Foundation delivers to the world an integrated and dynamic information resource on the life and times of Mr Mandela, and is a leading catalyst in facilitating dialogue towards realising a just society.

OUR SLOGAN

“Living the Legacy”.

OUR GUIDING PRINCIPLES

Being inclusive, transparent and caring; acting with integrity and fairness; consistently and creatively focusing on our core goals.



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A TRIBUTE TO OUR FOUNDER



The Nelson Mandela Foundation was established in 1999 to promote the values and vision of Nelson Mandela in order to contribute to the making of a just and fair society.

Initially, this entailed direct intervention in critical social issues such as health and education. Mr Mandela personally facilitated partnerships with governments, individuals and the private sector, to name but a few, to build schools in rural areas; he launched a massive HIV/AIDS campaign under the aegis of his prison

number, “46664”; the Foundation also became a platform to fund and implement a range of other social upliftment projects.

It became apparent though that his humanitarian legacy resonated far beyond his own country. South Africa remained a priority, but by the time he finally retired in 2004, his example of lifelong devotion to the causes of freedom, justice and social equality was being utilised all over the world. In 2008, at the 46664 London concert to celebrate his 90th birthday, he called on the next generation of leaders and, indeed, on people everywhere, to take up his work, which he said remained unfinished:

“It is time for new hands to lift the burdens. It is in your hands now.”

This call necessitated a change in direction for the Foundation, away from funding and implementing projects, to becoming a catalyst for change. This is now the guiding principle behind the Foundation’s core focus – the Centre of Memory and Dialogue. The Centre’s programmes today provide opportunities for individuals, civil society, government and the private sector to participate in promoting our Founder’s legacy. As will be seen by the programme detail elsewhere in this landmark Annual Report, the Foundation now strives to give expression to our Founder’s legacy by making his life and times available to the world; by facilitating meaningful dialogue; and by promoting the emergence of a sustainable, global movement of good through the “Mandela Day” campaign as adopted by the United Nations General Assembly.

The Foundation decided, in its 10th year of existence, to pay tribute to our Founder, Mr Mandela, who has spent so many years championing the causes of freedom and justice, and in seeking redress for those suffering from political and social injustice. This is our message to our Founder: enjoy your retirement! The Foundation, alongside our sister organisations (the Nelson Mandela Children’s Fund and the Mandela Rhodes Foundation) will carry on your work with befitting integrity, dedication and energy.

MESSAGE FROM PROFESSOR GJ GERWEL, CHAIRPERSON OF THE BOARD OF TRUSTEES

The year under review was the third of the five-year strategic realignment that the Nelson Mandela Foundation embarked on in 2007. It also marked 10 years since the Foundation was established in 1999. It is appropriate to briefly recall here the key goal of that realignment: to move from being a broad-based grant maker and programme implementer to one focusing on social justice through “memory and dialogue”. Structurally, this meant locating the **Nelson Mandela Centre of Memory and Dialogue** at the organisation’s core. This way we can continue promoting our Founder’s humanitarian legacy, alongside our sister organisations, the Nelson Mandela Children’s Fund and the Mandela Rhodes Foundation, without duplicating the work of government and many others in civil society.

The 2009/10 financial year can be characterised as a year of continuity. We have continued to build on the work done in the preceding two years. The research, archiving and communications functions within the Memory Programme continued to become more professional. The Programme has become a sought-after resource, and provided archival and research services to a broad range of scholars, authors and film-makers, as well as the general public. Similarly, the Dialogue Programme continued to pioneer new approaches to dialogue, particularly at community level. It is significant that many communities took the initiative to organise their own “conversations” as a follow up to those initiated by the Foundation. Even “taboo” subjects such as xenophobia and HIV/AIDS were explored, facilitated by individuals in their midst who had been trained in the United Nations Development Programme’s methodology.

The flagship Nelson Mandela Annual Lecture, presented by Professor Muhammad Yunus, Nobel laureate and Grameen Bank Founder, once more brought global focus to some of the issues addressed locally through the Foundation’s community dialogue initiative. Professor Yunus’s insights into addressing poverty through investment in women continues to resonate within South Africa, as it does elsewhere in the world.

In terms of our governance, significant progress was made as well. Our revised Trust Deed, now reflective of our new

strategic approach, was registered. We welcomed onto the Board of Trustees Ms Futhi Mtoba and Mr Kgalema Motlanthe. Both bring significant strengths that will help us as we chart our future course. I would like to thank all my fellow Trustees for their dedication, their wisdom and clarity of thinking.

The year wasn’t without its challenges. The global economic downturn saw donations to our Sustainability Fund decline markedly, reflective of the global trend in respect to organisations such as ours. As said before in previous reports, it is vital for the Foundation to attain financial sustainability so that it can continue, well into the future, to promote its Founder’s legacy as an independent organisation able to address even the most contentious social issues. We would therefore like to thank, most sincerely, those donors who continued to support us, even in these economically difficult times. To the management and staff, a word of thanks for all the hard work and perseverance.

Finally, it was gratifying to note that we were able to help in some measure – as Madiba, our Founder, puts it – “to make his retirement a reality”. The launch of the Mandela Day campaign in July 2009 saw the emergence of a global network of organisations and individuals doing good in Nelson Mandela’s name. The Foundation has called on the world to make every day a Mandela Day with the intention of stimulating a continuous, world-wide “movement for good”. This call was given a huge boost when, later in the year, the United Nations General Assembly unanimously adopted July 18 as Nelson Mandela International Day. Now there is an opportunity for people everywhere to address the world’s ills using Mr Mandela’s legacy rather than seeking the intervention of the person; thus his legacy will flourish.



REVIEW BY MR AE DANGOR, CHIEF EXECUTIVE OF THE FOUNDATION



In his message, our Chairperson characterised the year under review as one of “continuity”. Indeed, we succeeded in maintaining our focus on the key strategic goals set out in the Foundation’s five-year plan, approved by the Board of Trustees in February 2007. Our core programmes, Memory and Dialogue, met important targets for the year. These are detailed in the respective programme reports. This review will attempt to summarise progress made toward the overall organisational goals (2007-2012) and the key challenges that lie ahead.

The **MEMORY** Programme made steady progress towards the overarching goal of establishing and making available to the world a world-class archival resource on the life and times of Nelson Mandela. During 2009/10 the

Programme continued to assemble elements of the vast, scattered record of our Founder’s legacy. This included auditing and capturing Rivonia Trial records in a database that is now accessible through the Foundation’s website and completing phase two of the Mandela Prison Files project – all Mr Mandela’s prison correspondence has been copied and summarised in accordance with author, recipient and date.

We believe that access to these historic records is best facilitated through their location within a variety of institutions rather than centralised ownership. Underpinning this strategy is the ongoing development of the Foundation’s website as an archival portal. Online use of the Centre’s databases grew to an average of 34 000 users per month.

Nevertheless, the Centre’s permanent physical collection also grew substantially. Important awards, gifts, oral and documentary records and film footage were received, *inter alia*, from the African National Congress, the family of Anthony Sampson, Peter Magubane and the BBC. Richard Stengel and Ahmed Kathrada bequeathed 70 hours of interviews they conducted with Mr Mandela during the writing of *Long Walk to Freedom*.

The Foundation’s exhibitions remained popular and highly effective outreach tools. A major travelling exhibition, *Mandela*, a major retrospective on Mr Mandela’s life and times, initially launched in 2008 at the Apartheid Museum (Gauteng), was also installed at the Mthata Museum (Eastern Cape), the Malmo Museum (Sweden) and the Iziko Slave Lodge (Cape Town). An award-winning **Mandela Day** exhibition was installed in New York, in partnership with the 46664 campaign.

The Memory Programme’s advocacy role further increased. Partnering with civil society organisations, we hosted a number of forums, and engaged with government officials and Parliament to ensure that memory and archival work remain an important element of the discourse in a country in transition, such as South Africa. Preserving and facilitating public access to the records of

former political prisoners and the Truth and Reconciliation Commission could help younger generations better understand past struggles and their impact on today's challenges.

The **DIALOGUE** Programme successfully completed the transition from hosting "dialogue events" to a more community oriented dialogue process. A total of 110 HIV/AIDS dialogues took place in 11 communities spread across nine provinces. These local-level dialogues also extended into social cohesion themes, with an emphasis on xenophobia. Twenty-one such conversations occurred in five "flashpoint" areas in the Eastern Cape, Gauteng, KwaZulu-Natal, Mpumalanga and the Western Cape. Even though the two themes often required different facilitation approaches, with the HIV/AIDS dialogues needing more specialist expertise, a common feature was the willingness of local community participants to take ownership. "Storytelling", relating the personal impact of underlying factors such as poverty, culture, language and the state of local government and political institutions, hugely informed the dialogues. Significantly, some communities and their non-government organisation (NGO) partners organised follow-up "conversations" without relying on the Nelson Mandela Foundation. This was a crucial development in light of our longer-term objective of ensuring the sustainability of this project and of achieving wider impact by helping to build capacity and vesting ownership with local communities and NGOs.

The Nelson Mandela Annual Lecture remained a vital part of the dialogue process. The seventh in the series, themed "Investing in the Marginalised: A Way of Creating Wealth and Combating Poverty", presented by Nobel laureate and Grameen Bank Founder Professor Muhammad Yunus, brought global focus to an underlying issue – poverty – that emerged at all the community conversations. A feature of this year's Lecture was the intensive lead-up engagement between Professor Yunus and women and youth, prime target groups of the economic and social empowerment programme pioneered by Grameen Bank. Many South African micro-enterprise organisations continue to liaise directly with Professor Yunus and the Grameen Institute.

Following the Annual Lecture, the final **Malibongwe Dialogue**, titled "Can we Create a World Without Poverty?" took place. Participants examined the pivotal role women play – past and present – in overcoming poverty. The gathering concluded that this kind of dialogue needed to take place within communities in order to create greater awareness of existing opportunities, and help influence state and private-sector policies. Various NGOs indicated interest in continuing this work with women in communities.

RESOURCES: Professor Gerwel has alluded to the impact of the difficult global economic climate. The Foundation, like most non-profit organisations, was adversely affected. The Sustainability Fund nevertheless grew from R112.5-million in 2008/09 to R123.1-million in 2009/10. In addition, we secured sufficient programme funding to fully implement our planned activities for the year. Our sincere gratitude to all our partners (see the Resource Mobilisation section for full details) whose support enabled us to meet crucial programme goals while protecting our Sustainability Fund.

Meeting our longer-term goal of creating a sustainable financial base of R500-million, which will ensure the Foundation is able carry on its work well into the future, remains a key priority.

INTO THE FUTURE: One of the year's most important developments was the adoption of **Nelson Mandela International Day** as an official United Nations commemorative day. The underpinning ethos – that positive change begins with small, selfless, individual actions – aptly captures Mr Mandela's legacy. The Nelson Mandela Foundation's **Centre of Memory and Dialogue** will, through a work programme called **Memory, Dialogue, Action (MDA)**, promote this legacy with even greater vigour in the coming years.

Finally, my gratitude to our Trustees for their support and guidance; and to our management and staff for their hard work, dedication and passion.

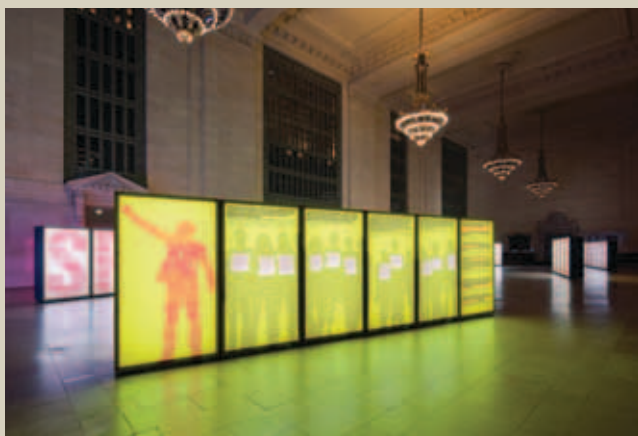
THE YEAR AT A GLANCE



Above and below: The Mandela Day campaign saw individuals trying to make a difference in their communities.



- The inaugural **Mandela Day** campaign saw a global network of government and non-government organisations, as well as individuals, doing community work in Nelson Mandela's name. The United Nations General Assembly formally adopted Nelson Mandela International Day as an official commemorative day, giving further impetus to the emerging global movement for good.
- The **Rivonia Trial** records were audited and captured in a database that is now accessible through the Foundation's website.
- Phase two of the **Mandela Prison Files** project was completed – all Mr Mandela's prison correspondence has been copied and summarised by author/recipient and date.
- Online use of the Centre's **databases (portal)** grew to an average of 34 000 users per month.
- Important awards, gifts, oral and documentary records and film footage were received, *inter alia*, from the African National Congress, the family of Anthony Sampson, Peter Magubane and the BBC.
- Richard Stengel and Ahmed Kathrada bequeathed 70 hours of interviews they conducted with Mr Mandela during the writing of *Long Walk to Freedom*.
- A **travelling exhibition**, *Mandela*, a major retrospective on Mr Mandela's life and times, initially launched in 2008 at the Apartheid Museum, was also installed at the Mthata Museum (Eastern Cape), the Malmo Museum (Sweden) and the Iziko Slave Lodge (Cape Town). More than 150 000 people visited the Apartheid Museum and viewed the exhibition.
- There are currently eight travelling exhibitions in South Africa and abroad.
- An award-winning Mandela Day exhibition was installed in New York, in partnership with the 46664 campaign.



The Mandela Day exhibition in Grand Central Station, New York.

- A total of 110 **HIV/AIDS “Community Conversations”** took place in 11 communities spread over nine provinces.
- Twenty-one **community dialogues** on social cohesion with special focus on **xenophobia** took place in five “flashpoint” areas in the Eastern Cape, Gauteng, KwaZulu-Natal, Mpumalanga and the Western Cape.
- More than 1 000 people attended the seventh **Nelson Mandela Annual Lecture**, which was also broadcast live by the South African Broadcasting Corporation. Addressed by Nobel laureate and Grameen Bank Founder Professor Muhammad Yunus, the lecture (themed “Investing in the Marginalised”) amplified underlying issues of poverty and inequality addressed in the community conversations programme.
- The final **Malibongwe Dialogue**, titled “Can we Create a World Without Poverty?” took place. Participants examined the pivotal role women play – past and present – in overcoming poverty.
- Six **publications**, including three books, were released. One publication, *Hunger for Freedom: The Story of Food in the Life of Nelson Mandela*, was given a prestigious Special Jury Prize at the World Cookbook Awards in Paris.



GR Naidoo exhibition at the Nelson Mandela Foundation.



Professor Muhammad Yunus speaks at the 2009 Annual Lecture.

- Programme funding for the Centre of Memory and Dialogue was secured to cover activity for the full financial year (see the Resource Mobilisation section for the full list of donors).
- The global economic downturn affected the Foundation’s fundraising efforts, but the Sustainability Fund grew from R112.5-million in 2008/09 to R123.1-million in 2009/10.

MEMORY

PROGRAMME



**NELSON MANDELA
FOUNDATION**

Living the Legacy

MEMORY PROGRAMME

INTRODUCTION

The overarching objective of the Memory Programme is to establish a world-class archival resource on the life and times of Nelson Mandela and to make this available to the world.

These memory resources are to be found in an extraordinary range of locations, both within South Africa and internationally. The Memory Programme:

- Locates, documents and ensures the preservation of these scattered resources.
- Collects and curates Mr Mandela's personal archive.
- Promotes public access to these resources and fosters dialogue around them.
- Provides research and archival services to a wide range of institutions and individuals.
- Ensures that all initiatives in the name of Mr Mandela are true to his legacy.

OVERVIEW

The period under review (March 2009/February 2010) marked the third year of the Foundation's five-year strategic plan. The Programme concentrated on the institutionalisation phase of the Centre of Memory and Dialogue, focusing its capacity on the above strategic goals. This was done during a challenging year, marked by:

- The "roll out" of the first Mandela Day campaign. The response, globally, exceeded all expectations and senior Programme staff had to be deployed to the project during, and in the follow-up to, the month of July.
- Commemoration of the 20th anniversary of Mr Mandela's release from prison on February 11, 2010 also made extraordinary demands on the Programme's capacity.

The Memory Programme nevertheless met key targets.



Family of GR Naidoo at the launch of the exhibition, *GR Naidoo: A Generous Eye*.

As this report demonstrates, a significant amount of activity took place across all aspects of the Programme.

ADVOCACY

It is important for the Foundation to ensure that memory and archival work is recognised as an important element of the discourse within a society in transition. Working closely with the Foundation's Dialogue Programme, we engaged a wide range of stakeholders. New working relationships were established, while those already in place were expanded and enhanced. Dialogues relating to advocacy included:

- Working with the University of Cape Town in successfully launching the joint "Archival Platform". This project emerged from the Foundation's 2007 conference, "National System, Public Interest", and is designed to create a virtual information and dialogue space for South Africa's memory sectors. The formal launch took place in May 2009 and by the end of the report period, the Platform was firmly established and had engaged in a range of issues of importance to South Africa's memory sectors.
- Participating in the Promotion of Access to Information Act (PAIA) Civil Society Network – a network of freedom of information organisations in South Africa.

MEMORY PROGRAMME

- Hosting the inaugural meeting of the African Association of Communication Directors.
- Contributing to the revival of the South African Society of Archivists.
- Meeting with the Director General of the National Department of Arts and Culture to promote the preservation of, and public access to the records of political prisoners and the Truth and Reconciliation Commission.
- Partnering with the South African History Archive to make written and oral presentation to Parliament on the new Protection of Personal Information Bill.
- Meeting with the Deputy Minister of Justice to promote access to records related to Mr Mandela and to the Truth and Reconciliation Commission.
- Convening a forum, in partnership with the South African History Archive, titled “Reconciliation and the Work of Memory in Post-apartheid South Africa”.
- Convening, in partnership with the South African Human Rights Commission, a dialogue on xenophobia with media representatives, the South African Police Service and the Johannesburg Metro.
- Hosting, in partnership with the Goethe Institute and including representatives from both the governments of South Africa and Kenya, a workshop on truth commissions in the contexts of South Africa and Kenya.
- Hosting the launch of Alf Kumalo’s autobiography, where a panel discussion took place on Kumalo’s work in the broader context of documenting the anti-apartheid struggle.
- Hosting a reunion of surviving Rivonia Trialists (Mr Mandela, Andrew Mlangeni, Ahmed Kathrada and Denis Goldberg) and comrades to view a play on the Trial and to discuss it with the playwright, Monde Wani.



Surviving Rivonia Trialists at the Rivonia Trial play.

- In addition, Programme staff contributed to professional publications and delivered papers at numerous professional gatherings. They spoke or taught in South Africa, Canada, India and Italy.

THE VIRTUAL ARCHIVE

Unlike most conventional archives, the Nelson Mandela Centre of Memory and Dialogue 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 not the Centre’s intention 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 Centre has conceptualised a multi-layered virtual archive (portal), accessible through the Foundation’s website (www.nelsonmandela.org). The following key design elements define the portal’s shape: databases providing dense description of materials; linkages to actual materials, to other sites and to different layers within the site; and digitised materials, from hard copy to moving images. At the beginning of the report period, a review of the portal and an implementation plan for its enhancement was adopted by the Board. The following achievements in realising this plan during the report period should be noted:

- Each of the portal’s design elements received sustained attention, content was web-enabled and tested, and the



Mr Mandela's 1964 warrant of committal.

content base of each of the portal's building blocks was expanded.

- Work on enhancing linkages is ongoing and assistance is being received from Google SA.
- The user interface was upgraded, and existing databases were updated and expanded.
- The speeches database was made a special focus, with more than 500 new records being added.
- Three new databases were web-enabled, including a Mandela filmography, Rivonia Trial records and international solidarity anti-apartheid archives.
- A significant new portal layer was introduced in the form of the "Heart of Hope" website, which is an extensive resource incorporating interviews, timelines, and historical documents and analyses covering the late apartheid and transition periods. This website was acquired by donation from Pdraig O'Malley,

reconfigured, moved to the Foundation's platform, subjected to a full Google indexing, and integrated into the portal. The Foundation concluded preliminary discussions with Google with the aim of engaging in a partnership around the digitisation and hyperlink elements of the portal.

- Use of the website continued to grow, with an average of 92 334 page views and 34 241 visits per month, peaking in February 2010 with more than 70 022 visits logged. Cellphone access to the site was launched formally and has grown well. The portal has now established itself as one of the most trusted and widely used internet research resources on the life and times of Mr Mandela. See Annexure A for a more detailed account of website usage in the report period.

ORAL HISTORY

Two oral history projects were undertaken in the report period and several collections were secured:

- In partnership with the Liliesleaf Trust, the Programme visited Ethiopia to conduct research around Mr Mandela's 1962 visits to Ethiopia.
- A small oral history project accompanied the Foundation's exhibition, *GR Naidoo: A Generous Eye*.
- Researcher and author Anna Trapido worked with the Memory Programme on a book, *Hunger for Freedom: The Story of Food in the Life of Nelson Mandela*, published in June 2008. All the interviews conducted for the book were lodged within the Centre's permanent archive.
- While working on his autobiography and authorised biography in the 1990s, Mr Mandela was interviewed numerous times by Richard Stengel and Ahmed Kathrada. The two collections of sound recordings, comprising approximately 70 hours of interviews, were donated to the Centre of Memory and Dialogue in November 2008. Both collections were digitised and transcribed.

MEMORY PROGRAMME



Hillary Clinton is taken through archive exhibits at the Foundation by Verne Harris; Graça Machel looks on.

- The Memory Programme assisted Rica Hodgson (anti-apartheid activist and friend of Mr Mandela), Christo Brand (former prison warder befriended by Mr Mandela) and Xoliswa Ndoiyiwa (Mr Mandela's cook since 1992) with the recording and publishing of their life stories. Sound recordings generated by the first two projects were also lodged with the Centre's archive.

COLLECTIONS

Substantial and invaluable collections are being built up: a major collection of Mr Mandela's gifts and awards was received from the ANC; a collection of Mandela film footage was donated by the BBC; records were received from Judge Thumba Pillay, the family of Anthony Sampson, Peter Magubane and Eddie Nair; and substantial oral history acquisitions were secured (see the Oral History section).

Because of spatial and human resource constraints, the Programme prioritised improving the physical care of collections and undertaking advanced processing of the core collections, especially of Mr Mandela's private papers. The following steps were taken to improve the physical care of these collections:

- A security review, started in 2008, of the Foundation's building was completed and comprehensive upgrading undertaken. This included regulating access, enhancing fire protection and climate control.

- The agreement with Imani Media, which houses and manages the Centre's audio-visual collection, was expanded to ensure the full digitisation and cataloguing of all film materials by the end of 2010.
- There was special focus on preservation of the photographic collection.

EXHIBITIONS

During the year under review the Centre continued to generate exhibitions, testing different partnerships, models and audiences.

- A travelling exhibition, *Mandela*, a major retrospective on the life and times of Mr Mandela, which was launched at the Apartheid Museum in November 2008, was also installed at the Mthatha Museum (Eastern Cape), the Malmo Museum (Sweden) and at the Iziko Slave Lodge in Cape Town (the latter to mark the 20th anniversary of Mr Mandela's release from prison).
- In partnership with the 46664 campaign, the award-winning 2009 Mandela Day exhibition was installed in New York.
- The Centre partnered with STEP on the "Free at Last Film Festival" held in Cape Town and Johannesburg to celebrate the 20th anniversary of Mr Mandela's release from prison.

The Centre's existing programme of small-scale travelling exhibitions continued to grow:

- *466/64: A Prisoner Working in the Garden*, launched jointly with the National Archives, remained a permanent feature of the Constitution Hill precinct, located in the Mandela Cell.
- The *Mandela Archives* display at the Red Location Museum in Port Elizabeth remained in place.
- In 2008, in partnership with Umlando Wezithombe, the Centre created an exhibition showcasing the publication *Nelson Mandela: The Authorised Comic Book*. In the

first quarter of 2010 the exhibition was moved from the Department of Education's head office in Pretoria to the Nelson Mandela Museum in Mthatha.

- The exhibition *GR Naidoo: A Generous Eye* was launched at the Foundation in partnership with the Naidoo family in September 2009.
- In October 2009, in partnership with the Ahmed Kathrada Foundation, the Centre launched the exhibition *Kathy: The Man Behind the Public Figure* at Constitution Hill. In February 2010 the exhibition was given to the Kathrada Foundation and moved to Lenasia.
- An exhibition of Peter Magubane photographs was displayed in the Foundation's foyer.
- An exhibition of Alf Kumalo photographs was prepared for the launch of Kumalo's autobiography, hosted by the Foundation.
- A photographic exhibition, *Nelson Mandela: Intimate Moments*, was displayed at the 2010 World Economic Forum in Davos in partnership with the International Marketing Council.
- For the 20th anniversary of Mr Mandela's release from prison, the Programme hosted two virtual exhibitions: a selection of cartoons (in partnership with Africartoons) and a spatially configured selection of moving and still images (in partnership with Doxa Productions).
- The exhibition *Drawing on Mandela*, a display of Zapiro's cartoons and drawings, travelled from the Foundation to the Apartheid Museum, and ultimately to Iziko in Cape Town.

RESEARCH

In addition to ongoing, Programme-related research, thousands of enquiries about Mr Mandela, about archival sources, access to materials and use of Mr Mandela's intellectual property were handled. Archival material packs were distributed to media, schools and

South African embassies around the world ahead of the 20th anniversary of Mr Mandela's release from prison. The Programme also supported the Founder's office in its management of requests to Mr Mandela.

Major publications (some still forthcoming) which benefited from the Programme's dedicated research resources in 2009/10 were as follows: a new edition of *Nelson Mandela's Favourite Folktales* (WW Norton, 2009); Alf Kumalo's *Through My Lens* (Tafelberg, 2009); David James Smith's account of Mr Mandela's early life (forthcoming); Alf Kumalo's book on the Mandela Soweto house (forthcoming); and Richard Stengel's book on the life lessons of Mr Mandela (forthcoming). Support was given to new documentaries and films by a range of film and television media, including the feature film *Invictus* (Clint Eastwood, 2009) and Anant Singh's film version of *Long Walk to Freedom* (forthcoming).

Three special research projects were undertaken:

- An audit of records related to the Rivonia Trial. The research results were captured in a database, now accessible through the Foundation's website.
- The second phase of the Mandela Prison Files project was completed successfully. The summary of the content of this archive (housed at the National Archives) has been expanded, and all Mr Mandela's incoming and outgoing correspondence has been copied and arranged by author/recipient and date.
- The Prison Warder Research Project, documenting the life story of former Robben Island prison warder Christo Brand in the context of the apartheid-era prison service. The initial research/documentation phase of the project was far advanced at the end of the report period.

CONCLUSION

Despite many challenges, the Memory Programme met its key strategic targets for the year and so contributed towards attaining the goals set out in the five-year strategic plan approved by its Board of Trustees in 2007.

DIALOGUE

PROGRAMME



NELSON MANDELA
FOUNDATION

Living the Legacy

DIALOGUE PROGRAMME

INTRODUCTION

Dialogue, defined by the Foundation's Centre of Memory and Dialogue as "the art of listening and speaking to others, which is also the art of getting others to listen and speak to each other", is one of the central elements of our Founder's legacy that we wish to promote. Drawing on the rich traditions of transformative dialogue, problem-solving and social renewal that made South Africa's remarkable transition possible, we therefore facilitate and promote engagement between a range of stakeholders about difficult – and often taboo – subjects.

OVERVIEW

One of the most significant developments during the year under review was the Programme's expanded "community conversations". The HIV/AIDS dialogues gathered momentum in the 11 communities where the conversations' presence was first established in 2007. In addition, a new series of conversations focusing more broadly on "social cohesion" started in early 2009. Here, the nexus between "memory and dialogue" was demonstrated in practical terms. Drawing on history, community members were able to engage with each other on problems confronting them today. Mandela Day also provided a new, and pivotal, platform for dialogue.



Participants in a community dialogue.

While the Nelson Mandela Annual Lecture remains a very important feature of the Dialogue Programme, as it provides an opportunity to make local-global linkages between some of the issues discussed at community level, the Programme continued to move away from centralised dialogue events. During this transitional phase a pilot dialogue focusing on leadership was held in March 2009 bringing together political, business, civil society and youth leadership from across Africa. This event will now be hosted elsewhere in Africa by the networks that partnered the Foundation in the pilot. The last Malibongwe Dialogue was held in August 2009. These issues will in future be more appropriately addressed within community dialogues and at more intimate policy consultations.

THE COMMUNITY DIALOGUES

HIV/AIDS Community Conversations

The community conversation concept lends itself to an issue as sensitive and contentious as HIV/AIDS. Interactive spaces are established where community members can engage around individual and collective concerns, values and beliefs.

Underlying societal factors that influence the spread of HIV, such as poverty, teenage pregnancy, alcohol abuse, abuse of women and children, crime and substance abuse continued to be the main focus of the conversations. Participation was characterised by an intergenerational mix of community members and other stakeholders. This allowed for robust conversation and relationship building. Key features of the community conversations included that:

- Community conversations took place in 11 communities and nine provinces.
- We conducted a total of 110 community conversations, 10 per community.
- The number of people attending each conversation averaged 126 people.
- There was, on average, a 60:40 female to male ratio.

DIALOGUE PROGRAMME



Participants in one of the community conversations.

- On average, 11 follow-up conversations took place in each community.
- In some cases the follow-ups were organised locally without the involvement of the Foundation, further evidence that community participants were taking ownership of the process.

This last point is key to the Foundation's strategy to ensure the sustainability of the community conversation process, and of widening its impact. The Foundation is, however, mindful of the resource and structural constraints faced by many communities and that they will continue to need external partnerships.

The Programme therefore continued to engage various NGOs, government and private-sector organisations through consultative forums. We presented lessons learnt from the ground and have gained insights on how to strengthen the current implementation model. As a result of our interactions, some of these organisations, such as the Tshepang Trust, have trained their own facilitators in the methodology being piloted by the Foundation. Other NGOs have also requested training for their facilitators.

However, to ensure that the locus of ownership remains with affected communities, future capacity building programmes will focus on individuals residing within these communities.

In 2010 an evaluation of the work to date will be undertaken. In addition to making a "numerical" assessment (such as the number of people who participated), an attempt will be made, through storytelling, to measure the broader impact on communities.

The Future – 2010 Onwards

The Nelson Mandela Foundation's community conversations programme will continue to act as a catalyst, supporting community level capacity building and facilitating partnerships between communities and entities such as the South African National AIDS Council and the South African Council of Churches. The objective is to stimulate a network of institutions that are willing and able to utilise existing capacity in support of community efforts to understand and respond to very complex challenges presented by HIV/AIDS.

Social Cohesion Community Conversations

In 2009, the Foundation's Dialogue Programme initiated conversations in five communities in South Africa that were affected by the xenophobic violence in 2008. This was done to assist in the creation of platforms for discussion and mediation and to promote peaceful co-existence. The Programme continues to expand its work to promote social cohesion in communities through dialogue by focusing on issues such as human rights, and peace and reconciliation. It does this with the support of other institutions, government and NGOs. The dialogues took place in the following areas:

- Atteridgeville – Gauteng
- Khayelitsha and Nyanga – Western Cape
- Cato Manor and Albert Park – KwaZulu-Natal
- Delmas and Nkomazi – Mpumalanga
- Jeffrey's Bay, Warmer, New Brighton and Kunya – Eastern Cape

Twenty-one community conversations were successfully completed during this reporting period in areas where

South Africans and migrants from other countries live together.

A group of 33 facilitators from several organisations and from a range of African countries have been trained in the Community Capacity Enhancement (CCE) methodology to help communities identify their concerns and build on their own ability to make constructive changes.

Summary of Key Trends

- The prevailing socio-economic environment is a major stress factor in building cohesive communities.
- Weak political and institutional frameworks exist for building long-term social stability.
- Language is a barrier to cohesion and a medium of exclusion.
- The pervasiveness of the “insider-outsider” phenomenon.
- Significant challenges to the promotion of security, justice, accountability and the rule of law.
- Confluence of “hurting communities” and the lack of mechanisms to promote psycho-social recovery and healing.

THE SEVENTH ANNUAL LECTURE

The seventh Nelson Mandela Annual Lecture, presented by Nobel laureate and Grameen Bank Founder Professor Muhammad Yunus, was held at the Johannesburg City Hall on July 11, 2009. A feature of this year’s Lecture was the intensive engagement in the days before the Lecture by Professor Yunus with women and youth, who are prime target groups of the economic and social empowerment programme pioneered by the Grameen Bank. Two key examples included:

- “In Conversation with Professor Muhammad Yunus”, co-hosted by the Foundation and the Women’s Development Businesses Group, Small Enterprise Foundation and the Association of Microfinance Institutions of South Africa. A robust dialogue took



Professor Muhammad Yunus delivers the seventh Nelson Mandela Lecture. On stage: Deputy President Kgalema Motlanthe, Graça Machel and Professor Jakes Gerwel.

place between representatives from academia, business, government, media, women’s organisations and micro-finance practitioners on the potential for addressing poverty by utilising the Grameen “principles” and experience elsewhere in the world.

- “Shaping Young Minds”, held at the CIDA City Campus in Johannesburg. Here Professor Yunus interacted with an intergenerational audience on the concept of “social entrepreneurship” as a means of overcoming poverty among young people.

The Annual Lecture was titled “Investing in the Marginalised: A Way of Creating Wealth and Combating Poverty”. The theme and the Lecture’s content resonated with the audience and received substantial media coverage. Many South African micro-enterprise organisations continue to liaise directly with Professor Yunus and the Grameen Institute.

MALIBONGWE DIALOGUE SERIES

The third and final Malibongwe Dialogue took place in Johannesburg and was appropriately themed, “Can We Create a World without Poverty?” It focused on the role of women in South Africa’s past, present and future. Addressed by the Minister of Trade and Industry, Rob Davies, and attended by members of the development, banking and entrepreneurial sectors, the dialogue examined the pivotal role women play in overcoming poverty, as well as the constraints they face. It became



The Promise of Leadership dialogue.

evident at the conclusion of this dialogue series that this kind of interaction needs to take place within communities in order to create greater awareness of existing opportunities and to stimulate a ground-swell of voices capable of influencing state and private sector policies. Various NGOs have indicated interest in continuing this work with women in communities.

PROMISE OF LEADERSHIP DIALOGUE

The Promise of Leadership (POL) dialogue, convened in partnership with the African Leadership Initiative, focused on the leadership challenges Africa faces in initiating and implementing sustainable economic development, creating wealth aimed at overcoming inequality and eradicating poverty. Rwandan President Paul Kagame delivered the keynote address titled “From Conflict to Reconstruction: Development in Rwanda”.

This set the scene for intensive, solution-oriented discussion among leading figures from academia, business, civil society and government from across Africa. POL involved a number of young people in order to empower future leaders. Discussions have ensued about the possibility of other organisations replicating POL elsewhere in Africa.

AIDS2031

Emanating from consultations during the 2008 Durban AIDS Conference, the Nelson Mandela Foundation and the Joaquim Chissano Foundation were asked to co-chair

the hyper-endemic pillar of the aids2031 initiative. This is a global effort to stimulate longer-term planning for the global AIDS response. While the emergency response is still needed, greater attention has to be paid to making the response more systemic and integrating planning into ongoing state, non-government and international organisation policy and practice. The Southern African pillar’s core mandate was to facilitate regional discussions on these two issues. The Foundation’s Dialogue Programme hosted the pillar’s secretariat.

Following a number of regional consultations, and utilising existing research and data, the pillar compiled an initial synthesis paper called *Turning Off the Tap – Looking Forward to 2031*.

Two supporting papers titled *Future Leadership in HIV/AIDS* and *HIV/AIDS Financing and Resource Capacities in the Future* will be finalised in the first quarter of 2010. The latter of the two papers is intended to define the type of financing and resource capacities required in the future to address the question, “What should be done to turn off the tap?”

The overall report will be completed in 2010 and presented at the final regional consultation. It is intended that the ongoing policy and advocacy work will be handed over by the two co-chairing Foundations to a more appropriate regional mechanism, such as the Champions formed by former Southern African Development Community heads of state.

CONCLUSION

The Dialogue Programme met its primary goal during the year, namely to play a catalytic role by maintaining the Dialogue momentum, piloting and seeding initiatives that others can take ownership of – at community level, among other non-government organisations and, indeed, within state institutions. A platform has now been created through the Mandela Day campaign that will allow the Foundation to intensify this process, locally and internationally, so that Mr Mandela’s legacy can be used to improve people’s lives without requiring the direct intervention of one man or one organisation.



Mr Mandela congratulates Professor Muhammad Yunus on stage with South African Deputy President Kgalema Motlanthe, Graça Machel and Professor Jakes Gerwel.

MANDELA DAY

REPORT & PUBLICATIONS

DATA

DATA

DATA

DATA

DATA

AT LEAST 1 DAY OF SERVICE

MINIMUM 67 MINUTES

MAKE EVERY DAY A MANDELA DAY

IN HONOUR OF NELSON MANDELA

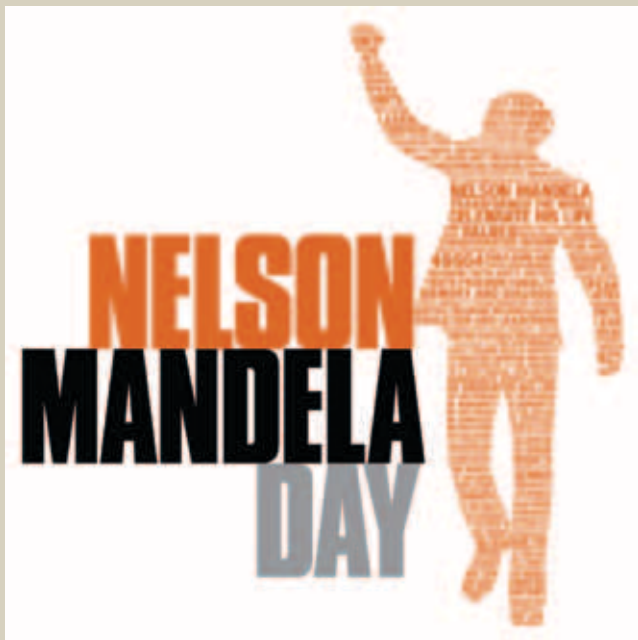
9 PUBLICATIONS



NELSON MANDELA
FOUNDATION

Living the Legacy

MANDELA DAY REPORT



The Nelson Mandela Foundation and its sister organisations called for Mandela Day on July 18 to be recognised as an annual international “day of humanitarian action” in celebration of Nelson Mandela’s life and legacy. This followed a birthday note from Irish musician Bono which read: “the 18th of July should be declared Mandela Day.” He was responding to Mr Mandela’s “it’s in your hands” announcement, made at his 90th birthday celebrations.

July 18, 2009 marked Mr Mandela’s 91st birthday and the inaugural Mandela Day. On July 12, the Non-Aligned Movement member countries issued a special declaration endorsing the event following a motion supporting Mandela Day by the Irish government. It commended the Nelson Mandela Foundation for “honouring Nelson Mandela’s service to humanity by giving people of the world the opportunity of his birth date to embrace his values, through seeking to improve their lives through service to their communities”.

After the success of this first Mandela Day, the United Nations adopted it as a day for global humanitarian action, calling it Nelson Mandela International Day.

This decision transformed the day into a celebration of Mr Mandela’s life and legacy, as well as an opportunity for people internationally to join the mission to make the world a better place.

Mandela Day is about creating a global movement for good, which recognises – as Mr Mandela does – that positive change begins with small, selfless, individual actions. Mandela Day serves as a catalyst for people around the world to realise that each and every one of them has the ability to change the world through small actions.

On July 18 every year, people are asked to donate at least 67 minutes of their time in service to their communities. Sixty-seven minutes is a symbolic number representing the number of years Mr Mandela was actively involved in social activism.

The first Mandela Day, in 2009, was celebrated both in South Africa and in the United States (New York), with people in both countries responding enthusiastically to the challenge of improving the lives of those around them. Some examples include:

- In South Africa, the Atteridgeville community facilitated reconciliation between perpetrators of violence against non-nationals and their victims.
- New Yorkers attended photographic exhibitions on the life and times of Mr Mandela and cleaned up parks.
- In South Africa, the Johannesburg Festival Orchestra organised a concert for the children of Alexandra.
- Former political prisoners visited the Syferfontein informal settlement in Pacaltsdorp, near George, to provide community members with breakfast.
- Moyo restaurant staff took party packs, face painters and drummers to Umthombo Street Children in Durban and Charlotte Maxeke Hospital in Johannesburg.
- South African vehicle tracking company Tracker distributed food parcels, blankets, clothes and shoes to

MANDELA DAY REPORT



Buti Manamela hands the Mandela Day Gift of Giving Certificate to Kaya FM's Greg Maloka; Bob Collymore, Chief Officer of Corporate Affairs, Vodacom, looks on.

the Slovoville community outside Roodepoort, as well as in Dobsonville, Soweto.

- In South Africa's cities of Port Elizabeth, George, Mthatha and East London, supermarket chain Shoprite hosted four Mandela Day parties for senior citizens.
- The Soroptimist Club of Tshwane delivered food hampers to Potter's House, a centre for abused and destitute women.

South African government departments and radio stations also participated enthusiastically and gave of their time. Some 300 Department of Health practitioners organised X-rays and other medical services for people in Mqanduli (Eastern Cape); the Limpopo Housing MEC organised the construction of 67 houses for destitute families and the Vaal Triangle's 90.6FM Stereo radio station arranged for eight choirs to perform for the elderly around the region.

Political parties also rose to the challenge, with African National Congress (ANC) and ANC Youth League members conducting a clean-up campaign at the Nhlazatshe taxi rank and visiting the Gugulethu Old Age Home in the Western Cape.

The Department of International Relations and Cooperation ensured that the message reached global audiences by spreading it through South Africa's foreign missions. These efforts led to governments and civil society organisations adopting Mandela Day.

The Nelson Mandela Foundation and the Vodacom Foundation marked their 10-year anniversaries and the inaugural Mandela Day in 2009 by awarding gifts to two Mandela Day initiatives:

- Kaya FM was recognised for enthusiastically promoting the day on air every day for more than a week and for identifying and highlighting community initiatives that practised "Mandela Day every day".
- The City of Matlosana (North West Province) was recognised for its comprehensive Mandela Day initiative, which included highlighting the plight of the physically disabled, cleaning disability centres in and around the city, and providing lunch to some of its citizens.

With Mr Mandela's birthday having been accorded international status, it remains for every individual around the world to take up the personal challenge issued by the man himself and show how each one of us can make a difference, not only on July 18, but every day.

The Nelson Mandela Foundation and its sister charities would like to thank the South African government, the United Nations General Assembly, civil society, corporates and all individuals who participated in making the inaugural Mandela Day a success.



Buti Manamela hands the Mandela Day Gift of Giving Certificate to officials from the City of Matlosana. From left: Bunga Ntsangane, Ernest Ngalo, Rose Thabanchu.

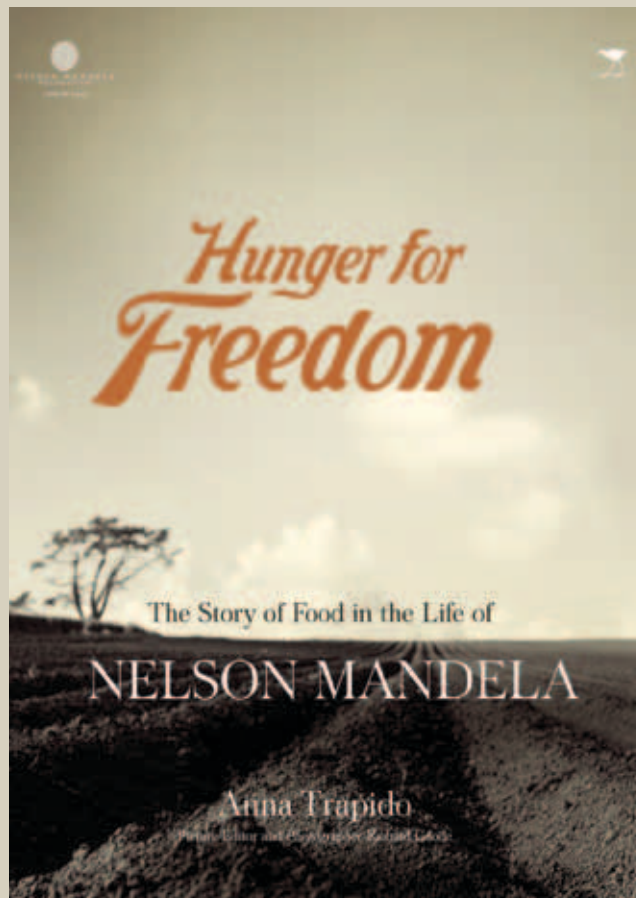
PUBLICATIONS

The Centre of Memory and Dialogue worked on a range of publications during the report period.



Nelson Mandela: The Authorised Comic Book
(First published in South Africa with Jonathan Ball Publishers in 2008)

Versions of this publication were published in France, the United States and the Netherlands. Considerable work was done conceptualising and finding partners for an animated version of the book for TV broadcast.



Hunger for Freedom: The Story of Food in the Life of Nelson Mandela

(Published with Jacana in 2008)

This publication was given a Special Jury Prize at the World Cookbook Awards in Paris.

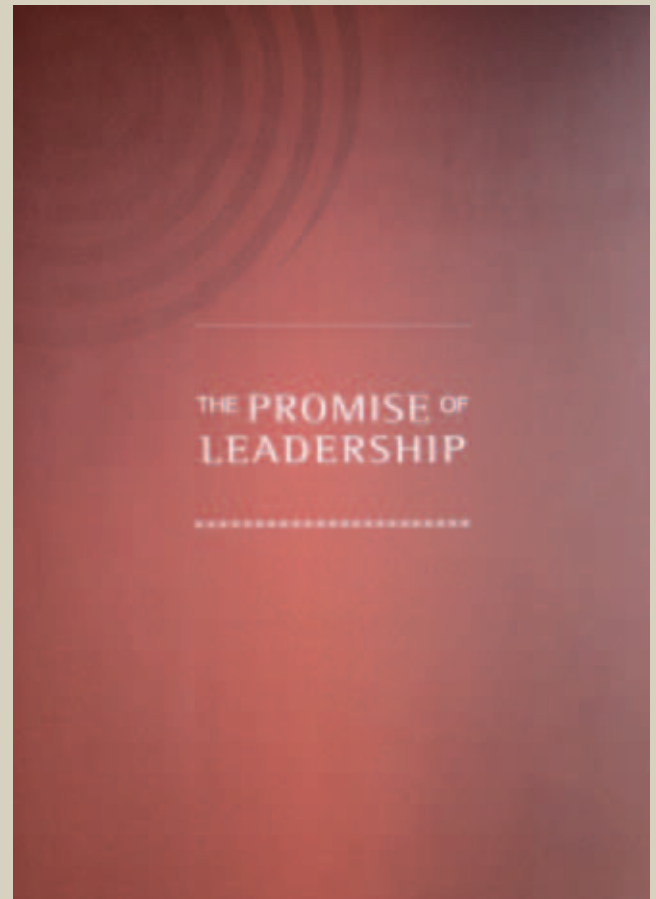


Malibongwe Igama Lamakhosikazi/Praise be to Women: Dialogue Session 2007 - 2009

The Foundation released a book celebrating the three Malibongwe dialogues that the Foundation convened over the past three years.

Truth, Reconciliation and Transparency in South Africa and Kenya: Lessons Learned

The Foundation published this booklet in partnership with the Goethe Institute.



The Promise of Leadership

The Foundation launched a coffee-table book detailing the events that occurred at the first Promise of Leadership dialogue, held in March 2009. This seven-chapter work looks at Africa's recent successes, while highlighting the challenges that continue to face Africa and the potential ramifications if leadership fails to deliver. The book contains more than 20 contributions from respected thought leaders around the world, dealing with topics such as social entrepreneurship, gender issues, youth leadership, peace and reconciliation, environmental challenges, and the role of the media and society in addressing the challenges the continent faces.



Long Walk to Freedom

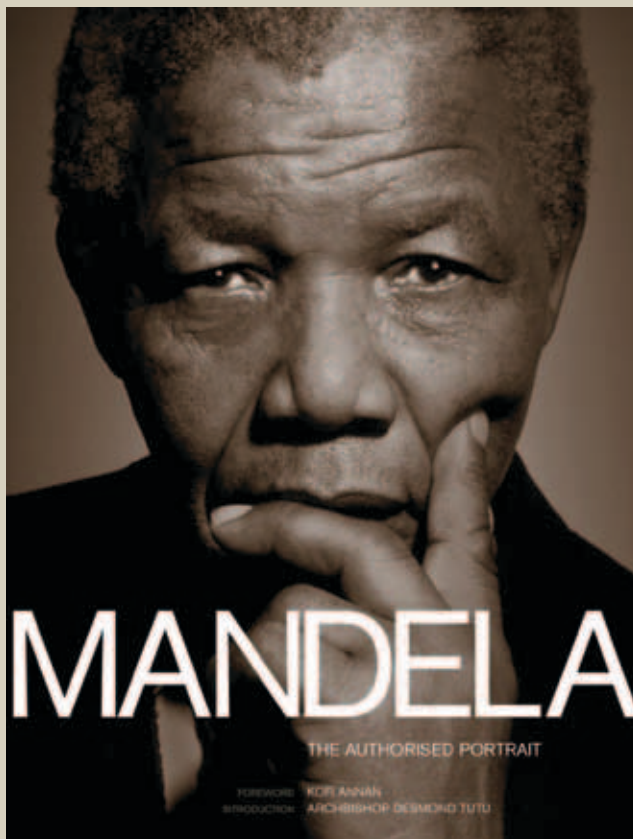
(Published with Macmillan in 2009. Published in all South Africa's official languages).

Research and proofreading support was provided to the children's version.



Community Conversations: Communities Embracing Each Other – 2009

This booklet details the outcomes of the 15 dialogues the Foundation convened in various communities across South Africa to date. It explains the methodology behind the conversations, the reasoning behind the initiative, the Foundation's goals, the areas the Foundation's community conversations team visited, the challenges each of those communities face and how they are finding ways to address them.



Nelson Mandela: The Authorised Portrait

(Published with PQ Publishers in 2009, 2nd edition)

Research and proofreading support was provided.

A Prisoner in the Garden: Opening Nelson Mandela's Prison Archive

(Published with Penguin South Africa in 2005)

This publication continues to sell well internationally and is now almost out of print.

Considerable work was done on the following books, all due for publication in 2010: *Nelson Mandela: Conversations with Myself* (PQ Publishers), the memoirs of Rica Hodgson (Pan Macmillan) and a book/memoir with Xoliswa Ndoziya (STE Publishers).

RESOURCE

MOBILISATION

DATA

DATA

DATA

DATA

ONLINE TRANSACTION AVAILABLE FOR DONATIONS TO THE FOUNDATION THROUGH ITS WEBSITE

CONTRIBUTIONS, SMALL AND LARGE, MADE IN THE INAUGURAL MANDELA DAY YEAR THROUGH A RADIOTHON

FUEL PROGRAMME FUNDING RECEIVED, WITH MULTI-YEAR COMMITMENTS

SUSTAINABILITY FUND GREW FROM R125-MILLION IN 2008/09 TO R231-MILLION IN 2009/10



**NELSON MANDELA
FOUNDATION**

Living the Legacy

RESOURCE MOBILISATION

OVERVIEW

The Foundation acknowledges that it is only able to achieve its important work through the generous support it receives from its donors. The Resource Mobilisation Portfolio, located in the Chief Executive's office, directly supports the Chief Executive and the governance structures of the organisation to meet its fundraising requirements.

Fundraising within the Foundation seeks to raise support in two main areas: contributions supporting the Sustainability Fund of the Foundation and programmatic funding to support the implementation of the Nelson Mandela Centre of Memory and Dialogue. The Foundation's objective is to secure multi-year partnerships that allow it to extend its programme planning horizons. This was indeed the case with the major programmatic supporters of the Foundation: Friends of the Nelson Mandela Foundation and the Coca-Cola Foundation in the US, who kindly provided their contribution in advance of the commencement of the past financial year. We are indebted to them for their continued support.

During the year under review, affected by the broader economic challenges as articulated by our Chief Executive and Chairperson of our Board, the Resource Mobilisation portfolio:

- Obtained a three-year commitment from the UK Department for International Development (DFID) in support of the Foundation's work;
- Mobilised pledges on the inaugural Mandela Day, generously supported by members of the public, towards the Sustainability Fund of the Foundation;
- Managed the Foundation's donors (the portfolio does this on an ongoing basis); and
- Availed an online transaction vehicle to facilitate contributions to the Foundation.

To remain true to Mr Mandela's ethos of transparency and inclusiveness, and so objectively promote the vision,

values and work of its Founder, the Foundation needs to remain an organisation that is able to operate independently. The Foundation has established a Sustainability Fund, with a set target, to which a myriad of donors are asked to contribute.

Over the 2009/10 financial year, the Foundation's Sustainability Fund, grew from R112.5-million in 2008/09 to R123.1-million in 2009/10. Contributions received over the year included a large contribution from Glencore, and many contributions from members of the public during the inaugural Mandela Day. Special thanks are extended to Talk Radio 702, its listeners and all who contributed.

NELSON MANDELA LEGACY CHAMPIONS CIRCLE

At the core of the Sustainability Fund is the Legacy Champion campaign. This campaign, designed to garner support specifically for the Foundation's Sustainability Fund, was launched in July 2007 as a birthday present to Mr Mandela. Donors (individuals, corporations and other institutions) that commit to and fulfil a donation to the Foundation's Sustainability Fund are invited to join the Nelson Mandela Legacy Champions circle.

Current Legacy Champions, in order of the year in which the contribution was received, include the esteemed:

- President William Clinton – 2007;
- Mr Tokyo Sexwale – 2008;
- Mr Patrice Motsepe – 2008; and
- Mr David Rockefeller and Ms Peggy Dulany – 2008.

PROGRAMMATIC SUPPORTERS

During the report period, programme funding for the Centre of Memory and Dialogue totalling R15 660 168.92 was secured from (in alphabetical order): the ABSA Foundation, DFID, Embassy of Belgium, the German government (GTZ), SAP Southern Africa and the United Nations Educational, Scientific and Cultural Organization (UNESCO).

QUICK RESOURCE MOBILISATION FACTS

In respect of donations received within the 2009/10 financial year, it is recorded that:

- 56% of the Foundation's overall support was attained from bilateral agencies, including large contributions from the Belgian Embassy, DFID and GTZ;
- 19% of the support was received from UN agencies, including contributions from UNESCO towards the Memory Programme, and United Nations Children's Fund (UNICEF) towards the Education Programme of the Foundation, now managed by our sister organisation, the Nelson Mandela Institute for Education and Rural Development. Support was also received from UNAIDS for the aids2031 initiative, detailed earlier in this report;
- Local corporates continue to be supportive of the Foundation's work, providing 10% of the overall donations received within the financial year, including contributions from ABSA Bank, SAP Southern Africa and Vodacom; and
- 15% of the donations received were recorded from a myriad of donors, including those who support the general work of the Foundation.

In this analysis, it is recorded that the Foundation's multi-year partnerships have contributed to the "receipts

recorded" in a particular financial year: in essence, while the Foundation only received a certain level of support in this financial year, grants recorded within the previous book year contributed to "deferred grants" being recorded. This speaks to a specific strategy of the Foundation, to bring about multi-year partnerships that allow and facilitate long-term planning.

In respect of deferred, total grants received, it is recorded that:

- 40% of its contributions were received from philanthropic donors. These include the generous contributions from the Friends of the Nelson Mandela Foundation and others;
- 24% of its grants were received from local and international corporates, including ABSA Bank, Coca-Cola, SAP Southern Africa and others;
- 19% of its support was received from bilateral agencies, including the kind support of GTZ and DFID; and
- 10% of its overall support was received from UN agencies, as explained in previous paragraphs.

We are indebted to the donors who support, both uniquely and in a continuous way, the work of the Nelson Mandela Foundation. A full list of donors is listed on page 44.

THE FOUNDER WITH THE NELSON MANDELA FOUNDATION TEAM



First row front (from left): Sam Madimetja, Sello Hatang, Kathy Ndebele, Kerileng Marumo, Mmamosa Magile, Florence Garishe.

Second row (from left): Buyi Sithuba, Zintle Bambata, Tokyo Sexwale (Trustee), Nelson Mandela (Founder), Sahm Venter, Joe Ditabo, Colette Kelly, Vimla Naidoo.

Third row (from left): Zanele Riba, Ethel Arends, Molly Loate, Thoko Mavuso, Denise Williams, Verne Harris, Jackie Maggott, Lucia Raadschelders, Boniswa Nyati, Siviwe Khaba, Dudu Buthelezi, Peter Moitse, Achmat Dangor (CEO), Luthando Peter, Ruth Rensburg, Mothomang Diaho, Lee Davies, Lesley Nkosi, Chantal Cuddumbey, Yase Godlo, Zelda la Grange, Razia Saleh, David Sithole, Bushy Mphahlele and Heather Henriques.

TRUSTEES & STAFF



NELSON MANDELA
FOUNDATION

Living the Legacy

TRUSTEES OF THE NELSON MANDELA FOUNDATION



Trustees and CEO with the Founder of the Nelson Mandela Foundation. Back (from left): Professor Njabulo Ndebele; Futhi Mtoba, Achmat Dangor (CEO), Irene Menell, Ahmed Kathrada. Front (from left): Tokyo Sexwale, Dr Mamphela Ramphele, Nelson Mandela (Founder) and Chris Liebenberg. Absent: Professor Jakes Gerwel and Kgalema Motlanthe.

PROFESSOR JAKES GERWEL

Jakes Gerwel is Chancellor of Rhodes University, Distinguished Professor in the Humanities at the University of the Western Cape, and Honorary Professor in the Humanities at the University of Pretoria.

He was Vice-Chancellor and Rector of the University of the Western Cape from 1987 to 1994. From May 1994 to June 1999 he served as Director General in the office of President Mandela and Secretary of the Cabinet in the Government of National Unity.

He is presently a Non-Executive Director of Naspers. He is Non-Executive Chair of Aurecon, Brimstone Investment Corporation, Life Healthcare and Media24. He chairs the Boards of Trustees of the Nelson Mandela Foundation, the Mandela Rhodes Foundation, the Allan Gray Orbis Foundation and is Vice Chair of the Peace Parks Foundation.

MR AHMED KATHRADA

Ahmed Kathrada is a veteran anti-apartheid activist who was jailed for life on June 12, 1964 with Nelson Mandela,

TRUSTEES & STAFF

Walter Sisulu, Raymond Mhlaba, Denis Goldberg, Govan Mbeki, Elias Motoaledi and Andrew Mlangeni. Released on October 15, 1989 he went on to become a Member of Parliament after South Africa's first democratic elections in 1994. He served one five-year term, during which he also acted as Mr Mandela's Parliamentary Counsellor.

Kathrada was Chairperson of the Robben Island Museum Council from its inception until his term expired in 2006. The author of five books, Kathrada is also the recipient of four honorary doctorates and Isithwalandwe, the highest award the African National Congress can bestow on an individual. He established the Ahmed Kathrada Foundation in 2008.

MR CHRIS LIEBENBERG

Chris Liebenberg is a banker and former Minister of Finance in Mr Mandela's Government of National Unity, appointed in 1994. He was the Chief Executive Officer and Chairperson of the Nedcor Group. He is also a member of the Advisory Board for the Nelson Mandela Children's Fund, a Trustee of the Foundation and a non-executive member of the Macsteel Group of companies.

Liebenberg's academic qualifications include CAIB (SA), Advanced Management Programme from Insead in France and Harvard University in the United States and Programme Management Development from the University of Cranfield. He also holds an Honorary Doctorate of Commerce from the University of Stellenbosch.

MRS IRENE MENELL

Irene Menell is actively involved in a number of public benefit organisations and serves on the boards of the Nelson Mandela Children's Fund, the Nelson Mandela Foundation, and the READ Foundation, among others.

She is the Patron of Tikkun and a past member of the Broadcasting Monitoring and Complaints Committee, a statutory sub-committee of the Independent Communications Authority of South Africa, as well as the University of Cape Town Foundation, of which

she was Chairperson until retiring in 2008. She has had a life-long interest in the performing arts, education and issues relating to children's rights.

MR KGALEMA MOTLANTHE

Kgalema Motlanthe is the Deputy President of the Republic of South Africa. He is a former Minister in the Presidency. He served as President of South Africa from September 2008 to May 2009.

He was recruited into Umkhonto we Sizwe in the 1970s. He formed part of a unit to recruit comrades for military training. In 1976 he was arrested for furthering the aims of the ANC and was kept in detention for 11 months at John Vorster Square in central Johannesburg. In 1977 he was found guilty of three charges under the Terrorism Act and sentenced to an effective 10 years' imprisonment on Robben Island. After his release in 1987 he was tasked with strengthening the union movement while working for the National Union of Mineworkers (NUM).

In 1992 he was elected NUM General Secretary and was involved in the establishment of the Mineworkers Investment Company (MIC) and the Mineworkers Development Agency, which focused on the developmental needs of ex-mineworkers, their dependants and communities.

He was elected unopposed as the Secretary General of the ANC in 1997 and was re-elected in 2002. In December 2007 he was elected ANC Deputy President at its 52nd National Conference in Polokwane. Motlanthe is a Trustee on the Board of the Nelson Mandela Foundation.

MS FUTHI MTOBA

Futhi Mtoba is Chairperson of Deloitte Southern Africa. She joined the firm in 1988 and rose up the ranks to become the first black female partner and subsequently Chairperson at Deloitte Southern Africa. She is also the past President of the Association for the Advancement of Black Accountants of Southern Africa, a body dedicated to nurturing emerging black accountants.

She serves as Chair of Council at the University of Pretoria and as a Board member on the Allan Gray Orbis Foundation; a Trustee on the Board of the Nelson Mandela Foundation; a Board member of the United Nations Global Compact; and Chair and a Trustee of the WDB Trust. In June 2009 she was appointed by Business Unity South Africa (BUSA) as Chairperson of the National Anti-Corruption Forum and in May 2010, Mtoba was appointed President of BUSA. She has won multiple awards, including the 2004 Business Woman of the Year – Nedbank and Business Women’s Association; the 2005 Organisation of Women in International Trade USA’s International Woman of the Year; and the Tuksalumni Laureate Award 2008.

PROF NJABULO NDEBELE

Njabulo Ndebele is the immediate past Vice-Chancellor of the University of Cape Town. He was Ford Foundation Scholar-in-Residence, Vice-Chancellor and Principal of the University of the North, and Vice-Rector of the University of the Western Cape. He held leadership positions at the University of the Witwatersrand and the National University of Lesotho. He has served as the Chair of Higher Education South Africa, the Founding Chair of the Southern African Regional Universities Association, and President of the African Universities Association.

An award-winning author, he was President of the Congress of South African Writers. He holds several honorary doctorates from universities around the world, and is a University of Cape Town Fellow and Honorary Fellow of Churchill College, Cambridge.

DR MAMPHELA RAMPHELE

Mamphele Ramphela is the Executive Chair of Letsema Circle, a Cape Town-based specialist transformation advisory company for both the public and private sectors.

Ramphela is a director of major companies. She is Chair of Convenors of the Dinokeng Scenarios, whose key message is that futures are created by citizen-leaders. She was recently appointed Chair of a newly established technology and innovation agency to help stimulate greater

use of technology to address socio-economic challenges and promote sustainable economic growth. She served as a Managing Director of the World Bank from May 2000 to July 2004. As a member of the senior leadership team, she was responsible for managing the institution’s human development activities in the areas of education; health, nutrition and population; and social protection. She served as Co-Chair on the Global Commission for International Migration between 2004 and 2005. Prior to joining the World Bank, Ramphela was Vice-Chancellor of the University of Cape Town, a post she took up in 1996, becoming the first black woman to hold this position at a South African university.

Ramphela has received numerous prestigious national and international awards, including numerous honorary doctorates acknowledging her scholarship, her service to the community, and her leading role in raising development issues and spearheading projects for disadvantaged people throughout South Africa.

MR TOKYO SEXWALE

Tokyo Sexwale is the Minister of Human Settlements in the South African government and Founder of Mvelaphanda Holdings (Pty) Ltd – a mining and energy house, with other strategic investments in hotels, transportation, telecommunications, property, construction, health, banking, media and financial services. He is a former freedom fighter and former political prisoner who was sentenced to 18 years and sent to Robben Island. He was convicted of treason and conspiracy to overthrow the apartheid regime.

He is a member of the ANC’s National Executive Committee and was the first Premier of Gauteng. Sexwale is a Trustee and Founder of the Sexwale Family Foundation. He is also a Trustee of the Nelson Mandela Foundation, and the Desmond Tutu Peace Trust. He has received several doctorates from international universities, and awards such as the Légion d’honneur and is a member of the Brookings Institution International Advisory Council. He is the Director of the philanthropic organisation Synergos. He is the Chairperson of the loveLife Advisory Board and a member of the FIFA Committee for Fair Play and Social Responsibility.

STAFF OF THE NELSON MANDELA FOUNDATION



ETHEL ARENDS
Records Management Specialist



DUDU BUTHELEZI
Office Aide



ACHMAT DANGOR
Chief Executive



LEE DAVIES
Database Administrator



MOTHOMANG DIAHO
Head: Dialogue Programme



JOE DITABO
Property Administrator



FLORENCE GARISHE
Receptionist



YASE GODLO
Project Coordinator:
Dialogue Programme



VERNE HARRIS
Head: Memory Programme



SELLO HATANG
Manager: Information
and Communication



HEATHER HENRIQUES
Manager: Intellectual Property
and Governance



COLETTE KELLY
Management Accountant



ZELDA LA GRANGE
Head: Founder's Office



MOLLY LOATE
Dialogue Programme Administrator



SAM MADIMETJA
Property Assistant



JACKIE MAGGOTT
Support Officer:
Memory Programme



KERILENG MARUMO
Finance Administrator



THOKO MAVUSO
Liaison Officer: CEO's Office

TRUSTEES & STAFF



PETER MOITSE
Manager: HR



BUSHY MPHAHLELE
Head: Support Services



VIMLA NAIDOO
PA: Founder's Office



KATHY NDEBELE
Project Coordinator: ICT



ELINA NDLOVU
Office Aide



LUTHANDO PETER
Assistant: HR



BONISWA NYATI
Resource Centre Administrator



LUCIA RAADSCHELDERS
Archivist



RUTH RENSBURG
Manager: Resource Development



ZANELE RIBA
Archivist



RAZIA SALEH
Senior Archivist



BUYI SISHUBA
PA: Chief Executive



MARETHA SLABBERT
PA: Founder's Office



SAHM VENTER
Senior Researcher



NAOMI WARREN
Project Manager:
Dialogue Programme

FINANCIALS,

DONORS & THE ANNEXURE



NELSON MANDELA
FOUNDATION

Living the Legacy

REPORT OF INDEPENDENT AUDITORS TO THE TRUSTEES OF THE NELSON MANDELA FOUNDATION TRUST GROUP

The summarised consolidated financial statements comprising of the consolidated statement of financial position, consolidated statement of comprehensive income, consolidated statement of changes in funds and consolidated cash flow statement of the Nelson Mandela Foundation Trust Group, set out on pages 40 to 43, have been derived from the consolidated financial statements of the Nelson Mandela Foundation Group for the year ended 28 February 2010. The summarised consolidated financial statements are the responsibility of the Trust's Trustees. Our responsibility is to express an opinion on whether the summarised consolidated financial statements are consistent, in all material respects, with the consolidated financial statements from which they were derived.

We have audited the consolidated financial statements of the Nelson Mandela Foundation Trust Group for the year ended 28 February 2010, from which the summarised financial statements were derived, in accordance with International Standards on Auditing.

In our opinion, the summarised consolidated financial statements are consistent, in all material respects, with the consolidated financial statements from which they were derived.

For a better understanding of the Trust's financial position, its financial performance and cash flows for the year, and of the scope of our audit, the summarised consolidated financial statements should be read in conjunction with the consolidated financial statements from which the summarised consolidated financial statements were derived and our audit report thereon.

PricewaterhouseCoopers Inc.
Director: Nezira Ayob
Registered Auditor

PRETORIA

24 August 2010

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

ASSETS	2010 R	2009 R	2010 R	2009 R
NON-CURRENT ASSETS	52 975 858	36 011 380	54 773 947	37 514 443
Property, plant and equipment	17 392 388	18 261 513	4 662 520	5 237 188
Intangible assets	334 169	-	334 169	-
Investment in subsidiary	-	-	14 537 058	14 537 058
Available-for-sale financial assets	35 240 200	17 740 197	35 240 200	17 740 197
Prepaid rent for land	9 101	9 670	-	-
CURRENT ASSETS	153 604 011	179 143 734	153 568 792	179 108 515
Receivables and prepayments	565 737	2 442 391	565 737	2 442 391
Cash and cash equivalents	153 003 055	176 666 124	153 003 055	176 666 124
Prepaid rent	569	569	-	-
Deposit	34 650	34 650	-	-
TOTAL ASSETS	206 579 869	215 155 114	208 342 739	216 622 958
CONTRIBUTION, RESERVES AND LIABILITIES				
CONTRIBUTION AND RESERVES	168 796 070	148 143 227	170 558 940	149 611 072
Contribution	1 000	1 000	1 000	1 000
Accumulated funds	168 795 070	148 142 227	170 557 940	149 610 072
NON-CURRENT LIABILITIES				
Finance lease liabilities	441 063	827 548	441 063	827 548
CURRENT LIABILITIES	37 342 736	66 184 338	37 342 736	66 184 338
Trade and other payables	7 260 320	7 132 456	7 260 320	7 132 456
Deferred grants	30 082 416	59 051 882	30 082 416	59 051 882
TOTAL CONTRIBUTION, RESERVES AND LIABILITIES	206 579 869	215 155 114	208 342 739	216 622 958

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	2010 R	2009 R	2010 R	2009 R
INCOME	55 780 105	107 158 317	55 780 105	107 158 317
Grants received:	55 700 748	105 612 167	55 700 748	105 612 167
Designated grants	50 587 454	45 778 249	50 587 454	45 778 249
Other donations	5 113 294	59 833 918	5 113 294	59 833 918
Dividends received	9 600	1 129 127	9 600	1 129 127
Other income	69 757	417 023	69 757	417 023
EXPENDITURE	(61 939 270)	(52 134 204)	(61 644 245)	(51 839 178)
Operating expenses	17 559 903	13 746 643	17 264 877	13 451 617
Project expenses	44 379 367	38 387 561	44 379 367	38 387 561
Net (deficit)/surplus before finance income	(6 159 165)	55 024 113	(5 864 140)	55 319 139
Finance income	9 451 311	8 849 642	9 451 311	8 849 642
Total finance income	11 823 435	12 811 882	11 823 435	12 811 882
Less: Finance income allocated	(2 372 124)	(3 962 240)	(2 372 124)	(3 962 240)
Finance cost	(139 296)	(182 136)	(139 296)	(182 136)
Impairment loss	-	(15 264 126)	-	(15 264 126)
Net surplus for the year before tax	3 152 850	48 427 492	3 447 875	48 722 519
Normal income tax	-	-	-	-
Net surplus for the year	3 152 850	48 427 492	3 447 875	48 722 519
Other comprehensive income	17 499 993	(2 625 947)	17 499 993	(2 625 947)
Available-for-sale financial assets	17 499 993	(2 625 947)	17 499 993	(2 625 947)
TOTAL COMPREHENSIVE INCOME FOR THE YEAR	<u>20 652 843</u>	<u>45 801 545</u>	<u>20 947 868</u>	<u>46 096 572</u>

CONSOLIDATED STATEMENT OF CHANGE IN FUNDS

GROUP	Contribution	Available for Sale Investment	Accumma- lated Funds	Total
	R	R	R	R
Balance as at 1 March 2008	1 000	2 801 907	99 538 775	102 341 682
Net surplus for the year	-	-	48 427 492	48 427 492
Other comprehensive income – Fair value adjustment	-	(2 625 947)	-	(2 625 947)
Balance at 1 March 2009	<u>1 000</u>	<u>175 960</u>	<u>147 966 267</u>	<u>148 143 227</u>
Other comprehensive income – Fair value adjustment	-	17 499 993	-	17 499 993
Net surplus for the year	-	-	3 152 850	3 152 850
Balance at 28 February 2010	<u><u>1 000</u></u>	<u><u>17 675 953</u></u>	<u><u>151 119 117</u></u>	<u><u>168 796 070</u></u>
TRUST				
Balance as at 1 March 2008	1 000	2 801 907	100 711 593	103 514 500
Net surplus for the year	-	-	48 722 519	48 722 519
Fair value adjustment	-	(2 625 947)	-	(2 625 947)
Balance at 1 March 2009	<u>1 000</u>	<u>175 960</u>	<u>149 434 112</u>	<u>149 611 072</u>
Other comprehensive income – Fair value adjustment	-	17 499 993	-	17 499 993
Net surplus for the year	-	-	3 447 875	3 447 875
Balance at 28 February 2010	<u><u>1 000</u></u>	<u><u>17 675 953</u></u>	<u><u>152 881 987</u></u>	<u><u>170 558 940</u></u>

CONSOLIDATED CASH FLOW STATEMENT

CASH FLOW FROM OPERATING ACTIVITIES	2010 R	2009 R	2010 R	2009 R
Cash (utilised by)/generated from operating activities	(31 746 381)	65 360 048	(31 746 381)	65 360 048
Finance income	9 451 311	8 849 642	9 451 311	8 849 642
Finance cost	(139 296)	(182 136)	(139 296)	(182 136)
Dividends received	9 600	1 129 127	9 600	1 129 127
Net cash (outflow)/inflow from operating activities	<u>(22 424 766)</u>	<u>75 156 681</u>	<u>(22 424 766)</u>	<u>75 156 681</u>
CASH FLOW FROM INVESTING ACTIVITIES				
Intangible assets acquired	(394 483)	-	(394 483)	-
Fixed assets acquired	(457 334)	(733 133)	(457 334)	(733 133)
Net cash outflow from investing activities	<u>(851 817)</u>	<u>(733 133)</u>	<u>(851 817)</u>	<u>(733 133)</u>
CASH FLOW FROM FINANCING ACTIVITIES				
(Decrease)/increase in finance lease liabilities	(386 486)	107 982	(386 486)	107 982
Net cash (outflow)/inflow from financing activities	<u>(386 486)</u>	<u>107 982</u>	<u>(386 486)</u>	<u>107 982</u>
(DECREASE)/INCREASE IN CASH AND CASH EQUIVALENTS	(23 663 069)	74 531 530	(23 663 069)	74 531 530
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	176 666 124	102 134 634	176 666 124	102 134 634
CASH AND CASH EQUIVALENTS AT END OF THE YEAR	<u>153 003 055</u>	<u>176 666 164</u>	<u>153 003 055</u>	<u>176 666 164</u>

The complete set of audited financial statements are available at the registered office of the trust.

DONORS OF THE NELSON MANDELA FOUNDATION

**List of all monetary donors over the 2009/10
financial year in alphabetical order:**

ABSA Foundation	Frogg Comm
ACJ Scale	Glencore South Africa
AmiPro Advanced Dev	Gloria Publishers
Australian High Commission	GTZ GmbH
Bernardi Auctioneers	H Merwitz
Better World Funds	Harold Serebro Family Trust
Brimstone Investments	Harry Phillips
C&S Marketing	Heiko Schulte
Cheryl Alston	ICAP
Chris McWilliams	Imara SP
Coca-Cola Foundation	Indra Ranehod
D Mofokeng	IQ Business Group
Dallas Dance Theatre	J Nieuwstadt
Deanna Collins	Jacana Publishers
De Beers International	Jayshree
Department For International Development (UK)	JG & VL Joffe
Department of Arts and Culture	JIC Mining
E Facer	JM Fittingho
Embassy of Belgium	Jonathan Ball
Ernst & Young	K Drake
Ford Foundation	Kate Smith
Fresenius Kabi SA	Keith Mould
Friends of the Nelson Mandela Foundation	The Sager Family (KBFUS)

Kingsmead College

Kripotos

Leo Finance Mgt

Macsteel

Makhukhu Mampuru

MANCOSA

Margeret Golding

Market Decisions

MDD - Joan

Meg Twyford

Mineworkers Invest

Mint of Norway

Mohau Motloi

Monte Carlo

Mr P Motsepe

Mrs Mackurton

Ms G Wilkenson

Mvelaphanda Holdings

N Mkhwa Trust

Nedbank Limited

Neo Cleous Costa

Ngwane Aerospace

O Connell

ORC International

Orlando Pirates

P E Facer

P M Green

Palasport

Penguin Publishers

Peter Dyson

PL Logistics Corp

PQ Blackwell

Progress Software

Radisson SAS

S Nathan

S Weil

SAP Southern Africa

Signet Terrace

St Davids Marist

Swordspoint

Teljoy Energy

UNAIDS: WHO

UNESCO

UNICEF

Universal Productions

Vodacom (Pty)Ltd

Walter Hennig

Witsdeep Sand

WOL Mart Africa

Wright Miller

Zain - Mobile Telecommunications

ANNEXURE A: WEBSITE REPORT

The Nelson Mandela Foundation website enjoyed strong growth in the past financial year. Visitor numbers to the site increased from 297 778 visitors in the 2008/09 financial year (March 1, 2008 to February 28, 2009) to 410 926 in the 2009/10 financial year (March 1, 2009 to February 28, 2010); an increase of 38%. February 2010 was the site's busiest month ever, with more than 70 000 visitors to the site.

In addition, the number of page views in the past financial year increased to above the million mark, with 1 108 062 page views in the 2009/10 financial year, as compared with 924 026 during the 2008/09 financial year.

In the 2008/09 financial year, the site's best months in terms of traffic were June and July, with 34 651 and 38 773 visitors respectively. The dramatic increase in traffic during this period can be attributed to the interest surrounding Nelson Mandela's 90th birthday and the associated celebrations.

The site's worst month during this period was December 2008, with 17 630 visitors to the site. The average number of visitors to the site during the 2008/09 financial year was 24 814.

During the 2009/10 financial year, the best month for visits was February 2010, with 70 022 visitors to the site. This is the busiest month in the site's history. The worst month was August 2009, with 21 025 visitors.

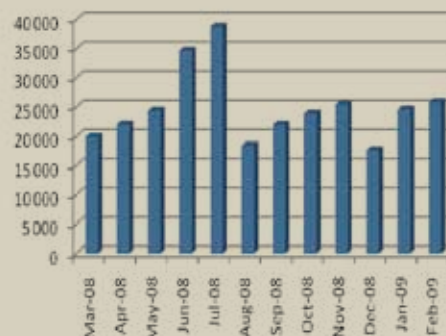
The average number of visitors to the site during the 2009/10 financial year was 34 241.

In the 2008/09 and 2009/10 financial years the majority of visitors to the site came from the US, with 127 054 (30.92%) of visitors arriving at the site in 2009/10, compared with 80 062 (26.89%) in 2008/09.

South Africa accounted for the second-highest number of users in both years, with 80 749 (19.65%) visitors in 2008/09 and 51 520 (17.3%) in 2009/10.

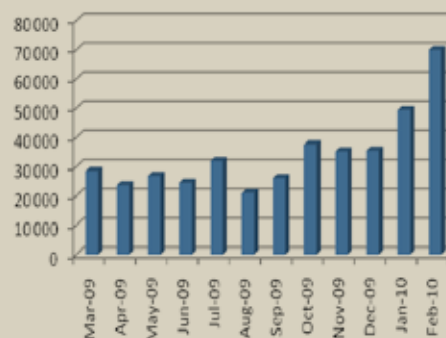
The UK accounts for the third-highest number of visitors,

Visits



Visits during the 2008/09 year.

Visits



Visits during the 2009/10 year.

with 43 141 (10.5%) visitors in 2009/10, compared with 43 951 (14.76%) in 2008/09, visiting the website.

Looking at visitors' cities of origin, London accounted for the majority of traffic in 2008/09 and 2009/10. Johannesburg accounted for the second-highest number of visits, with New York accounting for the third-highest, Sydney the fourth-highest and Pretoria the fifth-highest number of visitors to the site.

The majority of traffic, 73.18%, arrived at the website via search engines during the 2009/10 financial year. Referring sites (links from other sites to the Foundation) accounted for 14.62% of traffic during this period, while



Cities of origin, February 2008 to March 2009.



Cities of origin, February 2009 to March 2010.

12.19% of traffic arrived at the site directly (i.e. someone typing www.nelsonmandela.org into his/her web browser).

The top five keywords used to find the Nelson Mandela Foundation website, in order, were:

1. Nelson Mandela
2. Nelson Mandela Foundation
3. Mandela
4. Mandela Foundation
5. Nelson Mandela timeline

Traffic arriving at the site after someone used the search term “Nelson Mandela” accounted for 41.16% of all traffic arriving at the site via a search engine, while “Nelson Mandela Foundation”, the next most popular search term, accounted for just 5.93% of traffic referred to the site.

The most popular news story during the 2009/10 financial year was “Centre of Memory and Dialogue’s plans for 2009”, recording 9 039 views during this period. This was followed by the “‘Deepest fear’ quote not Mr Mandela’s” story, recording 5 605 views.

In addition to traffic to the website, the Nelson Mandela Foundation has seen traffic to the mobile site increase since it was launched in December 2008. The initiative aimed to make the Foundation’s website accessible to those who don’t have access to the internet via computers and/or to those on the go who wish to visit an easily accessible version of the Foundation’s website.

In the 2009/10 financial year (March 1, 2009 to February 28, 2010) the mobi site grew by more than 1 000%, from 96 visitors in March 2009 – the mobi site’s worst month in terms of site visits – to 1 156 visitors in February 2010, the site’s best month.

As with the website, the majority of users to the mobile site came from the US, with South Africa in second place. The UK was third, with Norway fourth and Canada fifth.

The city from which most people accessed the Nelson Mandela Foundation website via their mobile phones was New York, followed by Oslo, London, Los Angeles and Cape Town.



Visits to the mobi site for the 2009/10 year.

NELSON MANDELA CHARITIES



NELSON MANDELA FOUNDATION ASSOCIATED INITIATIVES



HOW TO SUPPORT THE WORK OF THE FOUNDATION

The Nelson Mandela Foundation welcomes donations in support of our work. We accept donations of any value and all the funds raised go toward either supporting the Centre of Memory and Dialogue or the Sustainability Fund.

- **Donate online:** visit www.nelsonmandela.org for a secure webpage through which donations may be processed via debit or credit card.
- **Contact us by email:** send an email to fundraising@nelsonmandela.org for more information on the work of the Foundation, or to specify which part of

the Foundation's work you would like your donation to benefit.

- **Subscribe to our donor newsletter list:** for regular information on the work of the Foundation, or to become a donor who contributes to the Foundation on a monthly basis, email fundraising@nelsonmandela.org.

Your invaluable donation could be used to further our work in the making of a just society and the promotion of the values, vision and work of our Founder. We thank you for your consideration.



A poster from the Mandela Day Exhibiton, in New York, with hand written messages from guests who viewed the exhibition.

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**NELSON MANDELA
FOUNDATION**

Living the Legacy