

EXECUTIVE SUMMARY

During the past 9 years, the Mandela Day initiative has enjoyed global solidarity and support as Madiba's birthday and a day of action to change the lives of millions of people for the better. The Nelson Mandela Foundation has reviewed the initiative and resolved to mark the 10th anniversary with a shift in approach and strategy.

From the lessons of the past decade, the Nelson Mandela Foundation has had to restructure the initiative, rethink its capacity, reallocate resources and sharpen its messaging to globally appeal to, and inspire both partners and beneficiaries. In this next decade, the Nelson Mandela Foundation will remain central in facilitating collaborations and partnerships.

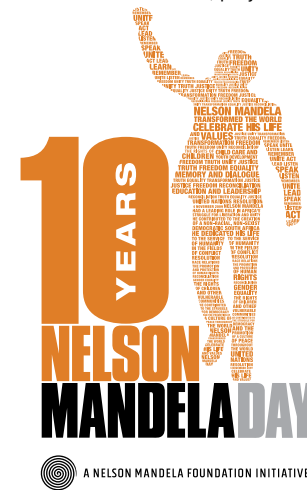
The new strategy, titled "Mandela Day: The Next Chapter", will focus on harnessing research, analysis and dialogue to inform a global database of needs for global partnerships to focus on.

NELSON MANDELA DAY™
THE NEXT CHAPTER *is a sustainable, collaborative, solutions-based initiative.*

BACKGROUND

"The purpose of Freedom is to create it for others."
- Nelson Mandela

Since its inception by a unanimous decision by the United Nations on the 18th of July 2009, the Nelson Mandela Day initiative has enjoyed global solidarity and support as a day to commemorate the lifetime of service that Nelson Mandela gave to South Africa and the world. Over the past decade, the Nelson Mandela Foundation has played a myriad of roles for Mandela Day, as a facilitator, event coordinator, communicator, brand ambassador, project manager and implementer.



This year, the international Nelson Mandela Day initiative marks its tenth anniversary. This presents a good reason for both celebration and reflection as we review the initiative and assess its impact.

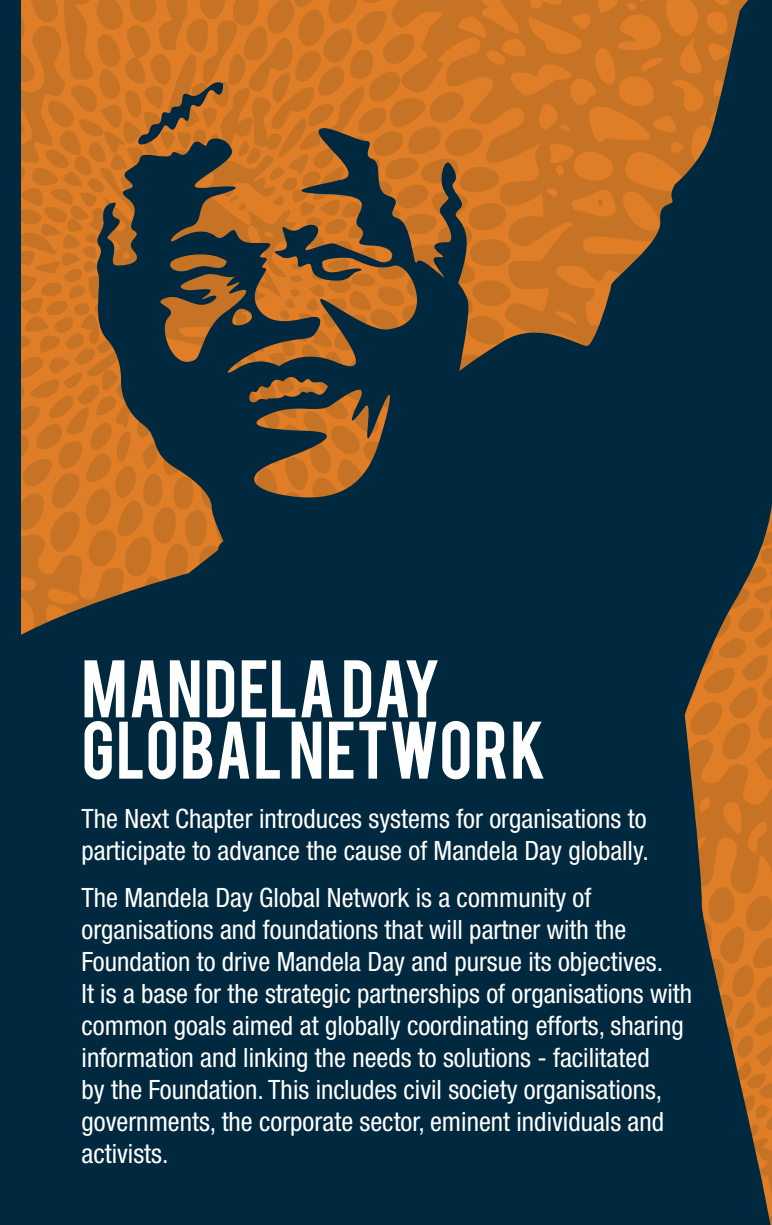
In February, the Nelson Mandela Foundation board of trustees adopted a new strategy for 2019 to 2022, "Broadening Impact by Reaching Deeper". Within the new strategy is the repositioning of the Mandela Day initiative to prioritize measurable, sustainable impact.

LESSONS LEARNT

With the many roles the Nelson Mandela Foundation has played over the past decade of Mandela Days, the Foundation was stretched very thin, playing multiple roles. This presented problems and risks:

- 1 The Nelson Mandela Foundation could only reach a limited number of projects due to its limited capacity
- 2 We ran the risk of damage to the Foundation's reputation in the event of the Foundation failing to honour its commitments to communities and the public from being inundated with requests and proposals.
- 3 There was no tracking, monitoring and evaluation of projects related to Mandela Day.
- 4 The global impact of Mandela Day was limited to the 18th of July every year, and little was done throughout the year.

Given the above, it is prudent for the Foundation to carve its role far more strategically so as not to create a monoaxial base of operations from the Nelson Mandela Foundation for all Mandela Day campaigns. Rather, the Foundation will centralize messaging and branding while facilitating global and local partnerships and providing a needs database from its research, analysis, dialogue and advocacy work. With a wide network of global partnerships, we can increase both the reach and the impact of Mandela Day.



NELSON MANDELA DAY GOALS 2019-2029

The Next Chapter COMMITTING TO 10 YEARS OF IMPACT

EDUCATION & LITERACY



GOAL 1 – Provision of quality education for all children.

GOAL 2 – All children in Early Childhood Development (ECD) to have access to learning resources for development.

FOOD AND NUTRITION



GOAL 3 – Reduce hunger in families through the provision of nutritious meals.

GOAL 4 – Eliminate malnutrition and stunting in young children.

SHELTER



GOAL 5 – Provide safe shelter for families to live and thrive in.

GOAL 6 – Eliminate homelessness.

SANITATION



GOAL 7 – Ensure sanitation that is safe in every school.

GOAL 8 – Enable access of safe sanitation to all communities to.

ACTIVE CITIZENSHIP



GOAL 9 – Dedicate more resources to supporting poverty eradication projects.

GOAL 10 – Increase resources allocated to the provision of ECD in disadvantaged communities.

#MANDELA DAY #ACTION AGAINST POVERTY

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