



Mandela Day Radio Telethon Proposal

“Mandelathon”

Executive Summary

The Nelson Mandela Children’s Fund (The Fund) will be running the first ever “Mandelathon” with Radio 702 on Tuesday 18th July to raise funds for the Fund as well as its biggest project The Nelson Mandela Children’s Hospital (The Hospital). To-date the Nelson Mandela Children’s Fund has awarded R1,097,855 billion in grants to community-based Implementing Partners throughout South Africa and awarded R200 million to initiate the capital campaign of its flagship project, the Nelson Mandela Children’s Hospital – now in its 6th year of operation since receiving its first patient in June 2017. The aim of the telethon is to raise at least R500,000 from corporates, embassies, and ordinary South Africans. This money will go towards the Hospital and the Fund’s programs that are aimed at changing the way society treats its children and youth.

Background

The Nelson Mandela Children’s Fund was the first charitable organisation established by President Nelson R. Mandela during his presidency in February 1995. During this period, he pledged one third of his presidential salary towards the building of the Fund. He counted on good men and women to continue supporting the work of the Fund long after he would have passed on. **Please watch the attached video – we’ll remind you again at the end of this appeal.**

2023 marks ten years since Mandela’s passing. As the Nelson Mandela Children’s Fund International Mandela Day campaign themed “Gone but not Forgotten – the Legacy in Action”, we aim to run a “Mandelathon” which will give an opportunity to everyone to be a part of keeping his legacy alive. Radio as a medium will enable us to include radio listeners and supporters who have generously supported the work of the Fund since its inception. It will also provide an opportunity for listeners to be introduced to the Fund and the Hospital. This will be done by supporting the Mandelathon with interviews of staff and participants in the Fund’s programs as well as clinicians from the Hospital.

The Mandelathon in action

Corporates, embassies and philanthropists

We would like to invite corporates, embassies, and philanthropists to pledge the amount that they will donate on the day and to call in when the donation has been made. We encourage them to





“dare their competitors” to equal or pledge their amounts. In line with our program focus areas, the amounts donated by corporates can enable the following:

- R500 – helps train moms to nurture their babies to prevent stunted growth so they can become healthy and thriving children.
- R1,000 – helps stop bullying and violence against children NOW! We create safe spaces for children.
- R1,500 – helps us train caregivers with the skills and/or equipment they need to become financially independent and care for their families (particularly the vulnerable children in their villages).
- R2,500 – helps us mentor and coach young adults so they are employable or can start their own businesses.
- R3,500 – helps pay for surgeries and surgical consumables for life-saving treatment needed for children treated at the Nelson Mandela Children’s Hospital (the only philanthropic children’s hospital in Southern Africa).

Individuals

We are cognisant of the difficult economic circumstances in which many households find themselves. We have discussed with the radio station punting “R67” for Mandela Day. We are of the view that the amount is in line with the theme of International Mandela Day and “affordable” to most of the listeners who we will be targeting on the day. We will share during the broadcast what various amounts of money can do:

- R10 – helps a baby to have a good meal and stand a chance of reaching growth milestones that would otherwise be compromised by poor nutrition.
- R20 – helps a child to learn how to keep safe so no-one can bully or make them feel unsafe.
- R30 – helps a parent find work so they can take care of their children.
- R40 – helps a child’s dreams come true, if they want to be a teacher or pilot or run their own business one day, we show them how they can do this.
- R50 – helps pay for a child that needs to go to hospital for treatment or surgery.

Why support the Mandelathon?

- Be part of keeping the legacy of the first President of a democratic South Africa by supporting the causes that were dear to his heart, namely, children and to which cause he pledged one third of his presidential salary during his term in office.
- Donations of more than R100 qualify for a SARS Section 18A Tax Exemption Certificate and a Beneficiary Certificate that reflects 100% Black Beneficiary Base, and 100% SED Recognition from a SANAS Accredited Verification Agency.
- Keep a child alive through life-saving medical interventions.





Our Banking Details:

Please send proof of payment to Maeline@nmcf.co.za

Account Name : Nelson Mandela Children's Fund

Bank : Standard Bank

Branch : Bedford Gardens

Branch Code : 8305

Account Number : 022569774

Swift Code : SU SBZ AZAJJ

Reference : Mandelathon

Our Masterpass QR Code:



22030 18478

Download the Masterpass App
Add your bank card details
Scan the QR code above
Donate

*“Our **children** are our greatest treasure. They are our future. Those who abuse them tear at the fabric of our society and weaken our nation”.*

Nelson Mandela

Please watch the attached video and listen to President Nelson Mandela speak about good men and women, such as yourselves, continuing to support the work of the Children’s Fund, well after his lifetime.

