



NELSON MANDELA  
FOUNDATION

*Living the Legacy*

Ferial Haffejee,  
The Editor,  
City Press.

In her 19/9/2010 article (Mandela ching-ching) Ms Khadija Bradlow misses an opportunity to write a serious, analytical piece on the challenges inherent to "managing" Nelson Mandela's office and protecting his intellectual property. A simple call to us would have helped her understand many of the events she disingenuously misconstrues to create the impression that the Nelson Mandela Foundation willingly "sells" time and photo opportunities in return for money. Let us deal with those events on a factual basis

1. Charles Taylor was a visiting Head of State (like or loathe him, that's what he was) and that is essentially why Mr Mandela met him in 1997. But this was two years before the Nelson Mandela Foundation was established. Can we therefore be retrospectively held responsible for something that happened when we did not even exist?
2. Mr Mandela also met "Barney the Dinosaur" in that same year. In any case, how can anyone read anything sinister in Madiba meeting a cartoon character coming to entertain South African children?
3. Sasso Nguesso visited South Africa whilst Mr Mandela was President (again before the Foundation's existence). Mr Mandela made remarks at a state banquet probably in an attempt to facilitate peace talks in Congo Brazzaville and neighbouring states. The fact remains that Mr Mandela never authorised his remarks to be used as a foreword to a book by President Nguesso years later, and we said so publicly.
4. The Ismail Ayob/ Calder saga: an unresolved legal dispute has been raging for years, with many allegations made and being challenged. Yet Ms Bradlow feels free to bandy about astronomic monetary figures that have allegedly benefited Mr Mandela's family. Again, would a call to Mr Mandela's attorney not have helped Ms Bradlow toto verify these wild speculations?
5. Former Thai Prime Minister Shinawatra met Mr Mandela through a member of his family. Nelson Mandela Foundation staff were not present at the meeting, but we do know that it lasted all of ten minutes. To our knowledge no business was discussed at all.

Founder: Mr N R Mandela    Chairperson: Professor G J Gerwel    Chief Executive: Mr A E Dangor  
IT Number: 9259/99    PBO Number: 034-681-NPO    Vat Number: 4590213601  
PRIVATE BAG X70 000, HOUGHTON, 2041, SOUTH AFRICA  
Tel +27 11 728 1000    Fax +27 11 728 1111  
Website: [www.nelsonmandela.org](http://www.nelsonmandela.org)



It is important to put these facts into perspective in order to categorically rebut the central theme of Ms Bradlow's speculations. I can say with absolute certainty that the Nelson Mandela Foundation did not receive one cent from any of the people she mentions in her article. I can also state with equal confidence that the Nelson Mandela Foundation, in line with a code of conduct (attached) that we signed in 2007, does not accept donations in return for arranging a meeting, a handshake, or a photo-opportunity with Mr Mandela.

Finally, it is important that the public understands the extent of and the limitations to the Nelson Mandela Foundation's mandate. Madiba has asked us to prevent the commercialisation of his name and image. Given the ambiguity of the laws that govern the intellectual property of a person with such a high public profile, this is a difficult and costly task that we perform to the best of our ability. It must however be noted that we DO NOT have any authority, legal or otherwise, over Mister Mandela's family. His children and grandchildren are free to visit him, and to arrange visits by others for him, as and when they see fit. It would be truly arrogant of us to attempt to prescribe to a "Mandela" how she or he uses the family name and who they should or should not associate with.

A handwritten signature in black ink, appearing to read 'A. Dangor'.

Achmat Dangor  
Chief Executive  
Nelson Mandela Foundation  
Tel: +27115475600  
[www.nelsonmandela.org](http://www.nelsonmandela.org)



NELSON MANDELA  
FOUNDATION

*Living the Legacy*

CODE OF CONDUCT

In recognition of the need to protect the name and image of Nelson Mandela, who is the Founder of our organisation, we undertake:

1. Commercialisation of Nelson R Mandela's Name and/or Image

1.1 Not to use Mr. Mandela's name - Nelson Rolihlahla Mandela- or names associated with him, such as "Madiba" in commercially related projects or initiatives that sell, promote or advertise goods or services of any nature.

1.2 Not to use his image, whether as photographs, drawings, or other reproductions of his likeness, in commercially related projects or initiatives that sell, promote or advertise goods or services of any nature.

2. Auctions & Lotteries

2.1 Not to offer meetings, including "photo-opportunities," interviews, or any other personal contact with Mister Mandela in return for funds, or as prizes in lotteries, including auctions and raffles. Lotteries, in this case include virtual auctioning mechanisms such as e-Bay.

2.2 Not to offer items signed/ autographed by Mister Mandela in lotteries as described in (2.1) above; it is understood that the auction of such items at closed, charitable fund raising events do not fall within the category of "lotteries" provided that signatures were obtained from Mister Mandela expressly for this purpose.

3. Internet or Telephonic Solicitations

Not to use Mister Mandela's voice and/or image to solicit telephonic or internet (web based) donations without having obtained Mister Mandela's prior authorisation.

Signed..... *A. Dangor* ..... Date..... *13 June 2007* .....  
Name..... *A. E. DANGOR* ..... Designation..... *CEO* .....

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