

Let's Celebrate
Mandela
International Day
 18th July 2011 - UAE



67

Years

Nelson Mandela spent
in service to humanity

Minutes

to do community work

Ways

to do community work

Foot Canvas

to send greetings to Nelson Mandela
as part of his 93rd Birthday

12th - 18th July 2011, Khalidiyah Mall, Abu Dhabi

Organized by



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67 ways to do community work

in celebration of Nelson Mandela's 93rd Birthday 12th - 18th July 2011 Abu Dhabi.

Mr. Mandela spent more than 67 years serving his community, his country and the world. His birthday wish is to inspire community work. The number is symbolic of how people can start to do the same – one small step at a time – and so become part of a continuous, global effort for good.

18 July, which is Mandela's birthday, is declared the "Nelson Mandela International Day" conferred by the UN resolution 64/13 adopted in November 2009.

On July 18 every year, people are invited 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 humanitarian activities.

The South African Embassy, Nahtam Social Responsibility and the business community invite all government organizations, corporate companies, schools and individuals to join this global event.



A call to action to make the world a better place

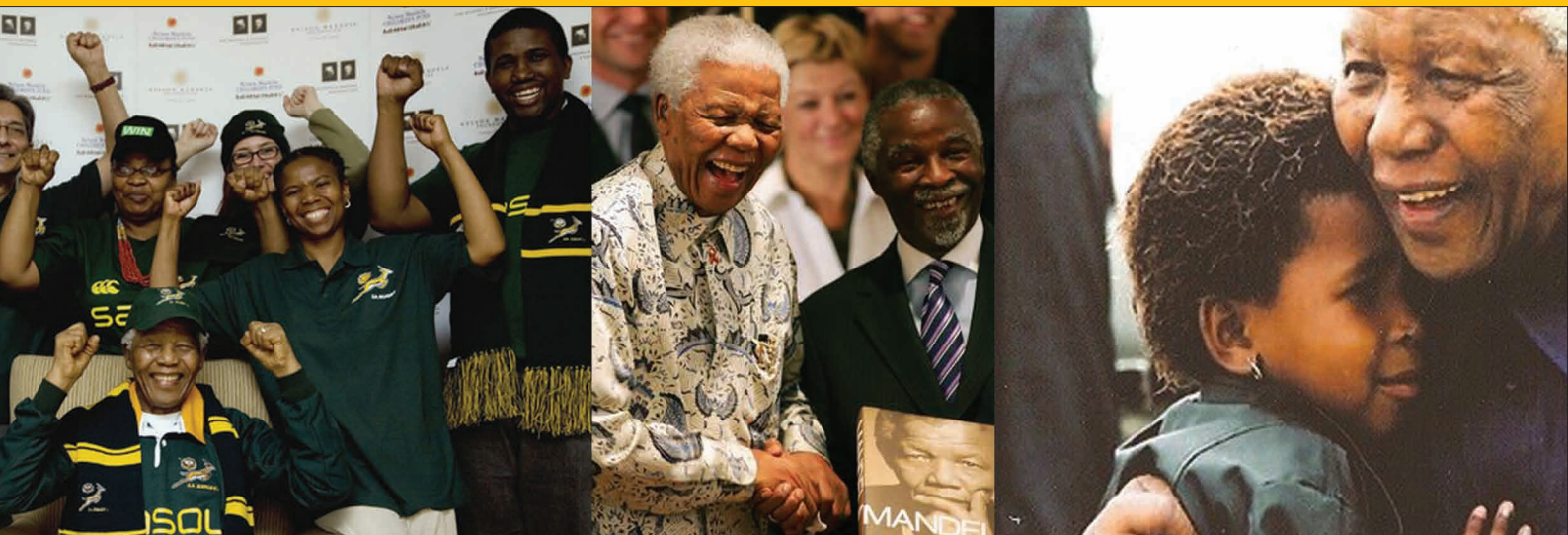
Select any one of the activities from the '67 ways to do community work' list or take up an activity of your own that will make a difference in the community. You have to dedicate 67 minutes for social responsibility at your home, workplace, beach, office, airport, bus station, labor camp, or with the people who need you most on 18th July 2011.

Please take photographs or make a video of the activity, document the details of your community work and send it to Nahtam Social Responsibility, PO Box: 34181, Abu Dhabi, UAE or email nahtam@nahtam.com or you can call us at 02 6420526 to collect it from you. During October 2011, some of the inspiring stories will form part of a public event to motivate others to serve their community.

67 Foot canvas to send greetings to Nelson Mandela on his 93rd Birthday

We will kick off our celebration on Tuesday 12th July with a launch of a 67 foot canvas portraying the pictorial story of Nelson Mandela from birth until the present day. Sheikhs, ambassadors, VIPs and the general public will have the opportunity to sign and write messages on a canvas that will be given to Nelson Mandela as a birthday present in South Africa.

On Monday 18th July, we will make a 67 centimeter cake topped with candles and colours of the South African flag. The cake will be cut by VIPs and the general public.



What we will provide you to celebrate 67 Minutes

A user guide which includes:

- Mandela Day logo
- List of 67 ways to do community work
- Template for logo usage
- Nelson Mandela Poster
- Leaflet
- T-shirt printed with Mandela photo and the message (sample)
- Cap (sample)
- Badge (sample)
- Media Opportunity

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Schedule of the events

- | | |
|------------------------------|---|
| June 22nd - 11am | Launch press conference by the Ambassador of South Africa and will be attended by VIPs and Media |
| June 23rd - July 12th | Media build up
Presentations and briefing workshops in corporate offices, schools, community centers, ladies clubs and major organisations, etc. |
| July 12th | Inauguration of the 67 foot canvas by VIPs, media and the general public at Khalidiya Mall |
| July 12th - 18th July | Corporate, community centers, people in general will participate in 67 minutes community work
Media interviews with corporate and community leaders, students, labors, house wives, etc. |
| July 18th | Cake cutting ceremony on Nelson Mandela's 93rd birthday and the closing ceremony of the 67 foot canvas exhibition. |
| End October | Souvenir book (67 stories of community work done by people of UAE) releasing and exhibition of the programmes and activities done by the people for the people. |

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67 ways to do community work

1. Make a new friend. Get to know someone from a different cultural background. Only through mutual understanding can we rid our communities of intolerance and xenophobia.
2. Read to someone who can't. Visit a local home for the blind and open up a new world for someone else.
3. Fix the potholes in your street or neighborhood.
4. Help out at the local animal shelter. Dogs without homes still need a walk and a bit of love.
5. Find out from your local library if it has a story hour and offer to read during it.
6. Offer to take an elderly neighbor who can't drive to do their shopping/chores.
7. Organize a litter cleanup day in your area.
8. Get a group of people to each knit a square and make a blanket for someone in need.
9. Volunteer at your police station or local faith-based organization.
10. Donate your skills!
11. If you're a builder, help build or improve someone's home.
12. Help someone to get his/her business off the ground.
13. Build a website for someone who needs one, or for a cause you think needs the support.
14. Help someone get a job. Put together and print a CV for them, or help them with their interview skills.
15. If you're a lawyer, do some pro bono work for a worthwhile cause or person.
16. Write to the Municipality about a problem in the area that requires attention, which you, in your personal capacity, are unable to attend to.
17. Sponsor a group of learners to go to the theatre/zoo.

Help out for good health

18. Get in touch with your local clinic and find out how you can help.
19. Help out at your local hospice, as staff members often need as much support as the patients.
20. Many terminally ill people have no one to speak to. Take a little time to have a chat and bring some sunshine into their lives.
21. Talk to your friends and family about Diabetes.
22. Get tested for HIV and encourage your partner to do so too.
23. Take a bag full of toys to a local hospital that has a children's ward.
24. Take younger members of your family for a walk in the park.
25. Donate some medical supplies to a local community clinic.
26. Take someone you know, who can't afford it, to get their eyes tested or their teeth checked.
27. Bake something for a support group of your choice.
28. Start a community garden to encourage healthy eating in your community.
29. Donate a wheelchair or guide dog, to someone in need.
30. Create a food parcel and give it to someone in need.

Become an educator

31. Offer to help out at your local school.
32. Mentor a school leaver or student in your field of expertise.
33. Coach one of the extramural activities the school offers. You can also volunteer to coach an extramural activity the school doesn't offer.
34. Offer to provide tutoring in a school subject you are good at.
35. Donate your old computer.
36. Help maintain the sports fields.

37. Fix up a classroom by replacing broken windows, doors and light bulbs.
38. Donate a bag of art supplies.
39. Teach an adult literacy class.
40. Paint classrooms and school buildings.
41. Donate your old textbooks, or any other good books, to a school library.

Help those living in poverty

42. Buy a few blankets, or grab the ones you no longer need from home, and give them to someone in need.
43. Clean out your cupboard and donate the clothes you no longer wear to someone who needs them.
44. Put together food parcels for a needy family.
45. Organize a bake sale, car wash or garage sale for charity and donate the proceeds.
46. To the poorest of the poor, shoes can be a luxury. Don't hoard them if you don't wear them. Pass them on!
47. Volunteer at your local soup kitchen.

Care for the youth

48. Help at a local children's home or orphanage.
49. Help the kids with their studies.
50. Organize a friendly game of soccer, or sponsor the kids to watch a game at the local stadium.
51. Coach a sports team and make new friends.
52. Donate sporting equipment to a children's shelter.
53. Donate educational toys and books to a child's home.
54. Paint, or repair, infrastructure at an orphanage or youth centre.
55. Mentor someone. Make time to listen to what the kids have to say and give them good advice.

Treasure the elderly

56. If you play an instrument, visit your local old-age home and spend an hour playing for the residents and staff.
57. Learn the story of someone older than you. Too often people forget that the elderly have a wealth of experience and wisdom and, more often than not, an interesting story to tell.
58. Take an elderly person grocery shopping; they will appreciate your company and assistance.
59. Take someone's dog for a walk if they are too frail to do so themselves.
60. Mow someone's lawn and help them to fix things around their house.

Look after your environment

61. If there are no recycling centers in your area, suggest the Municipality to provide one.
62. Donate indigenous trees to beautify neighborhoods in poorer areas.
63. Collect old newspapers from a school/community centre/hospital and take them to a recycling centre.
64. Identify open manhole covers or drains in your area and report them to the local authorities.
65. Organize the company/school/organization that you work with to switch off all unnecessary lights and power supplies at night and on weekends.
66. Engage with people who litter and see if you can convince them of the value of clean surroundings.
67. Organize to clean up your local park, river, beach, street, town square or sports grounds with a few friends. Our children deserve to grow up in a clean and healthy environment.