

Join 27 global icons supporting the Nelson Mandela Foundation's innovative digital patronage

Issued by [Optimize Agency](#)

11 May 2023

The Nelson Mandela Foundation (NMF) has partnered with Glorious Digital (Glorious), an international specialist in digital art, assets and experiences, to launch the Nelson Mandela Foundation Digital Patronage. The fundraising initiative is inspired by the year of Nelson Mandela's birth and offers a maximum of 1,918 lifetime memberships, intended to connect and galvanise passionate supporters of the Mandela legacy and the extraordinary work of his Foundation. This innovative and limited digital community is championed by 27 notable founding ambassadors, who include Morgan Freeman, Danny Glover, Naomi Campbell, Denzel Washington, and Alfre Woodard. Enabled through blockchain technology, each patronage is represented by a distinctive and editioned digital artwork from the Mandela archives.



The Nelson Mandela Foundation (NMF) in partnership with Glorious Digital has launched its first digital supporter community – the *Nelson Mandela Foundation Digital Patronage* – to celebrate the legacy of the late Nobel Peace Prize laureate, Nelson Mandela. The launch comes 10 years after his death, and marks the day of his inauguration as South Africa's first democratically elected president in 1994.

Each of the 1,918 founding memberships – valued at US\$1,000 – provides an opportunity to participate in one of the most formidable legacy projects of all time: keeping the spirit, memory, dialogue, and humanitarian work of Mandela alive. Through lifetime membership, the patronage can be bequeathed as a gift to future generations.

Each patronage is presented with a unique digital artwork for members to display. Drawing on Nelson Mandela's personal archive held by the NMF, together with other authorised collections, *Nelson Mandela: A Portrait in 27 Colours* will commemorate the 27 years Nelson Mandela spent in prison fighting injustice in his country.

The Digital Patronage has been designed to attract modern audiences to the world of philanthropy.

“The Nelson Mandela Foundation is constantly exploring innovative ways to reach a greater breadth of supporters. By using emerging technology, the Foundation can further unite supporters globally. Attracting new partners helps the Foundation continue its work at a time when the world needs to be reminded about the legacy of Madiba,” says Sello Hatang, CEO of the NMF.

A new way to give

“By introducing the Digital Patronage, the Foundation has the opportunity to contemporise the Mandela legacy and tap into new, younger generations of supporters and philanthropists,” says Tim Harper, chief executive of Glorious Digital, a leading agency and marketplace for authentic and globally recognised projects.

“To be entrusted with Mandela’s personal archive, his legacy, and his messages of togetherness, optimism, leadership, equality, freedom and hope, among others, is an honour and a privilege. The collaboration with the Foundation will give a uniquely new cohort of NMF patrons the opportunity to support Mandela’s legacy through a new way of giving,” Harper says.

Glorious Digital and the NMF archival team will serve as facilitators and curators of insider content and experiences for the 1,918 patrons, creating a community that supports and amplifies the work and impact of the Foundation.

Net proceeds from the sale of the Nelson Mandela Foundation Digital Patronage will go directly to the Foundation to assist in the continuation of its work in advocacy, dialogue, maintaining its archive, and providing public access to information on Mandela’s life and times.

The 27

As a tribute to Mandela surviving 27 years of incarceration, 27 local and international icons galvanised by the Mandela legacy are leading the way with their support of the NMF Digital Patronage: Alfre Woodard & Roderick Spencer, Denzel Washington & Pauletta Washington, Samuel L. Jackson & LaTanya Richardson Jackson, Jurnee Smollett, LeVar Burton & Stephanie Cozart Burton, Vusi Mahlasela, Selema Masekela, Morgan Freeman and Lori McCreary, Danny Glover, Jonathan Butler, Sheryl Lee Ralph, Don Cheadle, CCH Pounder, Naomi Campbell, Dr. John Kani, Whoopi Goldberg, Dr. Mbongeni Ngema, Quincy Jones, Zakes Mda, Jesse Clegg, Suzy Eddie Izzard, Lebo M, Richard Stengel, Lupita Nyong’o, Anant & Vanashree Singh and Gina Belafonte

° **Kgothatso Montjane scores again with Air Liquide** 28 Mar 2024

° **Mahindra South Africa partners with Kgothatso Montjane as brand ambassador** 5 Feb 2024

° **The Mandela Walk & Run: A successful 10-year commemoration** 12 Dec 2023

° **Mandela Remembrance Walk & Run to mark 10 years since Madiba's passing this year** 7 Dec 2023

° **The 'Southern Africa Europe CEO Dialogue' celebrating 10 years of success** 25 Oct 2023

[Optimize Agency](#)



Optimize Agency is a strategic sponsorship agency that specialises in sports & entertainment. With experience in the local & international market, we represent the top sport & entertainment clients. Driven by pure passion for what we do, we assist in creating commercial partnerships that take experiences far beyond the event itself whilst driving commercial value.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>