

# Making Mandela Day last longer

By [Jan de Beer](#) 22 Jul 2014

Mandela said, "And as we let our own light shine, we unconsciously give other people permission to do the same." This is what Mandela Day is all about - the very spirit of the day asks for more of us. Mandela Day means so much more than 67 minutes of giving back; it inspires us to want to change someone's life by means of taking action for the greater good.

The idea of Mandela Day and social initiatives should be taken up by more businesses.



In business, the concept of corporate social investment (CSI) is no longer viewed as a simple charitable donation. CSI is about more than PR activation to enhance a brand's image and is rather about fostering social stewardship, which has become a crucial aspect of leading businesses responsibly. Charity work has become an extension of what many businesses stand for, as more and more organisations know that serving others is what brings about sustainable business growth.

## It's more than just charity

So, why such a big fuss about Mandela Day then? Because those 67 minutes spent on Mandela Day, represent more than just charity work.



It is in this timeframe where people unite to do more than just the ordinary, even if the tasks are the same as what they usually do. Somehow, these 67 minutes truly result in the nation reflecting a completely different outlook on servant-hood. Yes, the day commemorates Madiba's birthday, however, as much as people unite in celebrating a great man, Mandela Day magic is created as it indirectly gives us all an opportunity to discover the greatness within ourselves.

## It shouldn't be about the icon, but about the man

The day should not be about Nelson Mandela, the icon. It should be about Nelson Mandela, an everyday man who made the choice to lead by serving. The ethos of the day calls for people to experience the joy of service - for service's sake - to the assistance of others.

Mandela Day is sparking a revolution in the way we serve our communities and the more we practice what his legacy is about, the more we can actually make 67 minutes last longer.

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