



46664 Background

46664 was established in 2002 as an independent, not-for-profit organisation.

46664 (four, double six, six four) takes its name from the prison number (prisoner number 466 of 1964) given to Mr Mandela when he was incarcerated for life on Robben Island, off Cape Town, South Africa. Mr Mandela gave his prison number to the organisation as a permanent reminder of the sacrifices he was prepared to make for a humanitarian and social justice cause he passionately believed in.

In creating 46664 initially as a global HIV/AIDS awareness and prevention campaign, Mr Mandela realised that to reach the youth all over the world specifically, he needed to engage the support of the people who most appeal to them. This has been seen most visibly through the high-profile 46664 concerts of the past few years and the appointment of 46664 ambassadors.

Although these activities remain an important part of its approach, 46664 has revisited its social mobilisation model in recent years. There is now a strong emphasis on the role individuals can play in taking forward Mr Mandela's humanitarian legacy through activities and projects like Nelson Mandela Day which encourages individuals worldwide to make good on Mr Mandela's challenge at the 46664 London concert in 2008 for his work to continue and that "new hands be found to lift the burden".

In addition, 46664 has expanded its focus from being a global HIV/AIDS awareness and prevention campaign into encompassing all areas of Mr Mandela's humanitarian legacy as well as confronting issues of social injustice.

In moving ahead with this expanded focus, 46664 has partnered with carefully selected commercial and social profit entities to ensure the organisation doesn't only depend on philanthropy alone but becomes a sustainable fundraising vehicle too. Among the projects that contribute to this are the Official 46664 Bangle, the 46664 Vodacom Starter Pack and now 46664 Apparel.

BOARD OF DIRECTORS: Professor G J Gerwel (Chairperson) / Mr Achmat Dangor / Mr Shaun Johnson / Mr Tim Massey / Dr. Olive Shisana

ADVISORS: Mr H J Beach / Mr J F Cecillon / Mr M I Meer / Mr S Sacranie / Mr A H Singh

Private Bag X70 000 Houghton 2041 South Africa
Tel: + 27 (0) 11 728 1000 Fax: +27 (0) 11 728 1111 www.46664.com
Registration No: 2003/024386/08 VAT No: 4680211648