



 **MVELO**
Foundation

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ABOUT US

MVELO Foundation is a non-profit organization dedicated to preserving and celebrating the rich and diverse cultural journeys of Africa through video documentation and archival. Our mission is to empower individuals and communities to share their unique stories, traditions, and experiences, fostering cultural appreciation and understanding on a global scale.

OUR PROCESS

Mission

Mvelo Foundation aims to incorporate social cohesion, economic transformation, and hierarchical structure into its mission implementation, enhancing its commitment to preserving and celebrating African cultures. This comprehensive approach acknowledges the interdependence between cultural preservation, social well-being, economic growth, and organizational development.

Vision

Our goal is to build a user-friendly and inclusive digital collection of African cultural experiences that will be a valuable tool for education, celebrate diversity, and encourage conversations across cultures. Mvelo Foundation uses the power of video to connect people from different backgrounds and generations, ensuring that the unique voices and stories of Africa's diverse communities are heard and cherished.



IDENTIFIED PROBLEM

Africa is an incredibly wealthy continent, not only in terms of resources but also its rich history. It is important to understand that a comprehensive view of Africa is necessary to drive meaningful transformations. Our royal kingdoms, which are currently declining, are an integral part of South Africa. However, with the advent of the 4th Industrial Revolution, we are witnessing a gradual erosion of South Africa's rich history, including our roots, traditions, and heritage. The rural arts, crafts, and historical preservation, particularly in relation to our royal kingdoms, lie at the heart of our mission to safeguard and to celebrate. Our primary objective is to guarantee the preservation of these legacies for future generations through meticulous archival efforts. Furthermore, we acknowledge the interconnectedness of our product with tourism and educational literacy, which are integral to our objectives.





OUR OBJECTIVES

- **Video Documentation:** Mvelo engages in collaborative efforts with communities throughout South Africa to produce video content of exceptional quality that aptly portrays the very essence of their cultural expeditions. These meticulously crafted videos offer an unparalleled and immersive insight into the myriad traditions, rituals, festivals, and everyday existence.
- **Archiving and Preservation:** We are committed to archiving these videos in a secure and easily accessible digital platform, ensuring that these valuable cultural records are preserved for future generations. Our archival efforts are complemented by meticulous metadata organization for efficient search and retrieval.
- **Educational Outreach:** Mvelo actively promotes the use of our video archive as an educational tool. We aim to partner with schools, universities, and cultural institutions to integrate these resources into curricula, seminars, and exhibitions, promoting cultural awareness and appreciation.
- **Cross-Cultural Exchange:** We facilitate cross-cultural exchange programmes that connect individuals and communities from different regions of Africa, promoting mutual understanding and appreciation. These exchanges foster connections, break stereotypes, and celebrate the mosaic of African cultures.



OUR IMPACT

- **Our work at Mvelo Foundation has already begun to make a significant impact:**
- **Cultural Empowerment:** Communities involved in our projects have reported increased pride in their cultural heritage, leading to stronger preservation efforts and a sense of unity.
- **Educational Enrichment:** Students and educators have benefited from our videos, using them as valuable teaching aids to broaden their understanding of African cultures.
- **Promoting Inclusivity:** Mvelo has helped break down stereotypes and misconceptions about Africa, fostering a more inclusive and diverse global perspective.
- **International Collaboration:** Our initiative showed the potential to foster international support and partnerships, allowing us to expand our reach and impact.

YOUTH & COMMUNITY DEVELOPMENT



COMMUNITY DEVELOPMENT

Through our outreach initiatives, our objective is to enhance the availability of skills in rural areas, fostering inclusiveness through the provision of equal chances for skill development. Emphasis is placed on fostering community growth, and by conducting research, we actively support various community projects tailored to the specific requirements of each community. Our overarching aim is the conservation of historical landscapes, arts, traditions, educational literacy, youth engagement, and community projects geared towards cultural advancement.

MVELO COMMUNITY OUTREACH PROGRAMMES

TARGET: YOUTH COMMUNITY MEMBERS

GOAL : YOUTH & COMMUNITY DEVELOPMENT

ACHIEVED THROUGH:

SPONSORSHIP

, FUNDRAISING, INTERNATIONAL AID & DONATION, GOVERNMENT FUNDING, COLLOBORATION & PARTNERSHIPS

Through our youth opportunity programmes, we aim to bring rural and urban communities together by promoting inclusivity. Our goal is to provide equal opportunities for skills development, employment, and sourcing skills within rural communities . We strive to offer training and work experience for the overall growth and development of unemployed young graduates and youth.

WORK INTEGRATED LEARNING PLACEMENT PROGRAMME

TARGET: GRADUATES & SETAS

APPROACH: TO EMPLOY GRADUATES FROM URBAN AND RURAL
COMMUNITIES

DURATION: PROJECT TO PROJECT BASIS

GOAL : PROMOTING ENTREPRENEURSHIP, MENTORSHIP, AND
CAPACITY DEVELOPMENT

CURRENT SKILLS DEVELOPMENT PROVIDER : MTHENGENYA &
ASSOCIATES

EMPLOY A GRADUATE

Through our "Employ a Graduate" program we address a crucial need within the arts, culture, media, and communications sectors. By providing practical training opportunities for graduates in these fields to address the issue of limited access to training but also helping to bridge the gap between academia and the professional sector.

EMPLOY A GRADUATE

TARGET

GRADUATES

STRUCTURE

- Project-based internships and service provision.
- Graduates serve as interns or service providers.
- Hands-on experience in various cultural projects.

BENEFITS:

WORK EXPERIENCE, INTERNSHIP OPPORTUNITIES, SKILL DEVELOPMENT,
NETWORKING OPPORTUNITIES., PORTFOLIO ENHANCEMENT.
POTENTIAL FOR JOB PLACEMENT WITHIN MVELO FOUNDATION OR
PARTNER ORGANIZATIONS.

The Zulu kingdom of Mhlongamvula

Mhlongamvula Kingdom



Documentary of the Mhlongamvula kingdom
From before Apartheid, during Apartheid and post. Apartheid
The migration, the settlements the elders and how it passed
from generation to generation The culture, the customs, the
lifestyle, the way of living .

King Menziwa II

IMBUMBA YAMANYAMA ROYAL COUNCIL



Through the IMBUMBA YamaNyama event, our goal is to honour the preservation of the historical interaction between the Amakhosa and Khoisan people . Mvelo recognises and values the importance of African history and distinctly uncovering the relationship and kingship shared by Africans beyond the borders through Documentary Films. For this project our aim is to pay tribute to traditional leadership, preserve culture, honor legacies, promote cultural appreciation, and empower South African history and culture.

BAYEDE! Kingdom of Kwandebele



This project focused on the power of bringing people together to create a deep and meaningful impact in preserving and celebrating the diverse African cultures. Additionally, the close connection between cultural preservation, social well-being, economic prosperity, and effective organization, and we embrace a holistic approach that acknowledges and values these interconnections.

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