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OUR STORY

African heritage is often the most underappreciated, and least communicated to us through museums, heritage sites, art studios, and exhibitions. As an organization, we began our journey in the rural community of Siyabuswa, Mpumalanga, South Africa, specifically within the Kingdom of KwaNdebele. We were exposed to vibrant traditions and intricate traditional designs; however, visiting heritage sites dedicated to honoring this kingdom was an entirely new experience for us. We identified a gap in which certain facets of African heritage are not prominently featured in our literature, museums, or art centers. This initiative seeks to safeguard the artistic legacy of rural communities. This project is implemented through the organisation's various preservation strategies, aiming to create a significant impact in the conservation and promotion of a diverse range of artistic and cultural expressions while fostering an inclusive atmosphere where creativity can flourish.

WHY WE DO WHAT WE DO

The potential of African Heritage to drive transformation has been central to the vision of the MVELO Foundation, acknowledging the importance of African heritage in promoting rural development. We have dedicated our efforts towards documenting ancient South African kingdoms in honour of our African heritage, exploring the untold stories of African kingdoms, and illuminating the importance of preserving history, traditions, art, languages, and cultures. We have identified the potential for revitalising rural communities, actively pursuing this through video documentation that underscores the necessity of cultural continuity in safeguarding African legacies and heritage for future generations. We prioritize African Heritage to empower those who are often the most vulnerable to marginalisation, fostering resilience and promoting inclusive growth. This is part of the organisation's preservation strategies implemented, to create a lasting impact on the preservation and promotion of diverse art and cultural forms through video documentary. The preservation of African heritage has taken on a deeper significance, as we have expanded our focus beyond just arts and culture to include heritage agricultural systems, education, cultural tourism and skills development.

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.



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 wellbeing, 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.



OBJECTIVES

- **Documentation and Inventory:** Conduct thorough video documentation and inventory of African kingdoms, Heritage art and cultural forms, including tangible artifacts, traditional practices, performances, and oral traditions.
- **Conservation and Restoration:** Implement conservation and restoration measures to preserve tangible art forms. This includes establishing conservation labs, training conservation professionals, and employing best practices for restoration, while respecting cultural sensitivities.
- **Digitisation and Archiving:** Digitise and archive art and cultural forms using advanced technologies. This will involve creating high-quality digital replicas, organising databases, and employing metadata standards for efficient retrieval and dissemination.
- **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. This includes organizing workshops, exhibitions, and interactive events to engage communities, schools, and cultural institutions.
- **Capacity Building:** Implement educational and skill-enhancement programs to uplift local communities, artists, and cultural practitioners. These initiatives will emphasize traditional craftsmanship, artistic methodologies, and conservation techniques, promoting a sense of ownership and sustainability.
- **Collaboration and Networking:** Foster collaborations with cultural institutions, museums, galleries, and relevant stakeholders at regional, national, and international levels.
- **Policy Advocacy:** Advocate for policies and legislation that prioritize the protection and preservation of art and cultural forms. Collaborate with government bodies, cultural agencies, royal councils, and cultural policymakers to develop comprehensive frameworks that safeguard cultural heritage.

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.
- **Local Collaboration and partnership:** Our initiative demonstrated the ability to cultivate local support and collaborations, enabling us to broaden our influence and effectiveness. These collaborations manifested as sponsorships from local enterprises, royal councils across different provinces, the provincial departments, local Municipality, and community churches.
- **Work intergrated placement programmes:** The Mvelo Foundation has partnered with skills development providers and is currently involved in training graduates and with ongoing internships with Mthenganya and associates.
- **Youth Development initiatives:** Through our outreach programmes, we engage in the outsourcing of skilled youth to serve as service providers, and province coordinators on a project-to-project basis, with the aim of enhancing capacity and providing skills training.





YOUTH & COMMUNITY OUTREACH

OUR OUTREACH

YOUNG LEADERS: LEADERSHIP & ENTREPRENEURIAL PROJECT

The YOUNG LEADERS Project was implemented with the vision of establishing programs that can effectively bridge the gap between urban and rural areas, and this initiative has evolved into a collaboration with organizations like The Leadership with a Soul Institute (LSI), where we implement programmes in communities and schools rich with potential. This project is aimed at empowering youth and local communities through the provision of resources, training, and mentorship that promote sustainable leadership, education, and socio-economic advancement. Our goal is to create lasting positive change through leadership that is both ethical and community driven. Engage students with influential leaders from various diverse industries, equipping them with leadership skills, knowledge, and real-world insights.



HEALTH AWARENESS CAMPAIGNS

Our campaign project theme, “No One Left Behind”, aims to inspire rural communities to be Aware, Live Aware. Our objective is to execute Health Education and Awareness Campaigns across rural communities in South Africa to fulfil the crucial aim of disseminating health knowledge and preventive practices in rural regions. This initiative presents a valuable chance to enhance understanding and awareness of health challenges, as well as to attract support for action from local residents, community leaders, and international sponsors. Our goal has been to promote an inclusive approach by educating both men and women about health awareness. In 2024, we successfully kickstarted our health campaign programme in Siyabuswa, Mpumalanga. Our first breast cancer drive initiative demonstrated the ability to cultivate local support and collaborations, enabling us to broaden our influence and effectiveness. This initiative was achieved through the partnership and collaboration with local enterprises, the MHLANGA II Ka MAFANA Royal council , the Mpumalanga department of Health, the JS Moroka municipality, and community churches.



EMPLOY A GRADUATE

These initiatives are launched by employing young graduates through internships and function in partnership with skill development organizations to involve graduates from various institutions for a period of 24 months. They primarily focus on sectors such as media, video production, business administration, and communications, which facilitate skill transfer that aligns with organizational capabilities. We have implemented these initiatives for the years 2024 and 2025 through collaboration with Mthenganya and Associates, generating opportunities for internships in the fields of sales, communications, business operations, and business administration.



OUR PARTNERS



**MTHENGENYA
& ASSOCIATES**

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