



Handout 4 - Strategies for Ending Apartheid

Read the following description of an action international groups took to confront apartheid, and be prepared to summarize both the strategy and example for the rest of the class.

Strategy: Building Awareness

An organized attempt to make others aware of a particular issue or cause. It is hoped that by making people aware of an issue, momentum will gather and lead to more concrete actions, such as boycotts or divestment activities.

Example: The British Anti-Apartheid Movement

Despite having limited political power and funding, the British Anti-Apartheid Movement (AAM) grew to become one of the most successful anti-apartheid advocacy groups in the world.



The AAM began in 1960 after its founding group, the Committee of African Organization, recognized the need to advocate anti-apartheid actions internationally. It then set to a series of campaigns organized to spread awareness about apartheid. Through a series of international conferences and campaigns, the AAM wanted to bring the issue of apartheid before international governments.

By the mid-1960s, however, the AAM became disillusioned with governmental organizations, and decided to rather develop awareness and boycott campaigns for the public. They reasoned that government officials were more likely to enact legislative actions against South Africa if a mass population demanded it. Through public awareness campaigns, the AAM recruited college student organizations, labor unions and religious organizations to volunteer to fight apartheid by spreading word of the injustices perpetuated by the South African government and demanding sanctions and boycotts. To further spread awareness, the AAM organized various performance events, such as Nelson Mandela's 65th Birthday Concert.

With growing support from the public, by the 1980s the AAM successfully persuaded national governments to enact sanctions against South Africa. They also influenced international businesses such as Barclays Bank to divest from South African companies.

To this day, the accomplishments made by the AAM are remarkable. With little other than dedication and patience, the AAM managed to educate and mobilize people across the world to fight apartheid.



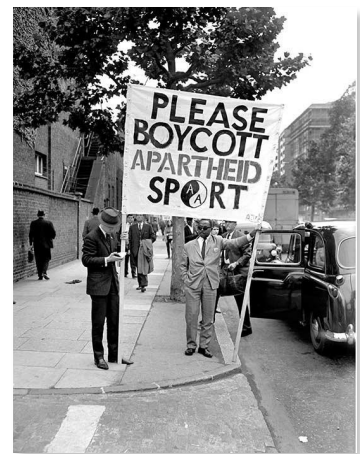
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Strategy: Boycott

The action of refusing to associate with a group or government in protest to a particular policy they hold. Through boycotts, the targeted country or group becomes socially, culturally, and economically isolated.

Example: The International Olympic Committee Expels South Africa

Apartheid in South Africa was a complete system of separation, which included segregated sports teams. Because the South African government disallowed mixed race teams and competitions, international organizations from sports as diverse as soccer, tennis, chess, and golf enacted measures against South African athletes and teams. Often South Africa was banned from attending international tournaments and championships, and many countries disallowed their own athletes from competing in South Africa.



Perhaps the most powerful of these sports boycotts came from the International Olympic Committee (IOC). Following South Africa's ban on all mixed-race sports competitions both within and outside the country, the IOC revoked its invitation to South Africa to participate in the 1960 Olympic games. Desperate to be allowed to participate, the South African government changed its policy to allow for mixed race competitions abroad, but not within the country. The IOC initially accepted the compromise, but after multiple countries threatened to boycott the 1968 Olympic games in response to the decision, the IOC recanted and again denied South Africa the privilege of participating in the games.

In response, the South African government sought to create their own tournament called the South African Open Games, though many of the athletes invited refused to participate. In 1970, the IOC officially expelled South Africa from the committee.

In 1976, the New Zealand rugby team broke a boycott and competed in South Africa. In response, African countries demanded New Zealand be banned from the Olympic games occurring later that year. The IOC refused, and consequently 29 countries, mostly from Africa, boycotted the 1976 Olympics. Two years later, the IOC made a declaration condemning any "apartheid in sport."



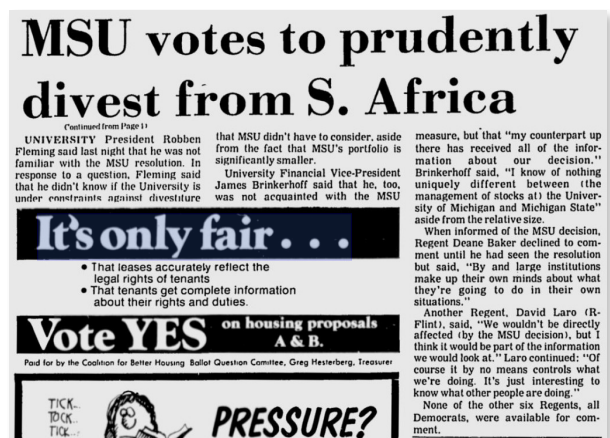
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Strategy: Divestment

The conscious removal of money from banks, stocks, or pension funds that support a specific group or government, or the demand that organizations remove their money from such financial institutions. Through divestment, the targeted government or group loses income.

Example: College and University Divestment

In 1974, the apartheid government passed the *Afrikaans Medium Decree*, which mandated that all schools in the country use a mixture of English and Afrikaans as the language of instruction, rather than indigenous African languages. Seeing the law as a way to destroy African culture and identity, students and teachers across the township of Soweto gathered together in peaceful protest. In response, police opened fire on the protesters, killing children as young as 12 years old. As injured students were taken to hospitals, the government demanded they were registered on a list so they could be later prosecuted. Doctors refused.



Images of the massacre spread quickly, enraging the international community. Seeing themselves in the Soweto students, college students began to organize protests across the United States to demand that their universities and colleges divest from their stock holdings any South African companies. The first major divestment campaign occurred at Stanford University, when students and professors held a sit-in to demand the university divest from the Ford Motor Company, which had a plant in South Africa. While unsuccessful, the protest inspired student groups across the country to enact similar actions in their universities. Students in UC Berkeley published a pamphlet that embarrassed University official by revealing their financial connections to South African businesses.

With growing pressure from students, schools began divesting. The first school to completely divest from South African companies was Hampshire College. Soon larger universities followed, including the University of Wisconsin, Ohio University, and the University of Massachusetts. By 1988, over 155 schools had fully or partially divested from South Africa.

Divestment actions in schools in turn led to calls on businesses, cities, and states to divest from South Africa. These actions expedited the economic crises occurring in South Africa.



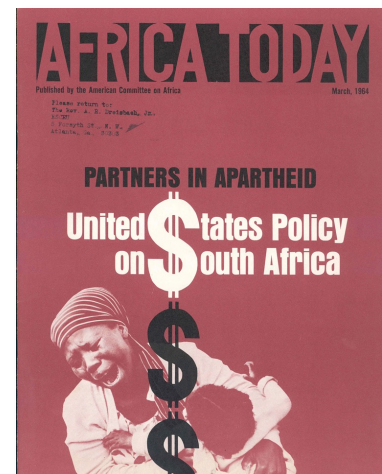
Read the following description of an action international groups took to confront apartheid, and be prepared to summarize both the strategy and example for the rest of the class.

Strategy: Fundraising

An organized way of gathering contributions of money, time, or goods for a particular cause. Rather than confronting the issue of the cause directly, fundraising helps strengthen organizations that spread awareness or call for divestments and boycotts.

Example: The American Committee on Africa and The Africa Fund

The American Committee On Africa (ACOA) was founded in 1953 as a way to spread information on apartheid and advocate the liberation of black people throughout Africa. Based in New York City, the group was made up of students, labor organizers, civil rights advocates, religious leaders, community organizers, and politicians united in the shared goal of ending apartheid and racial injustice in Africa. In 1954 they began publishing a magazine, Africa Today, which developed awareness about South African apartheid and African issues in general. By the end of the 1950s, ACOA was developing offices throughout the United States, Members of the group traveled to Africa often, and played key roles in advocating for divestment and boycotts.



In 1966 ACOA founded The Africa Fund, a nonprofit organization that would serve to help finance various anti-apartheid movements, both in the United States and in Africa. Projects the African Fund helped develop included education and health programs in Africa, as well a programs providing food, shelter, and medicine for refugee communities. The program also helped refugees in the United States with finances, and provided political prisoners in Africa with legal representation.

Becoming well-known for its advocacy, the fund received donations from people across the world, and many larger anti-apartheid events donated their proceeds to the fund. For instance, The Artists United Against Apartheid donated much of their proceeds from the Sun City album to the Africa Fund, which then went to the aid of political prisoners, education programs, and liberation movements throughout Africa.