



Charlotte di Vita, MBE

Founder of Trade plus Aid®

Fundraising to alleviate world poverty from the age of 9, Charlotte di Vita has grown into an extraordinary woman as her recent Woman of the Year Award has recognised. She set up her first ethical trading company in 1992, with the aim of raising and diversifying local incomes in less developed countries by promoting the trade of environmentally sustainable handicrafts. Since 1992, Charlotte's trading initiatives have returned US\$5,000,000 to producer groups in 21 countries, as payment for their handicrafts, creating secure jobs for individuals to enable them to support their extended families.

In addition to this, Charlotte di Vita has donated US\$420,200 from licensing profits, creating charitable projects that assist 33 disadvantaged communities in 12 countries around the world. The Trade plus Aid® charitable trust is currently funding 10 development projects designed to alleviate poverty in six countries in Africa and Asia.

Charlotte di Vita continues to donate funds to the Trade plus Aid® charitable trust from her current ethical trading ventures: the Charlotte Di Vita Collections™ of miniature enamel collectibles and the Trade plus Aid® Design Studio in South Africa.

Furthermore, The Charlotte di Vita Collections™ have assisted the revival of traditional 17th-century enamelling skills in China to provide some 400 workers with employment.

In recognition for her efforts she received a Member of the Order of the British Empire (MBE) in 1998 and on the 7th of May 2003, Nelson Mandela appointed Charlotte a Goodwill Ambassador for his children's charity, The Nelson Mandela Children Fund.

Her current project, 21<sup>st</sup> Century Leaders began after Charlotte was approached by Ewan McGregor at the beginning of the year. Keen to help contribute to a project that would raise substantial funding to tackling child rape issues in South Africa, Ewan asked Charlotte to set

up a new high-profile and sustainable project. 21<sup>st</sup> Century Leaders also will raise funds for Trade plus Aid, the Nelson Mandela Children Fund, UNICEF and other charities, in addition to creating fair and sustainable employment in developing countries.

The aim is to license artwork that has been designed by well-known individuals, considered to be 21<sup>st</sup> Century Leaders in their industry. The artwork will be used to create products, initially porcelain plates, which will be sold world-wide. The project is expected to raise a minimum of \$3 million in licensing fees over 3-5 years. 18 artworks have already been received from Samuel L. Jackson, Ewan McGregor, David Bowie, Iman, Sir Michael and Lady Shakira Caine, Narciso Rodriguez, Laurence Fishburne, Jerry Hall, Martina Navratilova and Gillian Anderson to name but a few.

For further information on Trade plus Aid® please visit:

<http://www.tradeplusaid.com>

#### Background:

Charlotte di Vita was born in 1966 and educated in Italy & Britain. She graduated from Edinburgh University in 1988 with an M.A. After graduation she worked as a voluntary research, marketing and fundraising consultant for various environmental, human rights and medical organisations. In 1990 she took on the role of co-ordinator of The First Anglo-Brazilian Conference on the Environment held in Brasilia. After the conference, she secured a donation of US\$1,250,000 from the British private sector for Pro-Natura, a Brazilian-based Rainforest Preservation non-profit organisation. Over the following 10 years this Juruena project grew to influence over 10.8 million hectares of rainforest, an area larger than the British Isles. It is the largest single sustainable development project in the world.