



Charlotte di Vita - Nelson Mandela's Goodwill Ambassador for Children in Africa



Charlotte di Vita has been appointed a Goodwill Ambassador for the Nelson Mandela Children's Fund in a ceremony in Johannesburg. The appointment comes in recognition of the scope of fundraising projects that Trade plus Aid, the charity Charlotte founded in 1992, has done in the country and in other impoverished areas of the world.

Charlotte pledged an initial £15,000 to further the work of the trust, on acceptance of the honour and has since enlisted the support of Will Smith and Robert de Niro, to create artworks from which Charlotte will design cause-related gifts, to raise additional funds for Mr Mandela's children's charity.

In South Africa, Charlotte focuses on the plight of women and children living in squatter camps, delivering meals and creating jobs. The Goodwill Ambassador is well on target to provide 1,850,000 meals, to victims of TB and HIV, by 2005.

“The Nelson Mandela Childrens’ Fund is a remarkable organisation. It is an honour to have been asked to help Mr Mandela’s vision for the Children of South Africa”, explains Charlotte. “We already run a number of projects in South Africa including a nutritional outreach program to feed a thousand people each day in the townships close to our factory in Johannesburg and we have joined forces with Oxfam to extend help to communities devastated by HIV/AIDS.

In the last ten years, Charlotte di Vita’s trading initiatives have returned US\$5 million directly to producer groups in 21 countries, as payment for their handicrafts. An additional US\$420,200 has been raised through the sale of the Charlotte di Vita Collections™ which has funded development projects in 12 disadvantaged countries. This year the Trade plus Aid® charitable trust is funding 10 new development projects designed to alleviate poverty in Africa and Asia. In recognition of her work, Charlotte was invested an MBE in 1998.

Other goodwill ambassadors for the Nelson Mandela Children’s Fund include Denzel Washington, Will Smith and Naomi Campbell.