



Trade plus Aid ® Celebrates 10 Years of Ethical Trade with \$1.3 Million Deal and new charitable projects

Original Press Release December 2002

Updated October 2003

In 1992 the sight of a starving child dying in its mother 's arms while waiting for medical assistance in northern Ghana was the catalyst for Charlotte di Vita to develop an international fundraising organisation focused on ethical trade. In 2002, Trade plus Aid ® celebrated its 10th Anniversary. For ten years the award-winning organisation has provided direct assistance to handicraft producers around the world to enable their communities to become self-supporting. In addition, US\$420,200 has been donated to the Trade plus Aid ® charitable trust to fund projects to assist children and their families and mentally and physically challenged adults in some of the poorest areas of Africa, Asia and South America.

US\$1.3 million deal

At the end of this anniversary year, Charlotte di Vita MBE concluded a new four-year licensing agreement with leading giftware company Goebel that will guarantee a minimum annual licensing fee of US\$325,000. Charlotte continues to make donations from funds raised through the Charlotte di Vita Collections™ to the Trade plus Aid ® charitable trust. "I have been working with Goebel since 2001 and the relationship has been very successful. Goebel has been very committed and their continued support will mean that we can continue to invest in the development of new design and manufacturing facilities as well as provide longterm funding for Trade plus Aid 's charitable projects in Asia and Africa." says Charlotte di Vita MBE..

New charitable projects

Throughout 2002 Charlotte undertook several extended trips to South-East Asia, China and Africa in order to research charity projects for Trade plus Aid ®.

... medical assistance in China

In western China she joined a group of Rotarians to visit leprosy sufferers in four very isolated villages. Charlotte was deeply moved by what she witnessed in these impoverished villages, "These were some of the most harrowing and heartwrenching scenes. I had never seen anything like it. The leprosy sufferers have no hope, no medication and their very existence is denied by the authorities. This is exceedingly frustrating as with the right drug treatment a sufferer can be cured in just six months." After her visit, Charlotte introduced the Rotary Club of Hong Kong South to HANDA, the Chinese self-help organisation and together they are developing a strategy to aid these communities.

HANDA was set up by a Chinese doctor in 1996 to develop self-help programmes and give medical aid to leprosy (Hansen's Disease) sufferers in China.

... a feeding programme in South Africa

In South Africa, Charlotte initiated a nutritional outreach programme in the townships close to the Trade plus Aid @Design Studio in Johannesburg. Together with Matthew Hayden, Trade plus Aid's programme manager in South Africa, Charlotte liaised with the local community officer, the local police and local companies to develop a programme that will deliver bread and soup to 1000 desperately needy people a day. Charlotte explains, "Over the next two years we will fund the distribution of 469,000 meals each year to those affected by Aids and TB and to children who arrive at school, day after day, with no food in their stomach and no means to purchase a meal"

There are over 100,000 seriously distressed people in these townships who regularly suffer 2-3 days without anything to eat. The worst affected are those who have Aids and TB. Although they receive free medication, they need sustenance of one sort or another in order to take it. Getting food to the right people and doing so safely was not going to be easy which is why we approached the local police. This is first time the police have been involved in such a programme and they have generously agreed not only to deliver the food but also to allow the soup to be made in their own kitchens."

... educational support in Zambia

Trade plus Aid @has been assisting the Kaloko Trust since 1996. The Kaloko Trust is a successful organisation working since 1989 to alleviate poverty in Luansobe, a remote rural area of the Zambian Copperbelt. Kaloko serves one of the poorest rural areas in Southern Africa and its programmes affect the daily lives of some 15,000 people. Originally there was no school in the area but twelve years ago, believing that no lasting progress can be made without education, Kaloko built a primary school which now educates 700 pupils. In 2000, Trade plus Aid made a donation to support children who had graduated from the primary school to achieve a higher education. In 2002, the annual cost of running the Luansobe School was \$52,500. Charlotte discovered that Kaloko

particularly needs help in enabling those who have passed their grade seven exam to continue in secondary school until they reach twelfth grade. Trade plus Aid has therefore agreed to a five-year funding programme to help meet these costs.

From 2002 to 2007 Trade plus Aid will donate a total of \$32,175 to Kaloko. Charlotte di Vita says, "The community is very poor and it is very difficult for parents to keep their children in school after the age of 14. This is particularly so with girls who are of marriageable age or are expected to stay at home to look after younger brothers and sisters, care for sick relatives or to work in the fields. Kaloko makes a big effort to keep girls at secondary school. They need these further years to secure their education. A true saying is "if you educate a man you educate one person. If you educate a woman you educate a family."

... and music therapy for Vietnamese street children

In March 2002, Trade plus Aid assisted Rebecca Hughes to travel to Vietnam to work as a volunteer with the Christina Noble Foundation for Children and to buy musical instruments for her music therapy work with the children. Rebecca spent three months working with street children in Ho Chi Minh City. The charity, set up by Christina Noble in 1991, runs a school, a social and medical centre, a permanent shelter and various outreach projects for street children and their families, as well as a sponsorship programme that supports hundreds of children in and around the city. The street children have suffered terrible hardship, many being forced into prostitution and begging. The CNCF strives to allow these children their childhood. Music is an important tool in enabling these children to communicate. Rebecca worked alongside the local Vietnamese staff so that she could train them to use the instruments in educational activities after she returned to the UK. Rebecca explains, "The job of the volunteers is to provide stimulation and to play with the children. Most of those living in the centre are developmentally delayed and some have disabilities. With the instruments I took with me, thanks to Trade plus Aid, I was able to start working individually with several of these children who otherwise were totally unresponsive to stimuli. The instruments caught their attention and I built on this over the three months."

The Charlotte di Vita Collections™ miniature enamel collectibles

Trade plus Aid believes in self-sufficiency therefore does not accept donations, so the best way you can help its charitable work is by purchasing the Charlotte di Vita Collections™ of miniature enamels.

Spring Fair 2003 saw 19 new designs introduced to the Charlotte di Vita Collections™ of exquisite handcrafted and handpainted miniature enamel teapots. Collectors will welcome a totally new Collection: the Rosina Wachtmeister Collection of stylish cats. Rosina Wachtmeister is a world-renowned artist and her vibrant images and powerful colours are very popular with international collectors. Rosina herself was born in Vienna, studied in art, sculpture and design in Brazil and now lives in Italy. Her work has been exhibited in Brazil, Italy, Switzerland, France and Germany. This is the first time that her art

has been interpreted in enamel. In addition, there are new designs inspired by Monet, Renoir and Klimt in the ever-popular Famous Paintings Collection. There are now 156 miniature teapots available in the Collections. Every teapot is a genuine numbered limited edition collectable, back-stamp authenticated and presented with a brass tag confirming the teapot as a "Certified Original". The teapot comes in a stunning exclusive, design-led silk-lined gift box.

For retail enquiries contact Goebel (info@goebel.de)

ENDS

Additional Background:

In 1998 Charlotte di Vita was appointed a Member of the Order of the British Empire (MBE) for her services to Trade plus Aid ®. This royal seal of approval was the ultimate accolade for a unique organisation that has really made a difference to the lives of thousands of people by setting new precedents and by combining business acumen with ethical practice.

At her investiture Charlotte presented H. M. Queen Elizabeth II with a very special gift. An exquisite miniature enamel teapot featuring a ladybird design. The first enamel produced for Trade plus Aid ® in its ground-breaking Fair Trade manufacturing unit in China. Charlotte played a significant role in reviving the 17th century traditional techniques of handpainting enamel miniatures. In China these skills had been confined to the Imperial Court and handed down from generation to generation. Charlotte tracked down one of the last mastercraftsmen to have been taught these skills.

Since 1998, some 400 craftspeople have been trained to handcraft and handpaint miniature enamel teapots for the Charlotte di Vita Collections™, combining 21st century quality control and safety measures with 17th century skills. Each individual teapot takes up to four days to produce and requires more than 129 skilled tasks. Today, the Charlotte di Vita Collections™ is the market leader in miniature enamel collectible teapots. The Collections are distributed around the world by W. Goebel Porzellanfabrik, known throughout the giftware industry for its Hummel collectibles. And following a very successful initial year, Goebel has agreed a new four-year licensing contract that guarantees a minimum annual licensing fee of US\$325,000. This means that Charlotte can continue to develop additional income generating design and manufacturing projects and make donations to Trade plus Aid ® for the design and implementation of sustainable charitable programmes.

**For media information and photography contact:
media@tradeplusaid.com**