

Masters of charity giving quality of life to the world.

KARLHEINZ BÖHM



He made 45 films in three decades, was an extremely successful stage actor in Germany and will always be associated with his role as Emperor Francis Joseph of Austria in Ernst Marischka's "Sissi" movies with Romy Schneider. In 1981, while on the air during a German TV show, he made a wager that "not even every third viewer would donate one deutschmark for the 3rd World". He lost and collected 1.2 million marks with which he founded the "Menschen für Menschen" ("People for People") organisation in Ethiopia that he still heads today, in collaboration with his wife, Almaz Böhm. He spends several months a year in Ethiopia, living and working with the people on a number of long-term projects to improve their living conditions.

Information and donation options:
www.menschenfuermenschen.org

BRIGITTE BARDOT



She was one of the sex symbols of the 50s and 60s. Roger Vadim's movie "Et Dieu Créa La Femme" made her an overnight sensation in 1956 as well as the embodiment of female beauty and sex appeal for an entire generation. Even back then she involved herself in animal welfare, a commitment that was strengthened after her withdrawal from public life. In 1986 she founded the "Fondation Brigitte Bardot" by auctioning off her jewellery and possessions. From 1989 to 1992 she used her TV show "S.O.S. Animaux" as a forum to direct the attention of the French towards the suffering of animals. Even today she still demonstrates for animal rights on the streets.

Foundation information and donation options:
www.fondationbrigittebardot.fr

PRINCESS DIANA



Millions crowned her the "Princess of Hearts" but it was for the children of this world that her own heart beat. She had the gift of being able to approach people and give every one the feeling that they were truly special. The trained nursery-school teacher campaigned tirelessly on behalf of the world's poor and ill. Only a few days after her premature demise the Diana Memorial Fund was launched, financed by the donations of her many mourners. Its motto: "The Work Continues". And the internationally active charity indeed continues what Diana began in her brief life by making sure that her memory and concerns will be kept alive.

Diana Memorial Fund information and donation options:
www.theworkcontinues.org

GEORGE SOROS



He survived the holocaust in Hungary and escaped the communists in 1947 by fleeing to London. In 1956 George Soros relocated to New York and made a fortune as a stockbroker. He invested a considerable part of it in promoting the "Open Society". As chairman of both the "Open Society Institute" and the "Soros Foundation" he helped black students to enrol at the university of Cape Town, built a university in Budapest and generously supported the Polish Solidarnosc movement and US presidential contender, John Kerry.

Foundation information:
www.soros.org



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By winning the Tour de France seven times in a row, Lance Armstrong secured a place in sporting history. Yet it was not on his bike that he fought his greatest battle. When Armstrong was diagnosed with cancer in 1997, his chances of survival were considered very slim. Not only did he beat cancer and celebrate a terrific comeback with his 1999 tour victory, he also founded the Lance Armstrong Foundation Livestrong, which aims to support others in their fight against the illness. Not only does the LAF, whose sign is the yellow wristband, provide funds, but it also serves as a platform for fellow sufferers to share their experiences and support each other.

Foundation information: www.livestrong.org

BONO VOX



Bono Vox, singer of Irish rock band U2, has been conquering the charts for over 25 years, often with songs inspired by political events – "Sunday Bloody Sunday" is a good example. He also uses his fame to further the cause of social justice. Not only has he been involved in numerous benefit concerts – most recently the "Live 8" mega event – but he also supports many charities and spends a good deal of his time travelling between the White House, Holy See and EU HQ in order to protest against apartheid, the deforestation of the Rain Forest or 3rd World poverty. His global initiative even made him a candidate for the Nobel Peace Prize in 2003.

Organisation information:
www.u2.com

JOHN D. ROCKEFELLER I + II



John D. Rockefeller I (1839-1937) was one of the most legendary figures in the history of the US economy. With occasionally ruthless methods he managed to create what was then the world's largest corporation, the Standard Oil Trust. In order to spruce up his tarnished reputation somewhat, he thought up a foundation. Yet it was his only son John D. II (1874-1960) who turned the name Rockefeller into a synonym for generous donations. By building the Rockefeller Center in New York he created numerous jobs and helped to set an example in the fight against economic depression. Even today the fight against poverty remains the main aim of the globally active Rockefeller Foundation.

Foundation information: www.rockfound.org

BILL & MELINDA GATES



According to Forbes Magazine, the Microsoft founder and boss is the richest man on the planet. The Financial Times named him the most distinguished entrepreneur. Queen Elizabeth II even knighted him earlier this year, albeit not for his business achievements but rather for his charity work. Founded by Gates and his wife, the \$27 billion "Bill and Melinda Gates Foundation" is the world's biggest private foundation – supporting the development of vaccines for the 3rd World to the equalisation of social injustice. Recently, a programme was developed in Washington which aims to house homeless families and reintegrate them into society.

Foundation information:
www.gatesfoundation.org