

Contribute

New York

: the people and ideas of giving

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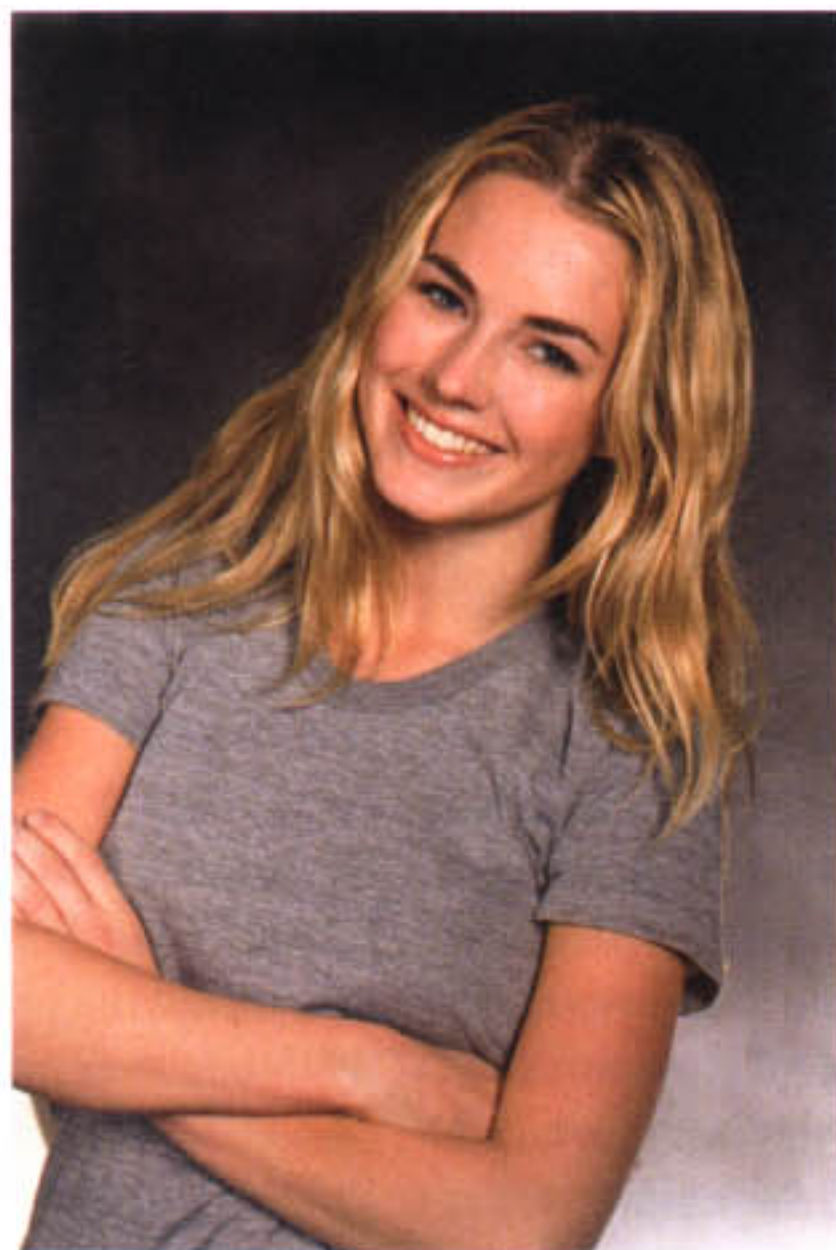


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UNDER 40
MAKING A DIFFERENCE

Innovative Thinking
from Next-Generation
Activists in Business,
Sports, Advocacy,
Publishing &
Entertainment

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model at the Ford and IMG agencies in Manhattan, also is active in the Princess Grace Organization, a scholarship fund for artists. Environmental issues, though, are closest to her heart. "It's important to care about the world you live in and recognize problems, not just live in an oblivious state," she says. She uses her celebrity to raise awareness and funds for environmental causes, and for the past several years has donated a percentage of her modeling fees to those causes, including the Riverkeeper group. "A lot of people do want to make a difference but don't know how to get started," she says. Much like the privileged debutantes who created the New York Junior League some 100 years ago, Hearst has committed herself and those in her social network to take on a social cause and work at it, with their money and their time—and their connections. —*Carol Lippert Gray*



city youth through its programs, which now include job training and apprenticeships in addition to boatbuilding. The group launched its 17th boat into the Bronx River this past spring. Says Green: "The point is not to build boats, it's to build kids. The whole idea is for them to create something that is theirs. It makes them feel unique, empowered." —*Jesse Andrews Ellison*

Adam Green, 33

Boatbuilder, youth advocate

Adam Green seems baffled at times about the waves he has created with a leadership and anti-poverty nonprofit called Rocking the Boat, which teaches inner-city youth to build 14-foot boats from scratch, then sail them on the Bronx River. What started out as an unusual hobby in college to add spirituality and focus to his own life has become a way to help others find their bearings, leadership traits, and self-esteem. "It's something completely random, but also completely relevant," says Green, an accomplished sailor, boatbuilder, and New York native. Teens mostly build Whitehall rowing boats, traditional 14-foot-long ferrying boats used in the 1700s and 1800s to carry people to shore from big ships in New York Harbor. Operating out of a storefront in the South Bronx, the teens build the boats from scratch, and occasionally gather their own lumber from local forests. Then they use teamwork and develop their math and carpentry skills to cut wood into the right shapes

and sizes. Sandwiched between an African grocery store and a Dominican-run tire repair shop, Rocking the Boat's woodshop buzzes with the sound of power tools and is replete with a shop cat, aptly named "Woody." Inside, a group of teenagers sand and saw and sculpt their way to a polished boat, which they will take to the Bronx River as part of the nonprofit's On the Water program, an extension of Rocking the Boat. Now in its ninth year, the program has taught 900 inner

and gave it all up. The Saatchi & Saatchi ad whiz was always up for a new adventure: she grew up on a cruiseliner, which her father captained, and traveled around the world several times before the age of 12. So it was entirely in character that when a colleague asked Roberts in 2001 to work on the first Romanian AIDS education campaign, she jumped at the chance. The project was so successful, condom use in Romania increased by 100



percent. "It led me to think, wow, what could I do globally?" Roberts says. A subsequent vacation to South Africa sealed her fate. While in Cape Town, Roberts recalls, "I saw a funeral on every corner. I went into the townships and saw that in every other hut, there is somebody living with AIDS. I realized I needed to do something." So she packed her bags, went home, and resigned from her job to start YouthAIDS, a nonprofit that touts prevention and education, but also seeks market-

place solutions to raise awareness. In 2005, she teamed up with Aldo Shoes to start its award-winning Hear No Evil, See No Evil, Speak No Evil cause marketing campaign—one that has helped the shoe company's sales spike in its youth footwear division in the past year, while also raising more than \$2 million for AIDS education, and increasing awareness among youth by using celebrities like LL Cool J and Christina Aguilera to spread the message of protection to youth the world over. And now, Roberts is in demand from other firms, including Virgin, Kiehl's, MTV, and Levi-Strauss, to create similar cause campaigns to help companies tap into this fledgling cause marketing field to boost brand awareness and transform some of their profits into small change, and large. —*Jesse Andrews Ellison*

