



SARAH FERGUSON, THE DUCHESS OF YORK

Sarah Ferguson, The Duchess of York, is passionately committed to improving the lives of children. The Duchess travels the world to build support for a number of children's causes, including Ronald McDonald House Charities® (RMHC®) and her two charities, Children in Crisis and Chances for Children.

The Duchess is one of the 2005 Global Ambassadors for World Children's Day at McDonald's – an annual event celebrated in McDonald's restaurants throughout the month of November to raise funds and awareness for Ronald McDonald House Charities and other children's causes. The mission of RMHC is to directly improve the health and well being of children. As a Global Ambassador, The Duchess will support the efforts of RMHC, while building awareness for the Charity and issues facing children. In her role, she will visit with children helped by RMHC and its three core programs: the Ronald McDonald House®, Ronald McDonald Family Room™ and Ronald McDonald Care Mobile™. The Duchess also will participate in several World Children's Day events around the globe, including visits to Hong Kong, Poland and Los Angeles.

Children in Crisis was founded in 1993 by The Duchess of York following her visit to Poland. Seeing children suffering from life-threatening cancers living in a heavily industrialized area motivated her to establish a charity that would help alleviate their suffering. The mission of Children in Crisis is to create opportunities for "forgotten children" living in difficult circumstances. The Duchess feels that children will always be the most vulnerable members of any society. Whether in an economic crisis, a political upheaval or international war, it is children who are the most defenseless victims and who suffer the most.

Since its inception, the work of Children in Crisis has aided children through programs implemented in Afghanistan, China, East Timor, Ecuador, Kenya, Poland, Russia, Sierra Leone, Tanzania, United Kingdom and Ukraine. Chances for Children helps needy children in the United States by providing HIV tests to children who are at risk and school supplies to disadvantaged children in New York.

Whether it's building a daycare center in Afghanistan or a midwife training program in China, Children in Crisis and Chances for Children work with local communities to provide education, health care and protection to children affected by conflict, deprivation, poverty and other crisis.

The Duchess also has published several children's books about the adventures of such fascinating characters as "Budgie," the helicopter, and "Little Red," a rag doll designed by Sarah Ferguson for the logo for Chances for Children. Through her books, The Duchess brings young readers along on her travels and teaches them lessons she has learned by helping children across the world.