

PRE-READING Scanning

Scan the passage. Who's the world's biggest charity donor?

▶ 6.7

1 **W**hether they're donating to disaster relief
 funds, education, or healthcare, these
 5 **celebrity** couples have made a habit
 of giving their wealth away, and are inspiring many
 others to do the same.

SHAKIRA AND GERARD PIQUÉ

She's a Colombian pop star who has sold over 70
 million albums worldwide. He's a Spanish soccer
 star with a World Cup title to his name. They met
 10 in 2010 when Piqué appeared in Shakira's music
 video for "Waka Waka (This Time for Africa)" — the
 official song of the 2010 FIFA World Cup—and have
 been together ever since. After three years together,

the couple welcomed their first son, Milan, followed
 15 by their second little boy, Sasha, in 2015.

The birth of both children prompted the couple
 to give back. They set up a World Baby Shower in
 the lead-up to each birth, and asked fans to send
 gifts to other babies around the world who were
 20 in need of help. Both of these Baby Showers were
 huge successes, raising more than \$200,000 for
 food, medicines, and blankets. Shakira said she
 hoped her two boys would appreciate what she'd
 done and be inspired themselves. "My hope is that
 25 by the time my sons are adults, they can look back
 and see how even small efforts can have a big
 impact when multiplied," she wrote in her blog.

Shakira is also a Goodwill Ambassador for
 UNICEF (United Nations Children's Emergency Fund).
 30 In fact, she has long been involved in promoting
 children's rights. When she was only 18, Shakira
 set up the Barefoot **Foundation**. This organization
 educates and feeds more than 6,000 children in
 Colombia and other countries. Her charities have
 35 received donations as high as \$200 million from
 Carlos Slim, Mexico's richest man, and Howard
 Buffett, son of American billionaire Warren Buffett.

BILL AND MELINDA GATES

With a net worth of \$81 billion, they're the wealthiest
 40 couple on the planet. And according to *Forbes*
 magazine, they're the world's most generous as
 well. Bill Gates amassed billions of dollars after
 Microsoft **took off** in 1980. Along with his wife
 Melinda—who was once a Microsoft employee
 45 herself—Bill now works full-time as co-chair of the

| The world's biggest charity donors (2015) | |
|---|---|
| \$28 billion | Bill Gates has donated \$28 billion of his fortune to his own charity, the Bill & Melinda Gates Foundation. |
| \$21.5 billion | Warren Buffett , one of the richest men in the world, has pledged to donate the bulk of his fortune to the Bill & Melinda Gates Foundation and four other charities. |
| £5.1 billion | Businessman and investor George Soros has donated his wealth to educational and healthcare institutes across the world. |
| \$6.8 billion | Gordon Moore , technology pioneer and Intel founder, has donated \$6.8 billion to the charity he founded with his wife—the Gordon and Betty Moore Foundation. |
| \$498 million | Facebook CEO Mark Zuckerberg has donated to various causes such as public schools and the Silicon Valley Community Foundation. |



Shakira meets with local children on a visit to Bangladesh.

Bill & Melinda Gates Foundation. The foundation was set up in 1997 and works to improve healthcare, reduce poverty, and increase access to education and information technology worldwide. One of the
50 foundation's primary goals is to eradicate¹ polio worldwide by 2018. The couple practice what they preach,² and have traveled to hospitals and remote villages all over the world to help those in need.

In 2006, Warren Buffett joined the cause
55 when he **pledged** to give about \$30 billion to

the Gates Foundation—the largest donation to charity in history. And on December 9, 2010, Gates, Buffett, and Mark Zuckerberg—CEO of Facebook—signed the “Gates-Buffett Giving
60 Pledge”: a promise to donate half of their wealth to charity, and also to try to get other wealthy people to do the same.

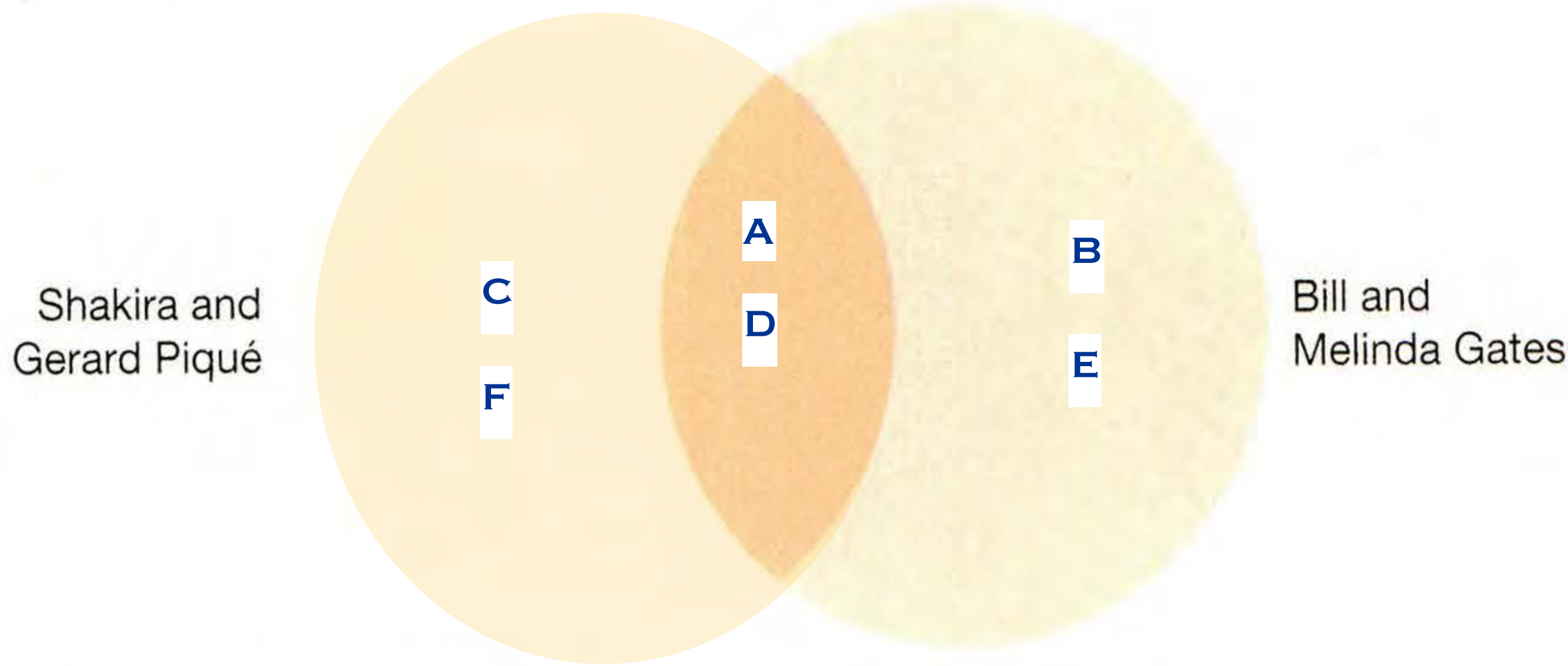
¹ **eradicate**: v. to remove completely

² **to practice what you preach**: v. to do what you advise other people to do

UNDERSTANDING MAIN IDEAS

Complete the Venn diagram using the information below.

- a have ties to the Buffett family
- b have a foundation named after themselves
- c were inspired to give back after becoming parents
- d have donated money for education
- e are the wealthiest couple in the world
- f use their fame from sports and entertainment to raise awareness of children's issues



UNDERSTANDING DETAILS

Match each organization or initiative to its purpose.

- | | | | |
|-----------------------------------|-----------------------|-----------------------|---|
| 1 World Baby Shower | <input type="radio"/> | <input type="radio"/> | to provide Colombian children with access to education |
| 2 UNICEF | <input type="radio"/> | <input type="radio"/> | to eradicate poverty and polio globally |
| 3 Barefoot Foundation | <input type="radio"/> | <input type="radio"/> | to give newborns a healthy start in life |
| 4 Bill & Melinda Gates Foundation | <input type="radio"/> | <input type="radio"/> | to encourage wealthy individuals to donate to charity |
| 5 Gates-Buffett Giving Pledge | <input type="radio"/> | <input type="radio"/> | to respond to emergencies in developing countries by providing aid for children |

BUILDING VOCABULARY

A Complete the sentences with the words from the box.

foundation pledge poverty celebrities take off

- 1 Would you _____ to give part of your wealth to help poor people?
- 2 They established a _____ because they wanted to give away their money.
- 3 It often benefits charities to have _____ help spread their message.
- 4 George Soros's wealth is even more amazing given that he grew up in _____.
- 5 He worked hard for many years before his business really began to _____.

B CRITICAL THINKING

Reflecting Would you be more likely to donate to a charity if it is supported by a celebrity? Why or why not? Discuss with a partner.