



'The Celebrity Apprentice': Spotlight on the charities

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TV Examiner - Jackie Kass



Stars from "The Celebrity Apprentice" play for their charities
NBC

A new season of *The Celebrity Apprentice* has begun, and the reason the celebrities agree to do the show in the first place is the **charities** for which they are playing. So, what are those **charities** that will benefit from *The Celebrity Apprentice* and Donald Trump?

Bill Goldberg: Communities 4Kids in support of The One Good Turn Ranch 4Kids. Goldberg has always been

a huge supporter of the military and he's spent countless hours volunteering as a mentor for his charity, Communities 4Kids in support of The One Good Turn Ranch 4Kids. The program has a ranch in Colorado that focuses its efforts on camps for kids who have lost a loved one due to military action. In the camps, the kids are given the opportunity to share experiences with mentors, like Goldberg, that they would normally have had with their fathers.

Curtis Stone: Feeding America. While working on *The Biggest Loser*, Curtis was introduced to Feeding America and he was immediately moved by the great work the charity did. One in eight Americans are still affected by hunger and Feeding America is the nation's largest domestic hunger relief organization. Feeding America distributes more than two billion pounds of donated food annually and their network supports about 63,000 local agencies including food pantries, soup kitchens, emergency shelters, after-school programs and backpack programs. As a chef, food has been an integral part of Curtis' life, so he feels it's important to raise awareness for Feeding America and to raise money for people who don't have enough to eat.

Bret Michaels: American Diabetes Association. When Bret was six years old he was diagnosed with Type 1 diabetes. Today, he must take four shots of insulin a day and must always be in control of his blood sugars, often times testing his blood up to six times a day. Because diabetes is

such a major part of his life, Bret feels it's his duty to raise money and awareness for the American Diabetes Association. With the ADA, Bret has a fund which sponsors diabetic kids and sends them to camp where they can meet other kids with similar conditions and have unlimited access to nurses and doctors who are there to help. When Bret was initially diagnosed with diabetes, his mother was an integral part in forming these diabetic camps, so Bret hopes to carry on the tradition.

Sharon Osbourne: Cedars-Sinai in support of Sharon Osbourne Colon Cancer Program.

Sharon survived colon cancer and she credits her survival to the support of her family and friends and from the treatment she received from the dedicated team of doctors at Cedars-Sinai Hospital. During her stay at Cedars-Sinai, Sharon witnessed others going through the same treatment without a similar support system, so she formed the Sharon Osbourne Colon Cancer Program at Cedars-Sinai as a way to support those people in need. Cedars-Sinai has focused on providing the highest quality healthcare available and Sharon is now working with them to help those who may need assistance, whether it's financial or otherwise. Sharon has made it her personal mission to make sure that those currently suffering with colon cancer can get the same kind of treatment and support she received when she was stricken with the disease.

Summer Sanders: Right To Play. Throughout her life and career, Summer has always been involved with sports, which is why she works closely with Right to Play to bring sports and play to children in developing countries that have been affected by war. Right to Play teaches children about inclusion and conflict resolution through sports, while also restoring a sense of community. Summer started with Right to Play in 1996 with her first trip to Rwanda and she witnessed firsthand the ways in which people were brought together once sport and play was introduced. Since then, Summer has traveled to many other countries and she's constantly inspired by what can happen when you throw a ball to a group of kids and watch them run with it.

Selita Banks: Shine on Sierra Leone. Sierra Leone had suffered a 10-year civil war prior to Selita's first visit to the country for a photo shoot. While she was there, Selita learned that one in eight women in Sierra Leone die in childbirth and the country is leading in child mortality rates. Despite these hardships, Selita was quite taken with the country and the women and children who live there. Shine on Sierra Leone is an organization that sets out to help the women and children of Sierra Leone by providing sustainable education, healthcare, micro-loans, computer literacy and environmentally sustainable development. The organization is committed to helping the women and children of Sierra Leone to create stability in their lives and rebuild a hope for the future in the wake of devastating circumstances. If Selita wins *The Celebrity Apprentice*, she plans on building a female health clinic, which would allow for doctors and nurses to go out in the villages to help the women of Sierra Leone.

Holly Robinson Peete: Holly/Rod Foundation. After watching her father struggle with Parkinson's disease, Holly focused her attention on forming the HollyRod Foundation with her husband, Rodney. The HollyRod Foundation sets out to support families who may not have the means to treat a loved one with a serious medical condition. When their eldest son, RJ, was diagnosed with autism, Holly and Rodney expanded their foundation and started to focus on autism. Autism affects one in 91 children and treatment can put an enormous emotional and financial strain on the family. The HollyRod Foundation paves its road through the simple act of providing comfort along the way with medical, physical, and emotional support to achieve a better quality of life for individuals and their families.

Maria Kanellis: Make-A-Wish Foundation. Before *The Celebrity Apprentice*, Maria had worked

with the Make-A-Wish Foundation a number of times and she's had many opportunities to get to know the Make-A-Wish kids. Make-A-Wish Foundation grants wishes to children with life-threatening medical conditions. When Maria first met the Make-A-Wish kids and learned about their situations, she was heartbroken, but found comfort in knowing that through Make-A-Wish, these kids can still find some happiness.

Michael Johnson: Laureus Sport for Good Foundation. Michael is playing for the Laureus Sport for Good Foundation, which is a charity supported by himself and 40 other retired athletes from around the globe. Laureus raises money for projects in different parts of the world, which utilize sport as a tool for social change. Michael is extremely dedicated to Laureus and has even sat as a trustee of the foundation since its inception in 2003. He's also visited projects for Laureus in Morocco, China, India and Kenya.

Rod Blagojevich: Children's Cancer Center. While he was the governor of Illinois, Rod enacted legislation to provide comprehensive health care to the children throughout the state. Rod's dedication to helping children continues today as he's playing for the Children's Cancer Center, a charity that provides children with the educational, emotional and financial support necessary to cope with their life-threatening illnesses. Rod hopes his participation in *The Celebrity Apprentice* will allow him to continue to fight for the things he fought for during his time in office.

Cyndi Lauper: The True Colors Fund of Stonewall Community Foundation. Since the start of her career, Cyndi has been an advocate for the lesbian, gay, bisexual and transgender (LGBT) community and she co-founded the True Colors Fund to further her activism. Through this organization, Cyndi aims to raise awareness, especially in the straight community, about the hardships suffered by the LGBT community and further the cause of civil rights. Cyndi strongly believes in civil rights and equality for all and the True Colors Fund seeks to put an end to discrimination.

So far, Bret Michaels has earned the most money for his charity. After the first challenge, he presented the American Diabetes Association a check for a whopping \$100,000. Other winners have includes Maria Kanelis and Summer Sanders.