

BAZAAR

Harper's

PROFILE

December 2006

Petra Nemcova:

Petra decided to grab hers and run hard. After spending five months with her family in the Czech Republic while her pelvis healed, she resumed modeling; penned a memoir, *Love Always, Petra*; and in July 2005 founded her own charity, the Happy Hearts Fund. Designed to provide educational, medical, and psychological support for children victimized by natural and economic disasters, it was a project born of shock. "Following the tsunami, so many asked me where to send money that, feeling responsible, I called some charities and was stunned when none could tell me where their money went. So I decided to use my access and create my own project-based charity, so everyone *can* see exactly where every penny goes. Bill Gates said that running a charity," she laughs, "is harder than running a

business and he's right"—though when it comes to raising dough, the girl clearly has a knack. Besides creating "Czech Beauties," a calendar boasting 12 supermodels (including Eva Herzigova and Paulina Porizkova), Petra also dreamed up and is producing the *Big Red Book* project. A multimedia coffee-table book, it will feature the photographs, essays, and artwork of philanthropic movers and shakers, from George Clooney, Beyoncé Knowles, and Prince Albert to firemen and doctors, all explaining how they help others and why. Both are due this coming September, with proceeds going to Happy Hearts.



Petra today, at peace and focused on the future. Chloé dress, \$3,000. 212-717-8220. See Where to Buy for details.