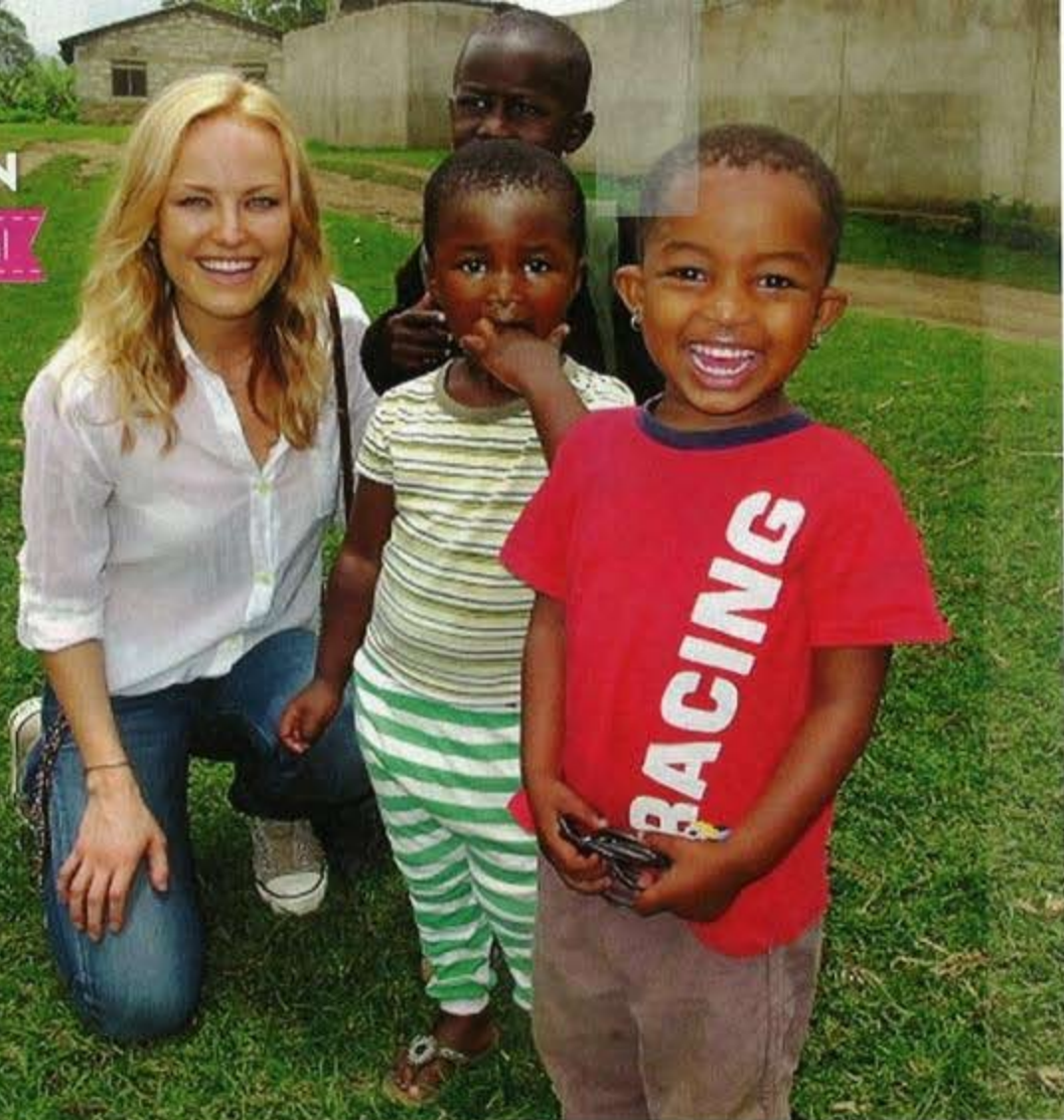


MALIN AKERMAN

Opportunity International

RATHER THAN JUST donate, the mom-to-be wanted to see Opportunity International at work. Since 1971, the organization has provided small-business loans in 20 developing countries. So in July, the *Rock of Ages* star, 34, a fund-raiser for the project, was thrilled to travel to Tanzania (right) and Nicaragua to tour a pilot school that will train teens for careers in tourism and agriculture. As she tells *Us*, "It was more exciting than finding out I was going to be in a Tom Cruise movie!" (opportunity.org)



OLIVIA PALERMO

Maasai Project 2013

THE CITY ALUM, 26, COMBINES FASHION AND PHILANTHROPY as the face of the Maasai Project for Piko-linos, a Spanish company that empowers Maasai women by showcasing their embroidery in a line of sandals. In September, she traveled to Kenya (above) to meet some of the 1,400 women earning wages for the first time (profits from the shoes go to the Maasai). "They can contribute financially to their families," Palermo recalls. "This adds to their self-esteem." (pikolinos.com)

MATTHEW MCCONAUGHEY

J.K. Livin Foundation

PART OF LIVIN' IS GIVIN' BACK!" MCCONAUGHEY declares. The *Magic Mike* star, 43, and wife Camila, 30, promote wellness with after-school programs for at-risk kids. Since 2008, some 2,000 students in L.A., Austin, Dallas and New Orleans have seen grades go up and behavior problems go down. And the dad to Levi, 4, Vida, 2, and one on the way, is no hands-off philanthropist. He drops by schools when he's in town (below). He tells *Us*, "The kids teach me!" (jklivinfoundation.org)



CLOCKWISE FROM TOP: COURTESY OF OPPORTUNITY INTERNATIONAL; JOHN SHEARER/PRESENCE.COM, NYC

