

CHAMPIONS FOR CHILDREN

Newsletter

Keeping Change for Good® Volunteers in the Know!

WINTER/SPRING 2007



WELCOME

December 1, 2006 marked the official re-launch of American Airlines' partnership with UNICEF's Change for Good® campaign and the creation of a new volunteer program, "Champions For Children." Since AA began supporting the Change for Good® program in 1994, we have collected more than \$2 million from passengers and saved countless children's lives. The new "Champions for Children" program is our way of recognizing your critical role in making this happen and giving you exciting opportunities unique to registered volunteers. So even if you are already collecting for UNICEF onboard your flights, be sure to register to be a "Champion for Children" (on Jetnet or at your base's MOD office) and help us meet our recruiting goal of 1,200 international flight attendant Champions!

Sincerely,

Nancy Rivard

President, Airline Ambassadors

Steven Ellis, Esq.

APFA Volunteer

TOP REASONS TO REGISTER

- 1 You get to VOTE on where donations go!
- 2 You are entered into a lottery to travel with UNICEF into the field!
- 3 You get a special lapel pin and starter kit!
- 4 You receive this newsletter and other updates for Champions for Children!

CHECK YOUR BID SHEETS!

Find out when the Purser Conference will be at your base between March and June where you can visit the Champions for Children table for more information or to sign up.

CHAMPION SPOTLIGHT

While on Jetnet one day, I read an article about UNICEF's "Champions for Children" and the airline industry's "Change for Good" Program. Since I enjoyed my previous involvement with "Healing of the Children", Airline Ambassadors; and my experiences with assisting children in need, I immediately joined and became a volunteer. I feel such satisfaction in helping others, especially children in need.

My first day as a volunteer was on December 1st 2006. I decided to start the fundraising campaign by making announcements in both English and Spanish. I felt it was appropriate to do this immediately after the Featured Film ended, while the credits were on the screen, and I had everyone's attention. As I walked down the aisle, I received lots of donations and compliments from our customers. They advised that doing something for our children was very important. Also, I received the same compliments from my co-workers. Some co-workers expressed their feelings by



saying, "You're an inspiration to me." This is why I urge all co-workers to volunteer their time with this effort. By becoming a "Champion for Children," the team effort can make a huge difference in the lives and dreams of these children.

I was surprised with the amount of donations collected in the Caribbean market. My original goal for December was to collect at least \$500. My expectations were exceeded as I finalized the count for December at \$1700 plus foreign currencies. The support I have received from the customers has been awesome.

Currently, I am looking forward to continuing this effort and hopefully increase the amounts collected. Again, I urge all co-workers to get involved and make a difference in the lives of children with UNICEF.

Rolando Vazquez

Champion for Children





How your Change for Good donations are saving kids' lives!

- \$2 immunizes 20 children against diphtheria, tetanus and whooping cough
- \$26 provides a small water filter to give a school or families safe drinking water



CHANGING LIVES

As an Airline Ambassador, American Airlines international flight attendant, and Champion for Children, being part of the UNICEF field trip to Peru in September 2006 was a wonderful and eye-opening experience. Our group witnessed firsthand a number of UNICEF's programs in action to improve the health, welfare, education, and thus future of Peruvian children.

We visited schools and HIV counseling and prevention centers in Lima, as well as health clinics, community centers and schools supported by UNICEF in remote villages throughout the Cuzco region. For example, we experienced firsthand how UNICEF programs educate young mothers in personal health & hygiene, ultimately benefiting their children. I was also affected by our visit to a remote village community



center set up to support and counsel victims of domestic violence, which deeply affects many children.

This trip was very impressionable for me, knowing that the funds collected by Champions for Children for the Change for Good program on board our AA flights do make a difference! To think that a mere **6 cents can save a child's life** means that no amount given is too small. I am proud to be a Champion for Children, collecting any leftover currency or donations our AA passengers can give to help UNICEF better the lives of children in need worldwide.

Christina Andersen

Champion for Children

HOW TO SIGN UP!

- 1) Go to www.jetnet.aa.com and go to Employee Programs
 - 2) Select "Champions for Children" from the list of Volunteer options
 - 3) Click on the volunteer button and fill out the registration form
 - 3) Pick up your "Champions for Children" kit at your local MOD office
- * You can also pick up a registration form at your MOD office



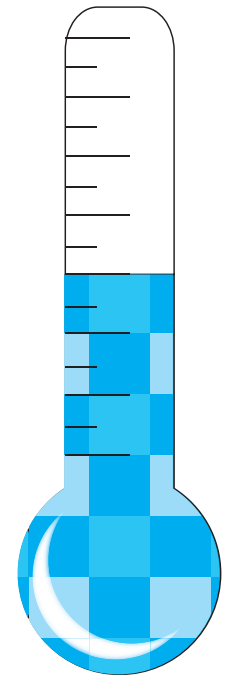
REACH FOR THE SKY

Our Goal:
1,200 International
Flight Attendants

590 recruited so far!

**We're halfway there,
but we need your help
to reach our goal!**

IT'S EASY TO SIGN UP!



For more information about "Champions for Children," visit the Employee Programs page on Jetnet. For questions about the program, please email us at championsforchildren@aa.com.