



### DEAR CHAMPIONS,

Thank you to all of you who are collecting for UNICEF's Change for Good program on your flights every day. Your volunteer efforts while on the job are making a HUGE difference for children with HIV/AIDS, for those in Africa suffering in the recent disaster and for child survival around the world. We have seen this work first hand in Peru, Honduras, Chile and Haiti, and thank American Airlines flight attendants on behalf of Airline Ambassadors and the APFA for your extraordinary contribution bringing compassion into action. Don't forget to log your volunteer hours on American Giving which will reap benefits for you and your favorite charity. See instructions in the *Did You Know* section on the back!

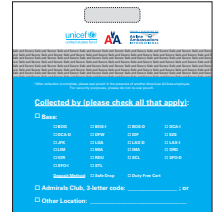
In Unity and in admiration for all you do,

Steven Ellis, Esq.  
*APFA Volunteer and Champion for Children*

Nancy Rivard  
*President and Founder  
Airline Ambassadors International*

### CHAMPION UPDATES

- ★ We hope you are enjoying the Change for Good in-flight video that launched in August, and are showing it on-board your flights. The video includes touching footage of a recent UNICEF field visit that four of your fellow Champions attended in Chile.
- ★ Champions should be using the new and improved Change for Good collection bags. Make sure to mark off your base or Admirals Club on the back of the pouch before dropping it in the Duty Free cart or, if not available, the safe.
- ★ Champions have told us that their collections are more successful when they read the Change for Good PA in the passengers' native tongue. Pick up the foreign language Change for Good PA booklets at Flight Service MOD offices.



**Thank you! Merci! Gracias! Obrigado!**

### CHAMPIONS SPOTLIGHT



Andrea Hackim was born 6th of 11 children, and was raised by very devoted parents who not only assured their family's health and comfort, but taught them valuable life lessons. "They made us aware that not all children were as fortunate as we; and they encouraged us to 'pay it forward' by doing our best to make a positive difference in the lives of others."

Andrea became a Champion for Children when the program expanded to Caribbean routes. She feels that supporting UNICEF as a Champion is her way of giving back. "Hopefully, my simple action of collecting donations in-flight will result in a child having a place to rest their head and not go to bed hungry, replacing tears and fears with a chance to smile and play. My actions are but a drop in the bucket, but these 'drops' add up to make a difference." Andrea enjoys taking Super Coin, the program mascot, on her travels. "We had fun collecting in the aisle together. The kids on my flights were enamored with him and loved to hug him. For October's 'Trick-or-Treat for UNICEF,' I bought Super Coin his own little treat basket and Halloween items to wear!" *Andrea Hackim, IMA Champion for Children*

### ANNOUNCING THE NEW ANNUAL CHAMPIONS FOR CHILDREN VOLUNTEER AWARD

**Nominate a "Super Champion" today!**

Help us recognize our fellow Champions who go "over and above the call of duty" in their efforts to participate in the Change for Good program. Maybe it's someone who: created a special PA and shared it with other Champions; encouraged others to register as Champions; submits suggestions, ideas and stories in Champions newsletters; sets an example for other Champions; makes the collection or PA with a smile on their face, even when they've had a bad day; or is just a "Super Champion" through and through. You know who those superstars among you are, and now is your chance to recognize them!

To nominate a fellow Champion(s), tell us why you feel they should be recognized in 2-10 sentences. Send us their full name (and employee number, if known) and Base or Admirals Club, as well as your name, email address, and Base or Admirals Club. You can email your entries to [championsforchildren@aa.com](mailto:championsforchildren@aa.com), or board mail them to: Christina Andersen, FA, JFK.

*The submission deadline is January 15, 2012. Your Champions for Children team will select the "Super Champions." The winners will be announced and recognized in Spring 2012.*



## WORLD AIDS DAY – DECEMBER 1ST

We recently commemorated World AIDS Day, a day where people worldwide unite in the fight against HIV, show their support for people living with HIV and commemorate people who have died. Thank you, Champions – you have supported this fight by collecting more than \$2 million to support UNICEF’s HIV/AIDS programs in Latin America since December 2006.



### A VERY SPECIAL THANKS

Dear Champions,

We are thrilled to announce that December marks the five year anniversary of the Champions for Children volunteer program. This component of UNICEF’s Change for Good on American Airlines program was launched in 2006 with the incredible support of Airline Ambassadors International in an effort to make the program more grassroots and employee-led. It has achieved unimaginable success.

Since December 2006, Champions for Children have **collected over \$5 million** to support UNICEF’s lifesaving programs for children around the world; **2,476 Champions** have been recruited; and Champions have **advocated to millions of travelers** on behalf of the world’s children.

The passion and hard work that Champions demonstrate every time you collect for Change for Good is helping to achieve real results for children. In September 2011, UNICEF and the World Health Organization shared the encouraging news that the number of children who die every day from preventable causes has dropped substantially.

I’m so thankful for all you do. We still have more lives to save – 21,000 children still die each day from causes we can prevent, and that’s 21,000 too many. But I am confident that together, we’ll reach the day when ZERO children die needlessly.

From the bottom of my heart, thank you for your commitment to saving children’s lives.

Sincerely,

Caryl M. Stern  
President & CEO, U.S. Fund for UNICEF



### CHAMPIONS’ IMPACT ON CHILDREN

Thank you, Champions, for designating August and September collections to support UNICEF’s relief efforts in the Horn of Africa region. A total of \$286,403 was raised. With your support, UNICEF continues to ensure the region’s most vulnerable children are:

- receiving treatment for severe, acute, and moderate malnutrition
- gaining access to clean water and improved sanitation
- receiving vital immunization vaccines against measles, polio, and other deadly diseases
- resuming schooling through the provision of temporary learning spaces and School-in-a-Box kits

To the right is a photo of Somali refugee children focusing on their lessons in a UNICEF-supported school located on the Kenya/Somalia border. It is with the support of Champions like you that these children are able to resume schooling and regain a sense of normalcy in their lives during such a tumultuous time.



2011 Change for Good collections through September total \$1.02 million, making us \$730K away from our 2011 goal of \$1.75 million. Let’s make sure a Champion collects on every international flight this holiday season!

### DID YOU KNOW?

#### American Giving – Volunteer!

- Join the thousands of fellow employees who log their volunteer hours on American Giving – Volunteer! By doing so, you can enhance the value of your volunteer service and can ultimately benefit the charity of your choice, including the U.S. Fund for UNICEF and Airlines Ambassadors International, through the American Airlines Rewards Program. Learn more by going to the Employee Programs page on Jetnet and clicking on ‘Volunteer Now.’

#### Field visit

- BRAND NEW! Check out the new Field Visit section on the Champions microsite that includes information, stories, and photos from the past UNICEF field visits with Champions. Visit [www.unicefusa.org/champions](http://www.unicefusa.org/champions) and click on the tab on the right side that says “Field Visits –NEW!”
- Information on the 2012 UNICEF field visit for Champions, and how you can enter to participate, will be coming soon!

For more information about Champions for Children, visit the Employee Programs page on Jetnet or [www.unicefusa.org/champions](http://www.unicefusa.org/champions). Email [championsforchildren@aa.com](mailto:championsforchildren@aa.com) with your questions, stories, or to update your email address. Visit the Champions online community, and “like” the Champions Facebook page at [www.facebook.com/championsforchildren](http://www.facebook.com/championsforchildren). Airline Ambassadors is proud to support the Champions for Children program. For more information on AAI, visit [www.AirlineAmbassadors.org](http://www.AirlineAmbassadors.org).

