

CHAMPIONS FOR CHILDREN

Newsletter



SPECIAL
EDITION

Congratulations on a very successful re-launch!

SUMMER 2008

WELCOME



We are thrilled to announce that in the first year of the re-launch of Change for Good®, Champions for Children have raised over \$400,000! This represents an enormous increase compared to the donations collected in 2006. This brings the total donations collected since the partnership with UNICEF began fourteen years ago to over \$2.3 million. You have a lot to be proud of!

A portion of the donations collected by you and your fellow Champions in 2007 has already gone to support UNICEF HIV/AIDS programs in Latin America. Registered Champions have just cast their votes to decide where part of the additional funds will go, and we thank everyone who participated in the voting. You have made your voices heard: the remaining funds will benefit UNICEF programs for children in Latin America and the Caribbean. For the right to vote and other benefits, sign up to be a Champion for Children TODAY, and invite your fellow International FA's to sign up as well. Every donation you collect will help UNICEF do whatever it takes to save children's lives. Remember, more Champions = more lives saved!

Sincerely,

Nancy Rivard

President, Airline Ambassadors

Steven Ellis, Esq.

APFA Volunteer

HOW TO PARTICIPATE

It's easy to become a Champion for Children!

- Register on Jetnet's Employee Programs page
- Play the UNICEF Change for Good® video in flight (pick up a copy from your MOD office if there's not already one onboard)
- Make a P.A. which you are free to personalize (English, French, Spanish, Portuguese, Japanese, German, Dutch, Italian and Russian versions are available at your MOD office)
- Collect donations from passengers in the Change for Good® pouches (available in the Duty Free cart or at your MOD office)



The Champions for Children program is an opportunity for you to help change children's lives, all while you're at work. It's an entirely International FA and Admiral's Club Employee volunteer-driven program created just for you. It's FREE, EASY and REWARDING!

CHAMPION SPOTLIGHT

I love the Change for Good® program because it has a two-fold effect. The money raised helps countless children around the world, but on a personal level it makes me feel good about how I am contributing to that effort.

On a flight from BOS to LHR after reading the P.A. and walking through the cabin with the collection pouch, I returned to the galley with quite a heavy bag. I roughly counted the money and then made an additional P.A. thanking everyone who donated because we had raised over \$240, enough to buy a medical kit that could help save the lives of 1,000 people for 3 months. A passenger informed me that he was so impressed with our efforts that he wanted to match the donation and gave me a check made out to the U.S. Fund for UNICEF for \$250.

I can't remember a time in the past 21 years that I have been flying where an act of generosity brought tears to my eyes. At the end of the flight I said, "I would once again like to thank everyone who assisted us with the UNICEF Change for Good program tonight and offer a special thank you to a very special customer who matched our contributions."

Frank Eschmann

Champion for Children, BOS



OVERHEARD

Maurilio Ruiz, Purser and Champion for Children at JFK, has been having tremendous success collecting donations for UNICEF on his Argentina flights (IFS). Maurilio said that in November 2007, United Nations Secretary-General Ban Ki-moon was a passenger on his flight to Buenos Aires and that he gave \$100 for Change for Good, plus each of his colleagues gave \$50! The Secretary-General expressed to Maurilio how pleased he was that the crew was collecting for UNICEF, and he thanked them.

Christina Andersen, Champion for Children at JFK, worked a Caribbean trip between Miami and San Juan with no duty free carts or UNICEF video. Another Champion for Children onboard made a very pleasant Change for Good announcement in both English and Spanish, plus a second one at the end of the flight to thank the passengers for their generosity. Christina couldn't believe how generous these passengers were. Almost every row of passengers (on an Airbus) gave change or dollars (some big bills, too!) She is sure it made a difference that the Change for Good announcement was also made in Spanish. It was a great experience, and Christina looks forward to all AA flights including similar experiences.





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

- Approximately \$3 provides a large wool blanket to protect a child from the cold during an emergency
- Approximately \$15 can immunize 10 children against measles, mumps, and rubella



Change for Good® & American Airlines: A History of Saving Children's Lives

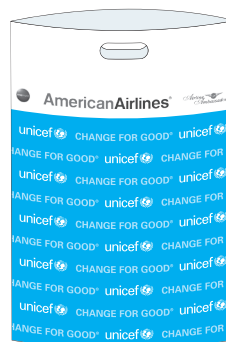
American Airlines has been UNICEF's Change for Good® partner in the United States since 1994. Change for Good is a global partnership between UNICEF and the international airline industry which has generated more than \$60 million by converting passengers' unused foreign and domestic currency into life-saving materials and services for the world's most vulnerable children. Of that amount, AA's employees have collected more than \$2.3 million for the Change for Good program!

Re-Launch

The Change for Good program on American Airlines was revitalized and officially re-launched in December 2006 with the goal of raising even more funds to help UNICEF save children's lives. For the re-launch, Airline Ambassadors came onboard to spearhead recruitment efforts for the new Champions for Children volunteer program for international flight attendants, designed to engage you in an easy and meaningful way to give back while on the job. The program kicked off with a field visit to Peru where AA Flight Attendants (who are also Airline

Ambassadors) visited UNICEF projects and filmed new footage for the in-flight video.

Since the re-launch, over 1,200 flight attendants have registered as Champions for Children and together, they have helped to collect over \$400,000 to help children! We hope that 2008 will see many more Champions registered and additional much needed funds collected.



On behalf of all of the lives you have helped UNICEF save and the futures you have helped brighten, congratulations.

UNICEF would like to extend a sincere thanks to AA and AAI for all of their help and support in the re-launch of this program.

BECOME A CHAMPION TODAY!



1,226 International FA's and Admirals Clubs have signed up so far. Let's keep building on our amazing achievements! Encourage your fellow International FA's to sign up today!

**Welcome,
Admirals Club® Champions!**



18 Admirals Clubs participated in Change for Good® in 2007 by placing collection boxes in their lounges and inviting members to make donations. This year, all U.S. Clubs and Flagship Lounges® have signed on, and many new international locations will be joining as well. Register today as an Admirals Club "Champion for Children" and help UNICEF save children's lives. Links to register are available on Jetnet and Premium Highways.

YOU ARE MAKING A DIFFERENCE

**Congratulations on over \$400,000 raised!
You have made a true impact on children's lives.**

With these funds UNICEF can:

Purchase 320,000 liters of therapeutic milk for infants with severe malnutrition

OR:

Buy a box of eight crayons for 5,000,000 children

OR:

Purchase 645,000 packs of 50 water purification tabs to provide clean water for children



THE BENEFITS OF REGISTERING

- 1 You get to VOTE on where donations will go**
- 2 You will be entered into a lottery to have a chance to see UNICEF's lifesaving work in the field**
- 3 You will receive a lapel pin and starter kit**
- 4 Be "in the know." You will receive this newsletter and other exciting updates**

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.

Airline Ambassadors is proud to support the Champions for Children and Change for Good programs.