

# CHAMPIONS FOR CHILDREN

Newsletter



Keeping Change for Good® Volunteers in the Know!

SPRING/SUMMER 2011

## Dear Fellow Champions:

It was such an inspiration to participate as part of the site visit to Santiago, Chile, and see how the Change for Good donations we raised truly made a difference for children and families affected by the terrible earthquake and tsunami in February 2010. Our UNICEF hosts took Champions to visit programs helping the poorest of the poor, and providing support in many "aldeas" (temporary housing camps for those who lost their homes). Airline Ambassadors is truly a proud supporter of the Champions for Children program, which gives us flight attendants a way to give back while on the job. Many thanks to each of the Champions for their dedication and service!

**Nancy Rivard, President and Founder**  
*Airline Ambassadors International*

We understand that some of you have concerns about the proper auditing of donations collected for the program. To ensure the integrity of the program, please follow our procedures: Make a PA; Play the video; Collect; Lock the bag in the Duty Free cart or in a Safe.

We have activated a Professional Standards protocol for this program through the APFA. If you have any concerns, PLEASE, contact us at: [ChampionsForChildren@aa.com](mailto:ChampionsForChildren@aa.com) and we will take action immediately. Do not allow your concerns to dampen your enthusiasm! Thank you for your dedication and amazing efforts.

**Steven Ellis, Esq., APFA**  
*Champions for Children Volunteer*

## Exciting Announcements:

- ☆ Thank you to all Champions who casted your votes on which country/program will benefit from roughly \$280,000 of your 2010 collections. We tallied the results, and an overwhelming majority of Champions voted to support UNICEF's child protection programs in the Dominican Republic!
- ☆ A new Change for Good in-flight video is coming in August! The video will include footage from a recent UNICEF field visit to Chile, where a few Champions witnessed firsthand the impact your collections are having on the lives of children. Please encourage your fellow Champions to show the video whenever possible – contact [championsforchildren@aa.com](mailto:championsforchildren@aa.com) if you're having trouble playing the video.
- ☆ New Change for Good collection bags are beginning to make their debut in-flight (see the photo of Jimmie Kemp in the Spotlight feature below!) They're smaller, more secure, and all you need to do is check-off your base or write in your Club name on the back of the bag, seal it up, and feel great about making a difference in the life of a child!



### Join the Champions online community!

- "like" the Champions Facebook page at [facebook.com/championsforchildren](http://facebook.com/championsforchildren)
- Continue to visit [unicefusa.org/champions](http://unicefusa.org/champions)

## Champions Support the Japan Emergency



Thank you, Champions, for your commitment to raising critical funds in the months of March and April to support UNICEF's relief and recovery efforts for children following the earthquake and tsunami in Japan. Champions raised a total of \$232,660! This money is helping support UNICEF's work in

the following areas: providing relief supplies including hygiene kits, clean drinking water and education materials that allow children to continue learning in temporary spaces; advocating for the protection of vulnerable children; and setting up Child-Friendly Spaces, offering protection, health services, and stability for children in a healthy setting where they are surrounded by their peers. On behalf of the children of Japan, thank you for making UNICEF's work possible!

### Hear what your fellow Champions are saying:

"Thanks so very much for using the donations from flights to help the children in Japan. I thank all the Champions for their efforts on board our flights. This is a really tough time, and UNICEF sending the funds directly to Japan is wonderful. Thanks to all!"

*-Robert Burrell, IDF Champion for Children*

"I like to volunteer and I do it with pride."

*-Hector Calzada, IMA Champion for Children*

## Champions Spotlight

Jimmie Kemp continues to be inspired to collect on his flights. "It is so worthwhile to see our AA customers give to UNICEF – no matter the amount – knowing that they give from their heart." He recalls a special incident when he and a fellow Champion were collecting on a Miami - Costa Rica flight last November. A customer asked, "How much should I give?" To which Jimmie replied, "Whatever is in your heart." Jimmie said he expected no more than a \$20 check and was shocked (but very touched) when the customer wrote a check to UNICEF for \$500!



Jimmie always plays the UNICEF Promo video prior to collecting on his flights. He feels the video is very effective since it not only shows customers how their donations may be supporting UNICEF programs, but also shows Champions on a field visit and collecting in the aisle. He also hopes that "more foreign language speakers will help us by reading the UNICEF PA in the destination language. This makes a huge difference in the amount of donations."

Jimmie hopes to motivate more flight attendants to sign up as Champions and encourages all current Champions to continue collecting on their flights. "It takes so little time at work and makes a tremendous difference in the lives of children worldwide."

*Jimmie Kemp, JFK Purser & Champion for Children*

# How your Change for Good® on American Airlines donations are saving kids' lives!

- 7¢ can provide oral rehydration salts, which help children combat dehydration and diarrhea
- \$10 can provide 10 children with a sketch pad and set of 8 coloring crayons each



## UNICEF Field Visit To Chile

In April I had the honor of going to Chile on a UNICEF field visit with Champions for Children Aimee Doe (LAXI), Silvia Sepúlveda (SCL), and Claudia Berra (EZE). It was truly an eye opening and emotional experience.

We traveled to Concepción, the city most affected by the February 27, 2010, earthquake and tsunami, with wonderful staff members from UNICEF to see our Change for Good collections in action.

The first stop was to visit families who were beneficiaries of "Programa Puente" which provides materials and social workers to help lift underprivileged families out of poverty.

The next stop was an aldea. Aldeas are temporary camps built to provide shelter for families whose homes were destroyed by the disaster. There are more than 107 aldeas with more 4,500 families living in them. Residents are benefiting from water and sanitation facilities provided through UNICEF.

At one aldea we visited they were celebrating the opening of a ludoteca, a Toy and Book Lending Library aimed at children 2 to 12 years of age, and a children's play room. UNICEF has provided 80 ludotecas to the aldeas, each standardized with books, toys and educational games, as



well as instructional materials. The toys and games can be used in the play-room, or can be "checked out" and taken home. We were able to interact with the children, playing with the toys and games, and also outside playing soccer and on the swings and teeter-totter.

The next stop was the Centro de Salud Familiar to see "Chile Crece Contigo" (Chile Grows with You) program, in which pregnant women receive written and personal counseling regarding pregnancy, as well as clothing and other supplies for their newborns. Sensitivity to indigenous cultures is observed and the guide material adapted to meet their needs.

I was brought to tears on more than one occasion, not just by the conditions under which people were living; but also, by the resilience and graciousness they have summoned to go about rebuilding their lives. I came away with a true appreciation for the value of the UNICEF projects in bringing learning, play, happiness and a bit of normalcy to children and their families whose lives have been so affected by natural disasters and economic circumstances.

I was honored and humbled to see firsthand the significant difference the funds collected by Champions for Children are making in the lives of children and their families.

Charlie Consoli, IOR Champion for Children

### Did You Know ?

- ➔ Since there's no Duty Free on 757s to Europe and South America, remember to pick up a collection bag from the MOD and deposit your collections in the UNICEF safe at base.
- ➔ Speaking of Duty Free, remember to coordinate with your Purser and #3! Your collections should always go in a Duty Free cart when one is available. Help them help you by coordinating your collections so you can secure the money where it belongs and they can have time to properly close the carts.
- ➔ Due to heightened security nation-wide, CBP and TSA staff may from time to time be required to further inspect your UNICEF collection bag at customs or security. On the rare occasions that this does happen, don't be alarmed – it is the result of either a random selection or an X-ray alarm situation.

### Tell other Flight Attendants how easy it is to sign-up to become a Champion

1. Go to [jetnet.aa.com](http://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 form
4. Start collecting in Change for Good pouches!

## 2010 – Another Record-Breaking Year!

Champions raised over \$1.6 million in 2010 to support UNICEF's lifesaving programs for children – amazing work! These funds are supporting HIV/AIDS programs in Latin America, emergency relief and recovery programs in Haiti, and more! Your incredible efforts are helping UNICEF save and improve the lives of thousands of children around the world.

Change for Good on American Airlines has continued to grow year-over-year with the goal of raising \$1.75 million in 2011. This is an aggressive goal, but with a dedicated group of over 2,450 Champions, we know it is possible! January-March 2011 collections were trending down, but April collections were the third highest in history! Keep up the fantastic work, Champions!

