



CHAMPIONS FOR CHILDREN

A history of dedication

UNICEF's global Change for Good program began in 1987. AA has been the participating airline in the U.S. since 1994. Change for Good on American Airlines, proudly supported by AAI, is driven by AA flight attendant and Admirals Club employee volunteers known as "Champions for Children." This dedicated group has collected over \$5 million from generous AA customers to help UNICEF save and improve children's lives.

UNICEF relies on your help

Working in over 150 countries, UNICEF has saved more children's lives than any other humanitarian organization in the world. UNICEF provides children with lifesaving medicines, therapeutic foods, safe drinking water, education, and protection from exploitation and violence. These lifesaving programs are funded entirely by voluntary contributions; none of UNICEF's funds come from the United Nations. And for every dollar that UNICEF receives, more than 90 cents go directly to programs that help children.



Change for Good on AA participating organizations

Airline Ambassadors International

AAI, a not-for-profit organization, is a proud supporter of the Change for Good program on American Airlines, spearheading the recruitment of Champions for Children. For more information on AAI, visit airlineambassadors.org.

American Airlines

Since 1994, AA has been the proud U.S. airline supporting UNICEF's Change for Good program to help save children's lives in over 150 countries. For more information, visit aa.com/unicef.

The Association of Professional Flight Attendants

APFA was founded in 1977 and represents the flight attendants of American Airlines. For more information, visit apfa.org.

United States Fund for UNICEF

The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States. For more information, visit unicefusa.org.

CHANGE FOR GOOD ON AMERICAN AIRLINES:



THANK YOU FOR HELPING UNICEF DO WHATEVER IT TAKES TO SAVE A CHILD.

For more about Champions for Children

UNICEF-hosted Champions website: unicefusa.org/champions

Photos of Champions in action: flickr.com/groups/championsforchildren

Facebook: search for "Champions for Children"

Employee Programs page on JetNet: jetnet.aa.com

Questions? Comments? New email address? Please email: championsforchildren@aa.com



CHANGE FOR GOOD ON AMERICAN AIRLINES:



BECOME A **CHAMPION** FOR CHILDREN



CHANGE FOR GOOD ON AMERICAN AIRLINES:



CHANGE FOR GOOD

Children need your help

Millions of children in developing countries do not make it to their fifth birthday. UNICEF is doing whatever it takes to reach a day when no child dies from preventable causes. But we can't do it alone. By volunteering as a Champion for Children for UNICEF's Change for Good® program on American Airlines, you can help make a difference in children's lives around the world.

Small change, big impact

The concept of Change for Good is simple — travelers can donate their unused foreign and domestic currency onboard international flights to help support UNICEF's lifesaving programs. Coin by coin, note by note, the donations Champions for Children collect are enabling UNICEF to save children's lives around the globe. **No donation is too small** — every pound, pence, Euro, yen, dime, etc. helps UNICEF provide children with lifesaving immunizations, clean water, nutrition, protection, education, and support during emergencies.

Participation is easy!

Volunteering as a Champion for Children is an opportunity for you to help CHANGE children's lives — all while performing everyday work duties. Participating is easy, free, and rewarding — you have the flexibility to personalize your message and to do as much or as little as your schedule permits when flying international flights, including to/from Mexico and Canada.

The first step is to sign up — simply follow the instructions on the attached tear-out form. Then, on your next international flight, make a P.A., play the UNICEF Change for Good video if available, and collect donations from customers in the Change for Good pouches. You can feel great about the difference you are making in children's lives!

The benefits of joining

- You'll be entered in a lottery for a trip to see UNICEF's lifesaving work in the field
- You get to VOTE each year on which UNICEF programs your collected funds will support
- You'll receive a Champions for Children lapel pin
- You'll receive newsletters and other updates
- You'll be part of a global volunteer community that is helping save lives



Super Coin

Change for Good on American Airlines has a mascot: Super Coin! This loveable plush coin symbolizes the power a single coin can have in the life of a child in need. It gives registered Champions a new way to add some fun to their travels from airport to airport, and to engage customers onboard flights. Email championsforchildren@aa.com and request to take him around with you. Send us pictures with you and Super Coin in front of landmarks and with customers — you may be featured on the special Champions page at unicefusa.org/champions or in the next newsletter.

What your collections can buy

- Just 7 cents can buy a packet of oral rehydration salts to help children recover from life-threatening dehydration
- For 48 cents, UNICEF can provide a child with a notebook and pencil
- A mere 80 cents can immunize a child against polio for life



I WANT TO BE A CHAMPION FOR CHILDREN

There are three easy ways to register as a volunteer Champion for Children for UNICEF's Change for Good program on American Airlines.

- Register online at jetnet.aa.com. Go to Employee Programs, select "Champions for Children" from the list of volunteer options, click on the "volunteer" button and fill out the form
- Email the below information to championsforchildren@aa.com
- Board mail this completed form to Christina Andersen, FA, Flight Service, JFK

FIRST NAME

LAST NAME

ADDRESS

CITY

STATE

ZIP

EMAIL

PHONE

AA EMPLOYEE NUMBER

JOB TITLE

BASE/STATION/ADMIRALS CLUB

HOW DID YOU HEAR ABOUT THIS PROGRAM?

Pictured above: Lula (LIM), Frank (BOS), Rolando (JFK), and Mary (DFW) — past UNICEF field visit participants. Register now for your chance to attend the next trip!

