



CHAMPIONS FOR CHILDREN

Newsletter

WELCOME

Hello Champions! Your continued support of UNICEF's Change for Good program on American Airlines has made a HUGE difference in the lives of children around the world. There have been a lot of exciting developments this year, and the program has really "taken off." This is all due to your dedication and passion, and we can't thank you enough for your support.

Just two years ago, our collections goal per month was \$40,000. Over the last two years, your efforts have doubled, tripled, and most recently **QUADRUPLED** this monthly goal. In August 2009, you collected **\$169,000** to help UNICEF provide life-saving care and services to children in need. This is absolutely incredible, especially when you consider the state of the economy.

We have been so excited to work with all of you to expand Change for Good on American Airlines over the last year, including the placement of safes to hold collections made on non-Duty Free routes as well as domestic transcontinental flights. The program is growing, and every day more and more employees are able to participate!

Look for some fun new initiatives coming up including the introduction of a new program mascot called Super Coin who is making his way around the world. Remember to keep encouraging your fellow Flight Attendant friends to register as "Champions for Children" under *Employee Programs* at www.jetnet.aa.com.

In unity and with thanks,

Nancy Rivard
President, Airline Ambassadors

Steven Ellis, Esq.
APFA Volunteer

CHANGE FOR GOOD ON AMERICAN AIRLINES TRICK-OR-TREATED FOR UNICEF!

For the first time ever, American Airlines employees supported UNICEF's Trick-or-Treat for UNICEF program through Change for Good on American Airlines. First created in Philadelphia in 1950 when a youth group collected \$17 in decorated milk cartons on Halloween to help children overseas left vulnerable by World War II, this iconic program is the U.S. Fund for UNICEF's longest-running volunteer initiative in the U.S. and has raised millions to help UNICEF provide lifesaving assistance to children around the world.

New this year, as part of Season of Giving, American Airlines employees had the chance to "Trick-or-Treat for UNICEF" through Change for Good on American Airlines in the following ways:

- October 25th through October 31st, Champions flying out of BOS, DCA, LAX, SFO, JFK and MIA were able to volunteer to collect donations from customers onboard all domestic transcontinental flights in orange Trick-or-Treat UNICEF boxes.
- Domestic Admirals Clubs' and Flagship Lounges' collection boxes turned Halloween-themed, and customers were able to donate foreign and domestic currency throughout the month of October.
- Other employee groups were given the opportunity to support Trick-or-Treat for UNICEF through Change for Good on American Airlines.



CHAMPION SPOTLIGHT

When Change for Good on American Airlines expanded to domestic collections at BOS, Flight Attendant Ryan Perry volunteered to make announcements on his flights to gauge the interest in the program from this new group of passengers.

On his first flight, row after row of smiling passengers literally gave him the change from their pockets -- from \$19 from a six year-old, to some pesos from a grandmother, to \$200 from a generous man. By the time Ryan reached row 32, he had collected \$278, all on a Super 80 from El Paso to DFW. After four trips, Ryan had collected over \$2,100 in paper money alone (not including all of the coins filling the pouch!) That amount has grown to over \$7,500 (still not including coins and foreign money) to date!



As Ryan says, "I am just one person and was able to collect enough money to help thousands. Whether it was early in the morning or late at night, when we had a three-hour maintenance delay and I doubted whether or not to even make the PA, I would think to myself, this is not about me it is about helping children. So without a second thought, I get on that PA and then walk through the cabin holding my blue UNICEF collection pouch with a giant smile on my face for appreciation and thanks because I know in my heart that I am doing the right thing."

Ryan Perry, Champion for Children, BOS (Domestic)

Spotlight on...SUPER COIN!

Change for Good on American Airlines has a new mascot. Introducing... SUPER COIN! This loveable plush coin was created by a friend of the program in the summer of 2009. He and his twin sister have already begun their journey around the world, and have been seen in the captain's seat, at the Eiffel Tower in Paris, and the U.S. Fund for UNICEF headquarters in New York City, and are slowly making their way around the world.



Super Coin is a new way for registered Champions to add an element of fun to their travels from airport to airport, and to engage customers onboard flights.

Super Coin enjoys meeting passengers, flying around the world, and symbolizing the power of a single coin to make a difference in the lives of the children who need it most. Look for Super Coin's visit to your base, and email championsforchildren@aa.com to request to take him around with you. Send us your pictures and you will be eligible to be featured on the special Champions page at www.unicefusa.org/champions. Stay tuned for an upcoming Super Coin contest for the photo taken in the most unique place, and look out for a Super Coin tour in 2010!

A SPECIAL WEBSITE JUST FOR CHAMPIONS:

Did you know that there is a special website created exclusively for registered Champions for Children? In it, you can find fun stories, photos, testimonials, and tons of useful information, including downloadable PA cards, etc. Check it out today! www.unicefusa.org/champions (for a password, email championsforchildren@aa.com).



HOW YOUR CHANGE FOR GOOD® ON AMERICAN AIRLINES DONATIONS ARE SAVING KIDS' LIVES!

- Approximately 15¢ can provide one dose of a vaccine to immunize a child against polio
- Approximately \$45 can provide school supplies for 20 kids



CHAMPIONS HELP UNICEF SAVE CHILDREN'S LIVES IN BELIZE

One of the benefits of being a registered Champion for Children is the right to vote on which UNICEF projects a portion of the funds you collect each year will support. In June, you made your voices heard and overwhelmingly chose "Wherever the funds are needed most." UNICEF identified the Central American country of Belize as a place with great need that would greatly benefit from the \$192,500 – the portion of your 2008 collections that you voted on.

Your Change for Good collections will support programs in two areas of the country where there is extreme poverty, high population growth, unemployment, low wages, and increasing violence and crime. The funds will be helping UNICEF to create Child Friendly Communities in two neighborhoods where UNICEF will work to reduce the barriers keeping children from surviving and thriving.

Through this program, UNICEF will create child- and adolescent- friendly spaces, which serve as safe and protective environments for vulnerable youth with after school programs which offer children help with their homework, provide music and sports activities, and help them with life, livelihood and conflict resolution skills. The program will also provide income-generating opportunities for single mothers.



Your collections will help UNICEF:

- Keep kids in school
- Give 2,500 children special training in life and work skills, helping them to reach their full potential
- Provide 3,100 women with funds to support themselves and their families through income-generating projects, ensuring the households have enough funds for proper nutrition, school fees and supplies etc.
- Encourage the active participation of at least 200 youths in community and school governance activities
- Provide access to clean water and adequate sanitation to children in the communities to keep them healthy

The overall goal of this program is to improve the quality of life of children and women long-term, by involving the community in creating the solutions, and you are helping to make that a possibility.

These are just some of the ways YOU are helping make a difference through your participation in the Change for Good program. Thank you!

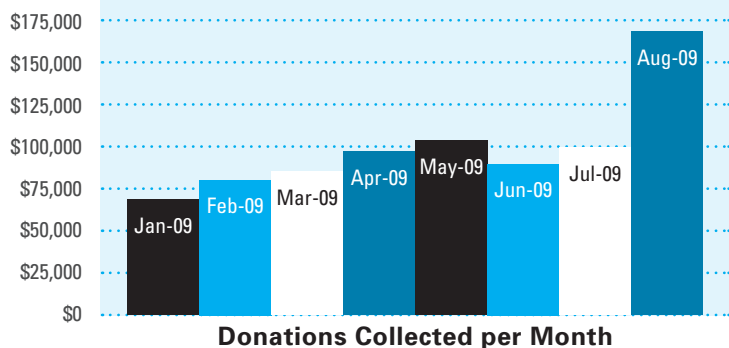
On behalf of all the children in Belize whose lives are better because of your hard work and dedication, thank you!

WE ARE ON TRACK TO MEET OUR \$1 MILLION GOAL IN 2009!

A huge congratulations to all Champions! From January through August 2009, collections have averaged **over \$88,500 per month!** And in August alone, you collected a record-breaking amount: **\$169,365 -- \$67k more than ANY OTHER MONTH IN THE PROGRAM'S HISTORY!!!**

Thanks to the enthusiasm and support of over 1,900 registered volunteer Champions and generous customers, we are well on track to meet – and even beat – our 2009 goal of raising **\$1 million** to support UNICEF's lifesaving programs!

IN-FLIGHT & ADMIRAL'S CLUB COLLECTIONS PER MONTH Jan. – Aug. 2009, Total Collected: \$796,751



ONE STEP CLOSER TO ZERO

In September, UNICEF announced that the rate of preventable under-five child deaths fell from 25,500 children per day three years ago to 24,000 today.

Increased use of basic health interventions – such as immunization campaigns, Vitamin A supplements, access to clean water and adequate sanitation, etc. – are all helping with this dramatic decline of child deaths worldwide. Although this news is cause to celebrate, 24,000 children are still dying every day from causes that are entirely preventable.



It is thanks to the efforts of dedicated volunteers like you that UNICEF and its partners have been able to carry out the work needed to save an additional 1,500 children each day. Peso by peso, yen by yen, you are helping UNICEF in its goal to reach a day when no children are dying of preventable causes. Every coin or note makes a difference!

DID YOU KNOW...

Champions can now drop donations collected through Change for Good on American Airlines in safes at **JFK, BOS, SFO, LAX, DCA, IAD, BWI**, and soon at **STL**. For specific locations, email championsforchildren@aa.com or ask at your MOD office. Every time you collect donations for Change for Good, you are helping UNICEF make a HUGE difference in the lives of the world's most vulnerable children!

For more information about Champions for Children, visit the Employee Programs page on Jetnet or www.unicefusa.org/champions. Email championsforchildren@aa.com if you have any questions about the program or to update your email address. Airline Ambassadors is proud to support the "Champions for Children" program. For more information on AAI, visit www.AirlineAmbassadors.org.