

# CHAMPIONS FOR CHILDREN



NEWSLETTER | SUMMER 2014

*Keeping Change for Good Volunteers in the Know*

## Colleagues and Friends,

It is with a heart full of conflicting emotions that I write to share with you the transitions I am experiencing since electing to take the VEOP effective May 1, 2014. It is bittersweet to be leaving my career of 26 years at American Airlines behind and, although I will miss the camaraderie and friendships that form an indelible part of who I am, the future is bright and full of promise. I am humbled by the compassion, generosity and unceasing efforts of so many of you to make this world a better place in your own communities and globally through the Champions for Children program.



Suzanne Wilcox and Steven Ellis

It is this spirit of service to others that not only defines our profession as flight attendants, but also illuminates this program and makes it meaningful as it helps so many children in need around the world. My service as an APFA Representative and as a Champion are highlights of my life and remind me regularly that service to others is life-altering and valuable in ways impossible to qualify.

I am delighted to announce that Suzanne Wilcox (IOR) as your new APFA Representative. I assure you that she will continue to advocate compellingly for the program. Please join me in welcoming her in her new role.

I look forward to crossing your paths, wish you all only the best and hope you will continue to support this amazing program.

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Steven Ellis, Esq.

APFA Volunteer, Champions for Children Team

## Thanks a Million+

Last year was a pinnacle year for UNICEF's Change for Good program on American Airlines. For the fifth consecutive year, Champions collected more than \$1 million for UNICEF from American's generous customers. In celebration and recognition of every single Champion that took the time to collect, a "Thanks a Million+" event was held at ORD in March. In addition, the Change for Good Champions of the Year — Paulette King (IOR), Aida Hall (IDF), Dianna Ventura (BOS) and Sandy King (RDU), pictured from left — were recognized at the event for their exemplary role as Champions in 2013.



Photo credit: Kim Galvin on behalf of American Airlines

The day was filled with heartfelt speeches, customers were invited to join and a table was set displaying examples of items that your collections can buy for children, such as UNICEF notebooks, water jugs, oral rehydration salts and much more. On behalf of all the children whose lives you are helping to save and improve, Thanks a Million+.

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From left: Champion Paulette King (IOR) collects with helpers Matt and Emma; Champion Christine Rolin (IMA), excited about being able to help children, begins her first collection with Super Coin; and Champion Sandra Albacete with Super Coin on an EZE flight.

Champions, please continue to send us your stories and photos at [championsforchildren@aa.com](mailto:championsforchildren@aa.com), and you, too, can be featured in a newsletter and on our Facebook page ([facebook.com/championsforchildren](https://www.facebook.com/championsforchildren)). While you're there, look for yourself and your fellow Champions with Super Coin in our Facebook album.

## Champions' Impact in 2013

**CONGRATULATIONS! YOU RAISED \$1,051,853.26**  
for UNICEF in 2013!



**\$440,570.59**  
raised to protect children and families affected by HIV/AIDS worldwide



**\$176,554.57**  
raised for typhoon affected victims in the Philippines



**\$216,042.69**  
raised to help children survive and thrive in more than 150 countries worldwide



**\$218,685.41**  
raised for Champions to vote for Maternal and Neonatal Health programs in Bolivia

Through your incredible support of UNICEF's Change for Good program, Champions for Children and generous American Airlines customers are enabling UNICEF to literally *change* children's lives. Your efforts are making a difference!

ON BEHALF OF UNICEF AND CHILDREN EVERYWHERE, *thanks a million+.*

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



**\$1.50 provides a notebook and pencil to a child eager to learn**



**\$10 provides six packets of milk and 11 packets of food spread for malnourished children**

## How Change for Good Empowers Youth and Ethnic Groups in Colombia

Riding in our vehicle on rural roads wearing our cyan blue Champions for Children T-shirts, I had no idea what to expect. I knew that UNICEF's Change for Good program was helping children, but to see communities come together and rejoice over the clean water and sanitation, support of HIV/AIDS program and more that were funded directly by our collections in Colombia touched me greatly.

The first day in rural Santander de Quilichao, we were greeted by children wearing scrubs who taught us how to clean our hands so that we don't spread germs. We visited three different schools yet they were all identical with a warm welcome and a genuine thankfulness for the new sanitary and hygiene facilities they received through our collections.

We also visited Fundamor Sede La Viga Pance Cali, which will stay in my heart forever. It is an amazing program and facility that embraces orphans and young people affected by HIV/AIDS with open arms. The HIV/AIDS programs funded by our collections are progressive and developed with teens so that the messages are met on their level of consciousness and awareness. They focus on disease prevention and the elimination of stigma and discrimination.

When we debriefed, I became aware of the strong bonds that had formed over the past few days. Each participant — whether a UNICEF staff member or a fellow Champion — connected in an unforgettable way. The daily challenges we witnessed in these communities, the gratefulness expressed by the children and adults and the positive



Karen Anderson (JFK) is a Champion for Children who attended the June 2014 UNICEF field visit to Colombia.

results of the interventions on the part of UNICEF and partners as a result of our collections will remain in all of our hearts.

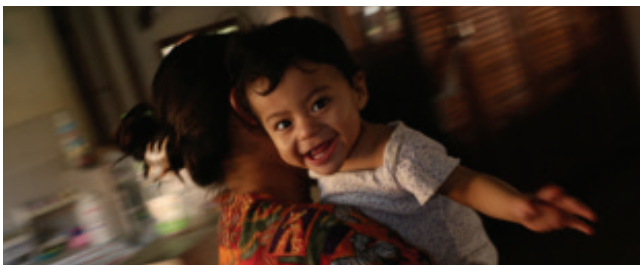
The visit really reaffirmed my dedication to being a Champion. I will continue to advocate, educate and raise awareness for the children UNICEF supports. What we are doing truly is making a difference!

## 2014 Voting Results and UNICEF Field Visit

Thank you for voting on where a portion of your 2013 collections will be dedicated. You overwhelmingly chose to direct \$218,685.41 to help UNICEF prevent child and maternal mortality in vulnerable indigenous communities in rural Bolivia through programs that improve access to quality health care and health services.

In June 2014, four lucky Champions joined UNICEF on a trip to Colombia to see firsthand the programs that you voted to allocate a portion of your 2012 collections to support.

Every registered Champion has the opportunity to be entered into a lottery or contest to participate in the annual UNICEF field visit for the experience of a lifetime. Look for updates in the coming months!



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## New Resources and Friendly Reminders

**New PA Cards** have been created. They are available in 10 languages — English, French, Spanish, Portuguese, German, Italian, Mandarin, Finnish, Korean and Japanese — and will be arriving at your base soon. In September, you will be able to find the English version in your PA Booklet on your tablet in the "Document Library" under "My Tools." You can also download the language of your choice by clicking the "Resources" button at [uniceusa.org/champions](http://uniceusa.org/champions).

**The Champions for Children microsite** has been revamped. You can access it at [unicefusa.org/champions](http://unicefusa.org/champions) and find the latest updates on the program. Also see tools and resources that can help you in your fundraising; reports on where your funds are going; your fellow Champions and program mascot Super Coin in action; and information on contests and activities. Visit the website and let us know what you think.

**Help us Recruit Fellow Flight Attendants.** Tell others how easy it is to sign up to become a Champion.

1. Go to new Jetnet.
2. Click on "Around American" and select "Support Your Community."
3. Scroll down to the "Volunteer" section and select "Champions for Children."
4. Scroll down to select "Register Now." Be sure to include your preferred current email address.
5. Start collecting in Change for Good pouches.

For more information about **Champions for Children** or to register, visit **Jetnet** or [unicefusa.org/champions](http://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 [facebook.com/championsforchildren](https://facebook.com/championsforchildren).

Change for Good on American Airlines

