

CHAMPIONS FOR CHILDREN



NEWSLETTER | WINTER 2013/14

Keeping Change for Good Volunteers in the Know

Dear Champions,

What an amazing year we have had! As of the time of this writing, we are well on our way to another inspiring year of collecting for UNICEF. Your dedication to our volunteer program is greatly improving children's lives worldwide.

- To all of our new-hire flight attendants who joined the FA Corps in 2013/14, we'd like to extend a special invitation to join us as a "Champion for Children." Change for Good on American Airlines is just one opportunity at American to make the world a better place. The U.S. Fund for UNICEF and a few Champions have been on motivational visits to JFK, ORD, MIA and LAX this fall/winter to thank and recruit Champions. We hope you had the opportunity to meet these tireless representatives and volunteers who care so deeply for our program.
- We sent a team of FAs on a field visit to Brazil, filmed a new inflight video, and saw our collections in action assisting youths in favelas.
- Five lucky Champions attended once in a lifetime UNICEF events.
- Trick-or-Treat for UNICEF was a rousing success with flight attendants, Admirals Club® and other employee groups systemwide collecting in the air and on the ground this past October.

We have so much to be proud of in these accomplishments! Let's make 2014 another year to remember!

In Unity,

Steven Ellis, Esq.
APFA Volunteer

Christina Andersen
Champion for Children

Recent Activities

UNICEF Snowflake Ball in NYC and UNICEF Ball in LA

As a special thank you for all you do throughout the year as Champions, for the first time ever, we offered four lucky Champions a chance to be inspired and attend one of two U.S. Fund for UNICEF black-tie events: the 9th annual Snowflake Ball in New York City in December and the fifth biennial UNICEF Ball in Los Angeles in January.

Congratulations to Frances Little (IDF), Danielle de Beaufort (IMA), Julie Burke (IOR) and Anita Vaccaro (LAX) who entered the contests to attend and were selected to participate in these events. To read about their experiences, visit the "Champions Community" tab at unicefusa.org/champions.

Trick-or-Treat for UNICEF

It was yet another spooky and fun Halloween at American Airlines! For the 5th consecutive year, Champions supported Change for Good on American Airlines by Trick-or-Treating for UNICEF on international flights from Oct. 24 – Oct. 31, and travelers could also drop off their donations in Halloween-themed boxes at Admirals Club lounges and Flagship Lounges® worldwide throughout the month of October.

Program mascot Super Coin wore his best costume ever, and children were able to help Champions collect in flight. In addition, almost \$2,500 was raised through the fifth annual Trick-or-Treat for UNICEF party at HDQ 1 and 2. The event was hosted by the Family Matters Resource Group for American's people and their families, and more than 700 children registered to trick-or-treat for candy and coins throughout the offices.

Thank you for participating. We hope you had fun!

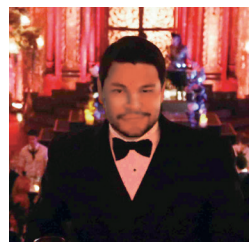


The entire crew of flight No. 234 from GRU-MIA on October 28th in the Trick-or-Treat for UNICEF spirit.

Champions Spotlight



IMA Flight Attendant Fernando Carpio joined American Airlines in March and became a Champion in the summer after his colleague and longtime IMA Champion, Andrea Hackim, explained the "good that comes from passengers donating their spare change." Inspired by "seeing how many people participate and donate — not just spare change, but their hard-earned money," Fernando made his first UNICEF PA and collected with Super Coin. "Realizing how easy it is and how much good comes from this program, it only felt right to become a Champion." Fernando most enjoys "simply seeing how many people care and want to make a difference." Welcome, Fernando and all new-hire Champions!



The U.S. Fund for UNICEF hosted the 4th annual Masquerade Ball in NYC on Oct. 30. The U.S. Fund for UNICEF offered Champions the opportunity to enter a contest to attend, and two Champions represented the program at the event. New hire, Brandon Pena, was one of them, and shares his thoughts on the experience.

"Being a new Champion is forming my identity as a volunteer. I have a greater sense of purpose, and it makes me feel more connected to my passengers and the community. For me it all starts when I make the PA and I look at smiling passengers open their hearts and reach into their wallets. The video we present and the announcement we read help us demonstrate who we are and what we do.

"After sealing the blue bag, I usually wonder, What's next? Where does this money go? Well, being a part of the UNICEF Masquerade Ball, meeting the U.S. Fund for UNICEF staff and getting a tour of their office answered all my questions. I feel completely motivated, I want to do more and I want to inspire others to get involved and collect money that actually *does* help improve children's lives. I am honored and thankful for the invitation. I now have a clear vision of where the money I collect goes.

"Get involved. Become a Champion. Be the next Champion at the 2014 UNICEF Masquerade Ball!"

Champions, please continue to send us your stories, and you, too, can be featured in a newsletter! Email us at championsforchildren@aa.com.

HOW CHANGE FOR GOOD ON AMERICAN AIRLINES SAVES KIDS' LIVES!



\$1 can provide protein biscuits for a hungry child



\$20 can buy bed nets to protect families from deadly malaria-carrying mosquitoes

You're Helping UNICEF Get Closer to ZERO

The incredible support of Champions and other UNICEF supporters has made some very encouraging progress possible. In the fall, UNICEF announced that some **90 million children's lives have been saved** over the past two decades. Over the past year alone, the under-5 mortality rate has decreased from **19,000** per day to **18,000** per day. That's 365,000 more children who were able to celebrate their fifth birthdays this year.

This is very encouraging news, and we thank you for your continued support to help us reach a day when ZERO children die of preventable causes. The opportunity to end preventable child deaths has never been greater than it is today. Your con-

tinued volunteer efforts for the Champions for Children program are truly making a difference.

Also, did you know that roughly 50 percent of your collections support UNICEF's HIV/AIDS programs? Your February and March 2012 collections are helping to support and protect street children from HIV/AIDS in Recife, Salvador, Rio de Janeiro and São Paulo, Brazil, through programs focusing on the improvement of their health and social conditions. Thank you for your relentless efforts and for believing that all children have an opportunity to a better future. Thank you for believing in ZERO.



Change for Good – for All Ages!

While you continue to inspire and amaze us by your steadfast support of Change for Good, others — of all ages — impress us with their efforts as well!

Meet 5-year-old Orion. He has been collecting money for UNICEF since he was 3. He started by picking pennies from the street and taking them home to his "pirate treasure chest." He has since been collecting lost coins he finds in shops, houses or cars and asks the owner if he can keep them "for UNICEF." He also asks for leftover coins when people come to visit.

On Aug. 14, 2013, he visited UNICEF House in New York City with his parents to proudly deposit the coins he collected in a Change for Good donation box. When asked what prompted him to collect for UNICEF, Orion said, "I am the luckiest child in the world to help children. I want them to be happy. I think everyone deserves a chance to live." It goes to show that philanthropy can start at any age, and every penny can make a difference in the life of a child!



Orion deposits his collected coins at UNICEF House in New York City.

Photos: © UNICEF/2013/Susan Markiz

Champions Updates

• **3rd Annual "Change for Good Champions of the Year" Award and Field Visit Contest.** It's that time of year to recognize amazing Champions for Children for the 3rd annual "Change for Good Champions of the Year" award. Winning Champions for Children will be recognized at an event in Chicago in March. As an incentive, if you nominate someone and are a Champion, you can be entered into a lottery to attend the field visit to southern Colombia from June 23-27, 2014. Along with your peer nomination, simply tell us why you choose to be a Champion and share any ideas you have on how to improve the program. If you are not a Champion and would like to sign up, visit *Jetnet* at newjetnet.aa.com/docs/DOC-2356.

To nominate Champions, stop by an MOD Office and pick up a Nomination Form or download and print it from the "blue box" at unicefusa.org/champions and fill it out, including two to five sentences on why you think their/your volunteer efforts as a Champion should be recognized.

Board mail completed forms to Christina Andersen, FLT SVC JFK, Purser, or email to championsforchildren@aa.com. The deadline is Jan. 31, 2014.

• **PA translations** can be found in your main PA booklet or in the "All You Need to Know" section of the Champions microsite: unicefusa.org/champions.

• **Please remember** to mark your base or Admirals Club and deposit method on the back of the collection pouches before you turn them in.

Collected by:

Base:

- | | | | | |
|------------------------------|------------------------------------|------------------------------------|---|------------------------------------|
| <input type="checkbox"/> BOG | <input type="checkbox"/> SCL | <input type="checkbox"/> MIA/IMA | <input type="checkbox"/> LGA | <input type="checkbox"/> DFW/IDF |
| <input type="checkbox"/> EZE | <input type="checkbox"/> BOS-I/BOS | <input type="checkbox"/> SFO-I/SFO | <input checked="" type="checkbox"/> ORD/IOR | <input type="checkbox"/> LAX-I/LAX |
| <input type="checkbox"/> LIM | <input type="checkbox"/> JFK | <input type="checkbox"/> DCA | <input type="checkbox"/> SLT | <input type="checkbox"/> RDU |

Deposit Method: Duty Free Cart

Change for Good Safe

Admirals Club: _____

Change for Good on American Airlines

For more information about Champions for Children or to register, visit *Jetnet* (click on Around American, Support Your Community, Champions For Children, Register Now to submit an online form).

Email championsforchildren@aa.com with your questions, stories, photos or to update your email address.

Visit the Champions online community and "like" the Champions Facebook page at www.facebook.com/championsforchildren.



Thank you to Airline Ambassadors International for your past support of the Champions for Children program