



## Talking Points for Volunteers Recruiting New Champions for Children:

- Change for Good (CFG) is an innovative partnership between UNICEF and the international airline industry. Established in 1987, it is one of UNICEF's best-known and longest-running partnerships.
- UNICEF, the United Nations Children's Fund, has saved more lives than any other humanitarian organization in the world. UNICEF puts even the smallest amounts collected to work, helping to save the lives of even more children around the world.
- Currently ten international airlines support UNICEF's global Change for Good program, raising funds to save and improve the lives of children around the world. Since 1994, American Airlines has been the participating airline in the United States.
- American Airlines flight attendants, also known as "Champions for Children", have collected more than \$16 million in donations of foreign and domestic currency from American's customers for UNICEF's lifesaving work. For more information, please visit: [www.unicefusa.org/changeforgood](http://www.unicefusa.org/changeforgood)
- You can become a Champion for Children today and collect on all international flights to and from the United States, including: Canada, Mexico, the Caribbean as well as Hawaii.
- Champions can volunteer by:
  - Showing the Change for Good in-flight video onboard CFG flights;
  - Making public Change for Good announcements to customers onboard CFG flights;
  - Recruiting fellow flight attendants to become Champions for Children;
  - Talk about Change for Good with customers.

For more information, please:

- Join our Facebook group: [UNICEF Champions for Children](#)
- Visit us at [Your Champions for Children website](#)
- Refer others to join at [Jetnet: Change For Good on American Airlines](#)
- Like us on [Facebook](#) (community page)
- Follow us on [Instagram](#): unicefchampions