

## About UNICEF

UNICEF works in more than 190 countries and territories to save and improve children's lives, providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when zero children die from preventable causes and every child has a safe and healthy childhood. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

For more information, please visit [unicefusa.org](http://unicefusa.org).

## Partners of Change for Good

### American Airlines and the oneworld alliance

Since 1994, American has proudly partnered with the U.S. Fund for UNICEF to help save and improve children's lives in more than 150 countries through the Change for Good® program. American, American Eagle and the AmericanConnection® carriers serve 250 cities in more than 50 countries and territories with more than 3,900 daily flights and a fleet of more than 1,000 aircraft. American is a founding member of the oneworld® alliance, which brings together some of the best and biggest names in the airline business, enabling them to offer their customers more services and benefits than any airline can provide on its own. Since 1999, UNICEF has been the official nominated charity of oneworld, and together the oneworld member airlines and other participating airlines have raised more than \$120 million for the children of the world.

### Airline Ambassadors International, Inc.

In December 2006, American and the U.S. Fund for UNICEF, proudly supported by Airline Ambassadors International, APFA and the oneworld alliance, introduced the Champions for Children volunteer program and relaunched UNICEF's Change for Good program on American Airlines onboard select flights and at Admirals Club locations. Airline Ambassadors International served as a Proud Supporter of UNICEF's Change for Good program on American Airlines from December 2006 through December 2012.

### Association of Professional Flight Attendants

The Association of Professional Flight Attendants (APFA) was founded in 1977 and is the nation's only independent flight attendant union. Representing the U.S.-based American Airlines flight attendants, APFA's rich history of achievements for the profession include: the right to work past the age of 32; the right to marry and have children; the right for males to hold the job; the abolishment of archaic weight standards; and the preservation of pension benefits. Having celebrated its 30th anniversary in 2007, APFA continues fighting for the rights of the frontline worker. APFA is proud and supportive of the generosity and giving spirit of its members, who continue to support causes benefiting those in need in their own workplace, their nation and around the world.

Thank you to our supporters of currency transport and conversion — [Traveler](#) and [DFASS](#) — without whom the Change for Good® program would not be possible.

# UNICEF's Change for Good program on American Airlines

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Change for Good on American Airlines



Champions for Children, an employee volunteer program for UNICEF's Change for Good program on American Airlines, was created in 2006 by American, Airline Ambassadors International, APFA and the U.S. Fund for UNICEF.

**Participation is open to all American employees.**

- Flight attendants who fly international routes including Canada and Mexico
- Representatives at Admirals Club® and Flagship Lounge® locations
- Other employees

Champions for Children volunteer to support UNICEF's Change for Good® program on American Airlines, a program that has raised more than \$9.5 million worldwide since its inception. Flight Attendant Champions collect donations aboard American's international flights, while Admirals Club Champions collect donations at Admirals Club® lounges and Flagship Lounge® locations worldwide.

**If you're a flight attendant, volunteering is easy – you can support UNICEF while you're at work.**

- Show the UNICEF Change for Good video
- Make the Change for Good PA on any international flight, including IFS, AIFS, LFS and Mexico/Canada flights
- Collect donations from customers in the blue Change for Good collection pouches
- Deposit the sealed pouches in the Duty Free cart or at the designated Change for Good safe at your base
- Safes are currently installed at BOS, JFK, IAD, DCA, MIA, DFW, ORD and LAX

**If you're an Admirals Club representative, volunteering is even easier.** Simply place a Change for Good collection box at the check in counter and make sure donations are sent in for processing on a regular basis.

**Other employees can help raise money for the humanitarian organization that has saved more children's lives than any other organization in the world.**

- Make a payroll donation
- Participate in Jeans Day for Charity (at nonuniform policy locations)
- Participate in Trick-or-Treating for UNICEF each October
- Drop unused U.S. or foreign currency in donation boxes at FSU, HDQ, the SERO and the SRO

Start by going to [Jetnet](#), clicking on People and then on Support Your Community, where you will find the **Champions for Children** section.



Photo courtesy of Ricardo Piantini H.

**How you benefit as a Champion for Children**

Champions for Children form the backbone of the Change for Good® program on American Airlines. Champions gain immeasurable rewards by joining a global volunteer community among the people of American who participate in Change for Good all over the world. In addition to the deep sense of satisfaction that comes from helping children worldwide, Champions also play an active role in making decisions about the program.

**All American employees who sign up as a Champion will receive the following:**

- Opportunity to assume a community leadership role and encourage others to join a great cause
- Access to a website designed exclusively for Champions
- Newsletter and email communications explaining UNICEF's work and how funds raised by Champions are helping UNICEF save children's lives
- Opportunity to share experiences as a Champion with others by sharing personal stories in newsletter and website articles
- Opportunity to become an advocate for children with American's customers
- A four-color pin that can be proudly worn on uniforms to show your role in improving children's lives around the world
- Annual voting right to select a UNICEF project funded by the Change for Good donations
- The opportunity to enhance volunteer service through the Rewards Program when logging volunteer hours on AmericanGiving – Volunteer!

To learn more about UNICEF's Change for Good® program on American Airlines or the Champions for Children volunteer program, visit [unicefusa.org/changeforgood](http://unicefusa.org/changeforgood) or [unicefusa.org/champions](http://unicefusa.org/champions).



**Want to learn more?**

Champions are the face of UNICEF's Change for Good® program on American Airlines, proudly sharing their humanitarian efforts and interests with American customers every day. To learn more, please visit these following.

- [unicefusa.org/changeforgood](http://unicefusa.org/changeforgood)
- [facebook.com/championsforchildren](https://facebook.com/championsforchildren)
- Support Your Community section of the Around American space on *Jetnet*
- If you have access to the Flight Service website, visit the Community page

**The Change for Good Program**

Change for Good – an innovative partnership between UNICEF and the international airline industry – was created in 1987 and is one of UNICEF's best known and longest-running global fundraising campaigns. The concept is simple: Travelers on international flights can donate their unused U.S. and foreign currency, which UNICEF converts into life-saving services to help save and improve the lives of children in more than 150 countries.

**Background**

American has been the proud participating airline of the Change for Good program in the United States since 1994. American is one of 12 international airlines supporting this program, along with oneworld partners Qantas, Japan Airlines, Cathay Pacific and Finnair. Donations of all types of currency have generated more than \$120 million to date and helped provide a healthier, happier future for millions of children. Since 1994, American has raised more than \$9.5 million, donated by customers and employees to support UNICEF's work.

To learn more about the Change for Good program or to sign up, please contact [championsforchildren@aa.com](mailto:championsforchildren@aa.com).

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