

Change for Good News

March 2007

Bollywood football song raises money for Change for Good

Whilst at the Community and Conservation Day, Jay Kumar presented Fran Coyle, from the Change for Good team, with a cheque for £700. Last summer, Jay, a Business Information Analyst at British Airways and a professional Bollywood dancer in his spare time, created a Bollywood-inspired World Cup song. Jay's video *It's the time for England* featured British Airways cabin crew and CDs were sold at selected HMV and Virgin stores and through friends and family. Money raised was donated to Change for Good and the Muscular Dystrophy Campaign. The Change for Good team would like to thank Jay for his generosity and support.



On behalf of the Change for Good team, Fran Coyle, Change for Good Co-ordinator at UNICEF UK, accepts a cheque for £700 from Jay Kumar. © UNICEF UK/CfG2007/Dianne Male

Cairo field trip

As you will have read in *Cabin Crew News*, Change for Good is delighted to announce that the team will be visiting Cairo to see at first-hand some of the programmes for street children that the partnership has funded.

The short trip will take place from Monday 7 May to Thursday 10 May, and we received 28 applications by the 2 March deadline. Within 6 weeks of the deadline, the successful applicants will be contacted by the Change for Good team and their names will also be announced on the Champions' microsite. See *News in Brief* on the back page of this newsletter for details of how to log on to the microsite.

Community and Conservation days

The Community and Conservation days at Waterside on 7 and 14 December were a great success, and allowed Community Relations to showcase all the extremely worthwhile projects that British Airways support. The Change for Good stand was there on both days, which gave all attendees the opportunity to find out more about the programme, the role of Champions, and the projects that the money raised has funded.

Date for your diaries

At 12:30 on 23 April in the Waterside Theatre, Rob Webb, General Counsel at British Airways and UNICEF UK Honorary Fellow, will give a presentation on his trip to Zambia, where he saw

at first hand the work being carried out by UNICEF. The event will also include a presentation by David Bull, Executive Director of UNICEF UK. This is a great opportunity to find out more about how the money you raise is helping children around the world - we hope to see you there.

£23 million raised!

We have now passed the £23 million milestone, which is a fantastic achievement and allows us to set our sights on the next big milestone: £25 million!

Thank you to Champions for all your dedication – needless to say, without you this would not have been possible.

CfG funds emergency work in Kenya

Thanks to the continued support of Cabin Crew, and in particular our dedicated Champions, Change for Good has recently pledged £75,000 to fund UNICEF's emergency flood intervention work in the Isiolo district of north-west Kenya.

The floods have left many thousands of people without safe water and sanitation and many thousands more displaced from their homes. Worryingly, recent forecasts predict further flooding over the next few months. It was estimated that by the end of December, more than 1 million people had been affected by this "silent emergency."

UNICEF is working with the Kenyan government and NGO partners to put together an emergency response to minimise



A mother and child displaced by the floods in northern Kenya. © UNICEF/HQ06-2273/Brendan Bannon

the effects of the drought on children and help to avert the loss of human lives.

Change for Good money will be used to purchase essential water

storage facilities, fix current water systems and infrastructures, and reconstruct latrines and handwashing facilities to ensure the survival of children and families in the Isiolo district.

News in brief

Access changes to the Champions' microsite

You can access the site via ESS: log on using your BSAFE password, and click on "BA Internet Sites" in the pod marked "Other Links" on the bottom left. This takes you to a new page, where the BA Change for Good link is the first item at the top of the right-hand column. You can access the site with the password "champion". You can also access the site from your own computer via: www.unicef.org.uk/champion

Change of address reminder

If you are a Champion and have recently changed home address, please let us know so that we can update our records. You can contact us by using the Change for Good microsite on the BA Intranet or by emailing us.

Bangladesh in-flight video

If you have not yet seen the new in-flight Change for Good video, please try and do so. The one-minute video features cabin crew who took part in a field trip to visit a child labour site in Bangladesh. They also visited Change for Good funded projects that aim to improve the lives of working children in the country by providing education and training.

AVOD film

A 10-minute Change for Good film will soon be included on the AVOD system, so do take a look and also encourage customers to watch it. The film gives a fantastic overview of what the programme has achieved and is an emotive reminder of how much these in-flight collections can change people's lives.

Champions' Roadshows

The next roadshows are:

Compass Centre

Thursday 5 April, 07:00–13:30
Ground Floor Meridien at CCO
(you'll find us by the escalators)

Jubilee House

Thursday 7 June, 07:00–13:30

Please drop by to get the latest updates on Change for Good, to give us any feedback, or just to say hello.

Please contact Fran if you are able to join us to help encourage your colleagues to sign up as Champions.

Key Contacts

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