

# Change for Good News

August 2007

## Champions' field trip to see Change for Good projects in Egypt

Two Champions, Helen Rayner and Grazia Mereu, share their experiences of the Change for Good field trip to Cairo (7-10 May 2007).

Grazia Mereu, CC LHR WW  
"Although I felt very excited and privileged to be going on a Change for Good field trip, I was also taken aback by the sheer scale of the problem of the street children in Egypt, and the myriad of reasons why children end up living on the street. Reasons such as domestic violence, broken families and poverty.

"The time, effort and dedication of all involved in this project is something that struck me from the very first moment I stepped into the Hope Village Society in Cairo. This is a centre where street children get involved in different activities, ranging from using computers to taking part in drama workshops. We met some children working on computers and played backgammon with one of the children.

"The social workers work in the reception centres during the day, and then go out with the mobile unit on the streets at night, which is where most of the initial contact is made. Life on the streets is



*Ayesha Bhatti, Change for Good Champion, with children at the UNICEF-supported shelter for street girls in Imbaba, Cairo. @ Richard Stanley*

tough; there is an unofficial "street law" by which the children have to live, whilst the risk of sexually transmitted disease, violence, begging, prostitution and drug abuse is ever present. We saw a group of children playing games around a table with two of the social workers. What kept going through my mind though was the constant thought that they are, in fact, still children but surviving on the street is depriving them of their childhood.

"The Change for Good programme can really make a difference and I now know how because I have seen it with my own eyes. And I am really, really glad I did!"

Helen Rayner, CC LHR WW "Having been a Change for Good Champion for a good number of years, I eagerly applied when I saw volunteers were sought for a field trip to Cairo. The Change for Good programme has funded a

*Grazia Mereu, Change for Good Champion, meets a girl on the streets of Cairo. @ Richard Stanley*

two-year project there to help the city's street children. As well as visiting the day centres, we also joined a mobile unit that brings essential services to children on the streets. These units deliver minor first aid, food, and a chance to spend time with adults to rebuild a sense of trust. Almost all other contact with adults results in abuse of one kind or another. The children are then encouraged to attend the day centres we visited, where clean clothes, good food, basic education and psychological help are provided. The next step is either reuniting the children with their parents or recommending that the children attend the centres full time.

"At the end of the trip, I was totally convinced that this most deserving cause was being well managed. Most importantly, UNICEF offers hope and a chance for every child it reaches out to. Now I know that every time we make that "Change for Good" announcement, we really make a difference to a child's life somewhere in the world."

# Welcome to Fudge the Dog - our newest Champion!

On 1 July, we will be welcoming a new champion to the Change for Good family - Fudge the Dog! Fudge is the very first Change for Good cuddly toy who will be sold through the High Life Shop magazine on-board flights, with 25 per cent of profits going to the Change for Good programme and supporting the work of UNICEF.

Earlier this year, children from Heathrow Primary School were invited to enter a competition to help name the cuddly toy. From all the entries, the Change for Good team chose the name "Fudge", suggested by both 9-year-old Zarapreet Jagdev and 7-year-old Jack Dundon. Along with the cuddly toy's designer, Rikey Austin, Willie Walsh presented the lucky winners with their very own Fudge during a special assembly.

Willie Walsh, British Airways CEO, said; "Fudge will now travel the world and raise money to bring medicine, food and clean water to children who need it around the world. This is a truly worthwhile project and it is great that something so important can be fun at the same time, bringing big smiles to the faces of the children here today."

Change for Good Champion Delicia McGreevy was also presented with a Fudge the Dog to take on flights and track his miles through a Skyflyer flight logbook. Don't forget to look out for Fudge the Dog in duty-free and to mention to customers that by buying the dog, they can help raise money for Change for Good and support UNICEF in helping children enjoy a better childhood.



*Fudge the Dog meets children at Heathrow Primary School with (left to right) Rikey Austin, Fudge's designer, 9-year-old Zarapreet Jagdev, Willie Walsh CEO of British Airways, 7-year-old Jack Oundon and Change for Good Champion Delicia McGreevy. @ Warren Potter*

Fudge will also be sold in our British Airways staff shops.

## *Unite for Children, Unite against AIDS:* Rob Webb and David Bull present UNICEF's campaign to BA employees

On 23 April, Rob Webb, General Counsel at British Airways and UNICEF UK Honorary Fellow, and David Bull, Executive Director at UNICEF UK, gave a presentation on UNICEF's five-year global children and AIDS campaign to British Airways' staff in the Waterside Theatre.

David outlined the ambitious targets of a campaign that aims to place children at the heart of the world's HIV/AIDS agenda. He also introduced a pre-recorded message from actor James Nesbitt, a UNICEF UK Ambassador, thanking British Airways' staff for all their support.

Rob Webb told us of his experiences in Zambia last year, where he visited UNICEF programmes for children affected by AIDS. During the trip, he met young people who had lost their parents to AIDS, and also children who had HIV. He explained the impact this had on him personally.

At the end of his presentation, Rob made the exciting announcement that £900,000 of Change for Good money will fund HIV/AIDS programmes in Ukraine, Ghana and Tanzania. Both David and Rob thanked everyone who continues to help and support Change for Good.

## News in brief

### Champions' website

The Champions' website can be accessed through the BA intranet or at [www.unicef.org.uk/champion](http://www.unicef.org.uk/champion). Please log on and catch up with all the latest news. The site includes regular updates on the programme, details on how to join the team on field trips, and information on events such as the UNICEF annual reception at the House of Commons.

### Announcement cards

New announcement cards will shortly be available for collection at the Change for Good pouch deposit unit.

Feedback on quarterly newsletter Soon we will launch a questionnaire on the Champions' website. We look forward to your comments.

## Key Contacts

British Airways  
Sue Hurley  
Change for Good Executive  
+44 (0) 208 738 8530  
[sue.hurley@ba.com](mailto:sue.hurley@ba.com)

UNICEF  
Julie Milnes  
Change for Good Manager  
+44 (0) 207 312 7617  
[changeforgood@unicef.org.uk](mailto:changeforgood@unicef.org.uk)

UNICEF  
Fran Coyle  
Change for Good Executive  
+44 (0) 207 312 7665  
[francesc@unicef.org.uk](mailto:francesc@unicef.org.uk)