

Change for Good

Changing children's lives



**BRITISH
AIRWAYS**

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Change for Good Background



- Partnership with British Airways since 1994
- On-board collection programme
- Raised over £25 million
- Funded projects in 55 countries
- Cabin Crew Champions



Benefits to BA



- Simple fundraising mechanism
- Stakeholder engagement
- High profile and brand status
- Global community support
- Aligned with CSR priorities



Customer Engagement



- Envelopes and announcements
- On-board
 - Video
 - Articles
 - Initiatives
- Press Coverage



Staff Engagement



- Cabin Crew Champions
 - Newsletter/Publications
 - Annual review
 - Microsite
- BA Staff
- Senior Management



Key Learnings



- Engaging customers
- Motivating cabin crew and staff
- Refreshing partnership
- Business Integration






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