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Briefing Note to Mr. James P. Grant
Executive Director of the United Nations Children's Fund (UNICEF)
for
Change for Good / British Airways Event
Prepared by Robert Cohen

New York
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MEMORANDUM

Date: February 17, 1994
From: Robert Cohen
To: Mr. James P. Grant, Executive Director
Subject: Change for Good/British Airways event

The British Airways/Change for Good event at Heathrow Airport on Monday, 21 February at 11 A.M., is essentially a **photo opportunity**. No speech or remarks are required on your part. The following briefing note is based on excellent background and scenario materials kindly provided by GCO Geneva and New York, and the UK NatCom:

1. **The event itself:** You will join British Airways Chairman Sir Colin Marshall and Her Royal Highness The Duchess of Kent at the top of airline steps leading to one of British Airways' new jetliners, where all three will "launch" a waterfall of coins into a UNICEF receptacle below. Only the Duchess is scheduled to speak, saying a few words thanking British Airways staff and management for joining UNICEF's Change for Good initiative. As I understand it, only photographers have been invited from the media.
2. Immediately prior to the event, you will have an opportunity to meet privately with Sir Colin and the Duchess in Sir Colin's office.
3. Above and beyond gratitude due British Airways, Sir Colin deserves special **personal** recognition, for it was his backing that finally made it possible for the agreement to be reached -- after two years of contacts and negotiations.
4. The British Airways/Change for Good initiative comes at a **doubly opportune** time -- just when the developing world is accelerating efforts to reach the 1995 and year 2000 goals of the World Summit for Children, and when declines in ODA are forcing UNICEF and other development agencies to look, increasingly, to the private sector for the support that will make it possible to achieve the goals. British Airways is thus living up to its reputation for being "on time", coming forward with generous support for children precisely when it is needed the most.
5. The Change for Good programme will, we are certain, quickly dispel the notion that the general public is indifferent to the plight of children in the poorest countries, or are numbed into paralysis by the barrage of horrifying images from war zones. It gives each and every airline passenger the opportunity not only

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to contribute "unwanted" foreign coins to a good cause, but also the chance to learn -- through short in-flight announcements, videos and documentation -- a little about that cause, and take that additional knowledge and concern back to their homes and communities. In this way, Change for Good will help build the global "children first" movement that UNICEF has been promoting over the past decade.

6. We are confident that British Airways' flight personnel will give this initiative a **high profile** and that passengers will be moved to contribute generously. What this means is that Change for Good will make **much more than a symbolic contribution** to the well-being of the world's children. If a majority of British Airways' 25 million passengers every year contributes a few coins each, it is estimated that this three-year programme could bring in up to **40 million pounds**, making it **the single largest private charitable fundraising programme in UNICEF history**. It will make a genuine difference in worldwide efforts to reach the goals for children; given the very low cost of most interventions for children, the funds generated will save and improve hundreds of thousands of lives in the developing countries.

7. As for the **distribution of the funds** to be collected, 70 per cent will go to UNICEF for our programmes of cooperation in over 130 countries; 10 per cent will go to British Airways for UK charities; and 20 per cent will go through UNICEF to non-governmental partners in the United Kingdom.

8. The father of Sean Devereux, the young British UNICEF staffer killed in Somalia in January 1993, was a longtime employee of British Airways. This adds an additional emotional element to the UNICEF-British Airways relationship. Because of the father's connection to British Airways, we understand that Sean's death -- and his devotion to the cause of children -- made many British Airways employees more aware of UNICEF and its mission. This antecedent will resonate favourably in the Change for Good effort.

9. British Airways and its staff union have a long and proud charitable tradition. One of their most successful projects is an orphanage in Bangladesh. Change for Good is the latest step in a beautiful tradition of global solidarity.

10. A note on the Duchess, prepared by the UK NatCom, is attached. She has been Patron of the UK Committee for UNICEF since 1972. She has made numerous appearances for UNICEF and seen UNICEF projects in several developing countries. But her visit to Tanzania last July was the first official visit she made specifically for UNICEF. There, her warmth, informality and sincerity won her the affection of the UNICEF team and the countless Tanzanian children and officials she visited. Recently inducted into the Catholic Church, the Duchess may be happy to

receive a copy of the brochure on UNICEF participation at the Vatican Conference on children.

11. A warm round of applause is due the UK NatCom and Executive Director Robert Smith for this coup for UNICEF and the world's children.

12. **Quotable quote:** "As the jets of British Airways knit together the global village by turning all humankind into next-door neighbours, it is now also reminding the better-off villagers of their moral responsibility to help their poorer neighbours. Thanks to Change for Good, the global village will be a better, safer place for all."

SUBJECT: BRITISH AIRWAYS - "CHANGE FOR GOOD"

I am delighted to tell you that I recently attended the launch of the *Change for Good* in-flight coin collection programme to benefit UNICEF on **British Airways**. After testing the programme in December last year, British Airways has agreed to run the programme on all international flights for the next three years.

Implementation commenced with the formal launch of the programme Monday, 21 February 1994 at Heathrow Airport London by the UK Committee for UNICEF Royal Patron, Her Royal Highness The Duchess of Kent, British Airways' Chairman, Sir Colin Marshall and myself.

Change for Good is a simple fundraising concept - collecting the foreign change that air passengers have after their journey which would otherwise be wasted. The promotion of *Change for Good* on British Airways will bring considerable funds and global visibility to UNICEF's work for children, making a major contribution to our efforts to reach the mid-decade goals for child survival and development.

Every year British Airways carries about 25 million passengers, the majority of whom will see and hear the *Change for Good* in-flight video (featuring UNICEF Goodwill Ambassador, Sir Richard Attenborough), and cabin announcements. They will also receive literature and the *Change for Good* collection envelope. The programme will permit many opportunities to publicize UNICEF's work to British Airways' staff, passengers and the public.

The potential funds range from \$10 million to \$25 million a year, depending on the in-flight collection methods British Airways adopts. This is the largest single programme for collection of funds for children ever undertaken by UNICEF with a corporation. The efforts of the UK Committee for UNICEF and GCO to bring about this three year alliance are deeply appreciated and deserve warm congratulations.