

Virgin Atlantic Free The Children Fact Sheet

- Virgin Atlantic is working in partnership with Free The Children for the next three years to raise money to support communities in China, India and Kenya.
- Virgin Atlantic's involvement with Free The Children will see the airline adopting three villages over the course of the three years and making sustainable change for those communities over that time.
- Virgin Atlantic will also work with Free The Children to run a programme of school tours in the UK to empower young people to get involved and become social entrepreneurs.

Adopt a Village

- The Adopt a Village model works to break the cycle of poverty by breaking down barriers to education.
- The model supports sustainable community development for marginalised children and their families. The model provides communities in developing countries with education, health care , alternative income projects and water and sanitation.

China

- The village is located in Beichuan. The initiatives to make a sustainable difference to this village will include;
 - the building of classrooms and provision of text books, school kits desks, chairs and blackboards
 - the construction of clean piped water for the whole community along with new latrines, handwashing stations and education on water and sanitation
 - the improvement of health services through education and training
 - the establishment of community gardens and an animal husbandry programme to provide an alternative income

Kenya

- The village is located in Sikirar. The initiatives will include;
 - the building of classrooms and provision of text books, school kits, desks, chairs and blackboards
 - the construction of clean piped water for the whole community along with new latrines, handwashing stations and education on water and sanitation
 - the establishment of mobile health clinic, health workshops
 - the Construction of community gardens and tree planting
 - the women in the community will decide on an alternative income project

India

- The village is located in Rajasthan. The initiatives will include;

- the building of a community resource centre along with classrooms and provision of text books, school kits desks, chairs and blackboards. We will also support teacher training programmes
- the construction of clean piped water for the whole community along with new latrines, handwashing stations and education on water and sanitation
- the provision of health workshops and family planning
- the establishment of cooperatives for biofuel cultivation to provide an alternative income

The school tours:

- 65 schools in the UK will be part of the school tour. Youth will learn how to use their skills and passion to affect change through innovative thinking and leaning about social entrepreneurship.
- Virgin Atlantic employees can nominate their children's school to be part of the tour and children who are nominated as part of the school tour will get the opportunity to visit the villages and be involved first-hand

How the money is raised:

Through our passengers – on each flight our cabin crew ask passengers to donate any loose change or foreign currency for Virgin Atlantic's chosen charities.

Through our staff – our staff we be undertaking a variety of fundraising efforts to raise as much money as possible. These will range from running the London marathon to climbing Mount Kenya.

It's more than just money.....

Virgin Atlantic staff will give their time and skills volunteering to work alongside the villages to help the communities first-hand by helping to build schools or create alternative incomes.

About Free The Children

Free The Children is the world's largest network of children helping children through education, with more than one million youth involved in innovative education and development programs in 45 countries. Founded in 1995 by international child rights activist Craig Kielburger, Free The Children has a proven track record of success. Through the energy and passion of youth, Free The Children has built more than 500 schools around the world and it provides education for 50 000 children everyday. The organization has received the World's Children's Prize for the rights of the Child (also known as the Children's Nobel Prize), the Human Right's Award from the World association of Non-governmental Organizations, and has formed successful partnership with leading school boards and Oprah's Angel Network. For more information please visit www.freethechildren.com.

About Virgin Atlantic

Since it was founded in 1984, Virgin Atlantic Airways has become one of the world's leading airlines. Based at both London's Gatwick and Heathrow airports, it operates long haul services to thirty destinations world-wide as far apart as Las Vegas and Shanghai. Virgin Atlantic has enjoyed huge popularity, winning top business, consumer and trade awards from around the world. The airline has pioneered a range of innovations setting new standards of service, which its competitors have subsequently sought to follow. Despite Virgin Atlantic's growth the service still remains customer driven with an emphasis on value for money, quality, fun and innovation.