

THE BA WAY IN THE COMMUNITY

We work closely with our overseas country managers, employees, relevant community and non-government organisations to enable them to manage programmes locally to bring sustainable benefits for the communities concerned.

In 2005, we supported 130 projects worldwide within five themed priorities: education and youth development, supporting employees, sustainable tourism, environment and heritage. (Our direct and indirect donations were approximately £6.0 million in 2004-2005 and £5.4 million in 2005-2006.)

EDUCATION AND YOUTH DEVELOPMENT

INTERNATIONAL

Kenya

In Kenya, HIV/AIDS affects one in three people. Fifteen million children in Kenya are orphans and it is estimated that 650,000 have lost parents to HIV/AIDS. Mukuru, a district of Nairobi, is home to more than 600,000 people in large families, living in thousands of small semi-permanent shelters. Among their deprivations, they have no sanitation and little water. As a result disease is rife, mortality rates high, crime and child destitution high and literacy very low. The Mukuru Promotion Centre is run by the Sisters of Mercy, who strive to equip the children with the basic skills crucial for long-term economic independence. They provide the slum community with schools, an orphanage, health clinic and skills centre. British Airways has been involved with Centre for more than ten years. The airline was introduced to the community by a cabin crew member who set up a UK charity to raise funds for the project.



This year, we worked in partnership with Microsoft, the Colomer Group (a professional beauty product manufacturer) and Emcor (our facilities management provider) converting two rooms in the centre into an IT suite and hair salon which will give young people a chance to train as hairdressers in a modern, well-equipped salon. Our support included project management, flights, accommodation, transport, cargo and professional expertise plus surplus BA IT

equipment which was refurbished by Microsoft (who also installed educational and training software) and an Emcor team refurbished the rooms. The alternative was to instal the facilities piecemeal over a lengthy period of time. A team from Microsoft will train the teachers at the school as part of a programme with the Ministry of Education in Kenya, and the Colomer Group will provide on-going hairdressing training.

Now that the resource has been developed we will continue to work with the community of Mukuru to ensure that we can maximise the opportunities that the centre offers to the young people.

South Africa

We have established the Lesadi la Bokamosa ("Looking to the Future") programme with the Premiership football club, Charlton Athletic, the Southwark Metropolitan Police (the "Met"), the Foreign and Commonwealth Office (FCO) and a Bristol school, John Cabot College. The project, in a Johannesburg township, began with Charlton running playing and coaching workshops, the Met showing how the local police could build trust in the community, and the school developing courses on citizenship and health education.



Over the three years, we have project-managed the initiative and involved other South African-based businesses in the programme. The programme's success is benchmarked against measures set in partnership between the Met and the South African

Police Force and has resulted in the local police being able to go into schools, a 40% reduction in crime, an increase in the reporting of domestic violence and a raised awareness of gun crime. More than 10,000 school children aged between 9-13 have benefited from the programme.

Beslan

After the Beslan school atrocity in Russia, our local staff volunteered to contribute part of their salaries to support the rebuilding efforts. They also travelled to Beslan to ensure collections of clothes and equipment (contributed by BA centrally) reached the town. There were also concerted efforts by our customers in Russia to contribute to fund-raising.

UNICEF

We have worked in partnership with UNICEF for 11 years, raising more than £21 million for the Change For Good (CfG) programme through passenger and staff donations.



We now have over 2,000 cabin crew who are UNICEF Champions who make on board announcements to collect funds for CfG. This year we supported more than 50 projects, three of which were:

Bangladesh

We pledged £500,000 of the UNICEF CfG monies to improve the lives of working children in Bangladesh where there is a large population of child labourers. While this is unacceptable in the developed West, it is a way of life in the lesser-developed nations where children are often the only wage-earners for the family. These children frequently work in hazardous conditions with no access to education, performing tasks such as chipping bricks with no safety equipment. UNICEF, in partnership with the Bangladesh government has developed a programme to enhance the lives and future prospects of working children. They provide basic education to 200,000 working children aged 10-14 years and train 10% of the 13+ aged children with additional livelihood skills

training. The largest programmes are in electrical repairs, catering and tailoring.

Russia

In September a group of UNICEF CfG Champions and staff from BA Russia went to see for themselves how the recent CfG donation to Russia was being spent. UNICEF Russia has been working to help improve the ability of orphans to integrate into the community when they leave their institution at 18 years. As part of this, UNICEF supports a local Moscow charity called "Maria's Children" which uses creative play and art and this is where the donation of £102,765 had been given. The children work and support each other and despite their impoverished backgrounds and extreme hardship they found the compassion to visit an orphanage for children with severe disabilities including some who were blind, deaf and mute. Maria's Children showed love, attention and kindness to these disabled and deprived orphans. They shared with them the arts and crafts skills (including clowning) that they had learned at their orphanage. Some graduates of Maria's Children are now volunteers returning the care and kindness they had received when younger.

South Asia Earthquake

The devastating South Asia earthquake brought tragedy and hardship to the peoples of the area and affected many of our staff who had relatives trapped in Pakistan and other affected countries. More than £150,000 was raised by staff through various fundraising efforts. We chartered an aircraft to transport 120 tonnes of cargo including tents, 6,000 BA blankets and warm clothing to Pakistan. We worked in partnership with Islamic Relief, Muslim Hands, the West Midlands Fire Service (with the Midlands International Aid Trust). An initial £100,000 was donated to UNICEF from the CfG funds in the immediate aftermath of the earthquake and an additional £500,000 was donated to UNICEF to support their reconstruction education programmes.

IN THE UK

Community Learning Centre

At the heart of our local community support strategy at Heathrow we have the Community Learning Centre, which has welcomed more than 30,000 children and adult learners since it opened in 1999. The Centre extends its support to the neighbouring boroughs of Ealing and Southall, Slough and Windsor, Hillingdon, Hounslow and Spelthorne. It offers programmes for local schools and community

groups, covering topics such as languages, customer service and environmental education. This year's highlights included development of an on-line Heritage Programme for schools which takes pupils through the history and the development of the airline. We also held many themed weeks for local schools involving activities linked to citizenship, geography and education for sustainable development.

China week

The Community Learning Centre was transformed into a Chinese landscape, complete with the "Great Wall" of China, a bamboo forest and a tea room. "China Week" involved 10 year-old students from Beavers School in Hounslow in environment workshops where they learned about the endangered giant panda, the importance of bamboo – and some basic Chinese words.



UNICEF participation encouraged the children to think about the rights of children around the world, particularly those in China where a one-child policy is still in place. The highlight of the "day trip" to China was the display and participation of traditional Chinese ribbon dancing.

Russia week

Pupils from Slough Grammar School were invited to journey through Russian culture and language in January.



They boarded a virtual flight to St Petersburg where they were greeted (in Russian) by cabin crew and served popular Russian snacks, including blinis and cream. A video about Russian life was shown to

them as part of the in-flight entertainment. On "landing" the pupils were immersed in activities to encourage them to learn more about the Russian language, culture, history and art. Traditional Cossack dancers put the 11 and 12 year old students through their paces with some energetic moves before they painted traditional Russian dolls in the bright colours typical of Russian art.

Environment in the Park

The 2400-acre parkland around Waterside contains a wealth of wildlife including many species of birds. The Community Learning Centre took advantage of its "back yard" to teach local school children about nesting habits. The visit coincided with the British Trust for Ornithology's National Nest Building Week. The children were shown how to build nesting boxes to encourage birds to nest at their schools and groups were taken onto the lake to view water birds from a specially constructed hide before feeding the birds.

Spelthorne Borough Council

Working with the Borough of Spelthorne's crime and disorder prevention team and local schools, we funded a project to develop an anti-graffiti project at Sunbury Cross – a graffiti hotspot near Heathrow. The aim of the project was to develop a mosaic wall which would withstand any vandalism in the two tunnels linking the shop sides of Sunbury Cross. The young people designed the mosaics, which are now on permanent show giving them a sense of pride and ownership in their environment. We regard this as £15,000 well invested.

London Borough of Hillingdon

Hillingdon have employed a Business Partnership Manager whose role is to bring together businesses from the Hillingdon Community to support the development of partnership programmes. We provide her with cost-free accommodation in the Community Relations' office at our Waterside headquarters as part of our support to Hillingdon. Her projects include engaging local businesses in developing vocational programmes for Hayes Manor School and working with businesses on addressing the "Green" agenda. Hillingdon has acknowledged our support for this and other community activities with an award for best practice in community partnerships.

An education officer from UNICEF UK has been seconded to BA to work with local schools around Heathrow to enter for the UN Rights Respecting Schools Award. The Award recognises schools that have made the rights and responsibilities of the UN

Convention on the Rights of the Child an integral part of their ethos.

Thames Community Foundation

British Airways supports initiatives in the London Borough of Hounslow through the Thames Community Foundation.

Established in 1992, the Foundation is a registered charity currently working in the boroughs of Hounslow, Kingston, Merton, Richmond, Sutton and Wandsworth. The Foundation, to which we have donated £25,000, aims to raise money from local sources, including corporates, to meet local charitable needs. It undertakes local grant making for all these companies distributing grants to groups and organisations who work with disadvantaged children and young people. The Foundation is part of a nationwide network of 63 Community Foundations that collectively delivered grants of £50.0m last year and who work with over 6000 donors across the UK.

UK REGIONS

We have invested over £30,000 in projects in the UK regions including:

Belfast

The Belfast team has supported a number of projects to allow people to express their fears about the situation in Northern Ireland. One of the key projects was the Tinderbox Outreach programme which helps young people learn about other religions and explore ways in which grievances and anger can be communicated, heard and understood during long-

running conflicts. We allocated £2,700 to this project.

Manchester

Maundy relief is a charity that provides 24-hour care and support and an immediate response to poverty in the local community. It currently operates from Maundy Grange, a former men's hostel in Accrington run by a team of 50 volunteers. Up to 200 people with a range of needs drop into the centre every day and are given food and drink as well as advice and counselling. BA donated £10,000 to this worthy project.

Birmingham

Full Potential Arts delivers extensive outreach programmes throughout south Birmingham and Solihull, providing creative frameworks for children, young people and adults who have physical, mental or social disabilities. They held workshops for approximately 250 able-bodied and disabled children between the ages of 3-19 years. We provided £18,000 for their Global Gathering Project – a 25 week project developing an appreciation for cultural diversity involving 150 children.

Glasgow

We supported the Glasgow Caring City international relief aid project with complimentary flights. The charity was set up in 1999 to help deliver humanitarian aid to deprived people all over the world and assist refugees in the UK. In the last six years it has provided over £22 million of humanitarian aid worldwide. The charity also run clubs for young people all over Scotland for people with learning disabilities, refugees and young people who are disadvantaged.

SUPPORTING OUR EMPLOYEES

IN THE UK

Community Volunteering Awards

Community Volunteering Awards are given to employees in recognition of their charitable endeavours. Over the past three years more than £230,000 has been donated to their chosen charities, both in the UK and abroad. In addition to staff volunteering for community projects, there are several charities started and widely supported by BA employees. The airline assists by providing advice and support, and goods in kind such as flights and cargo space.

Dreamflight

Dreamflight is a charity founded in 1986 whose purpose is to send seriously ill children on their "holiday of a lifetime".



This is now an annual event, when the organisers, most of who are currently employed by BA, take the children to Florida in a specially-decorated BA 747. We continue to give considerable support to the charity.

Computer Clubs for Girls (CC4G)

The number of women entering the Information Technology (IT) skills market remains low. The key age at which girls have been making decisions that steer them away from careers in IT is aged 10 to 14 years. In order to address this issue, e-skills UK (the not-for-profit Sector Skills Council for IT) has set up an initiative aimed at encouraging girls to maintain an interest in IT. Computer Clubs for Girls (CC4G) are 'out of hours' clubs set up within schools, offering activities in the context of the real world. The girls are able to learn new skills using IT applications and tools such as digital photography, graphic design, sound recording and editing. All the courseware and activities are set in engaging themes such as Celebrity, Fashion, Dance, Music, Games and Sport. Employers are being encouraged to engage in this initiative by allowing employees who are IT professionals to volunteer to partner a CC4G school. We have 12 staff volunteers from the Information Management Department supporting the initiative and working in local schools.

Community and Conservation Days

In December 2005 we held two Community and Conservation Days at BA's headquarters at Waterside. Almost 70 employee-supported charities attended, sharing their knowledge and recruiting more volunteers. Children from a Ugandan school performed traditional songs and dances with the music reverberating around the Waterside atrium. On both days we presented the BA staff volunteers with cash awards for charity projects. A total of £55,000 was presented to schemes as varied as a scented garden for blind visitors at The Spelthorne

Farm near Heathrow, the renovation and furnishing of a children's hospice in Durban, South Africa, and the purchase of high-visibility coats for St John's Ambulance members.

INTERNATIONAL

Ghana: The Lord is My Shepherd Educational Centre (formerly the Ghana School)

Ten years ago, a BA employee working in Ghana found children having lessons under a tree. The tree was their "schoolroom".



With the help of some of our employees, a proper school has now been built and extra land acquired for an environmental studies centre.

Bangladesh: Sreepur Village

The Sreepur Village was founded by a member of our cabin crew over 20 years ago. The village plays a vital role in caring for the street children of Dhaka who have been abandoned because of disability, family poverty or abuse. Some children had been trafficked into organised begging or worked as camel jockeys and subsequently discarded.



Our flight and cabin crew (active and retired) still retain an interest in the Village by visiting, raising funds and selling beautiful paper and card produced from environmentally-friendly recycled paper and jute. Last year CfG donated £77,000 to the village for the building of a psycho-social unit for traumatised children and to pay for a minibus.

SUSTAINABLE TOURISM

Through the provision of flights we enable organisations such as Watamu Turtle Watch to continue its conservation work in Kenya. This project, run by the Ocean Trust, aims to prevent further human-caused damage to the marine environment. It encourages local communities to engage in hands-on conservation, research, education and campaigning in order to ensure the future sustainability of the ocean environment.

We have also donated £25,000 to the World Travel and Tourism Council to support the Tourism for Tomorrow Awards.

LOCAL ENVIRONMENT

After consultations with local boroughs, we now have a series of programmes for schools near Heathrow intended to increase children's interests in environmental issues and how they can enhance their own environment.

Through the British Airways Environmental Awards Scheme, 27 schools in Ealing, Hillingdon and Hounslow received financial support and expertise from the airline this year to create wildlife gardens and recycling projects.

The grants (totally £60,000) were up to £1,500 for each school to develop projects to improve the environment within their school grounds or community. Projects ranged from the conception and construction of a school garden to the design and development of solar-powered cars. Six of the 27 schools presented their projects in an awards ceremony at Waterside.

INTERNATIONAL ENVIRONMENT

Recycling computers

Working with partner organisations, we have been recycling computers for use in the developing world. Twentyfive of these computers – complete with

relevant software, training and infrastructure – are now being used in schools and teacher training facilities in Angola and Kenya. Our Scandinavian staff donated ex-BA IBM laptops to the Danish Refugee Federation.

Rainforest preservation



We have been providing assistance to Rainforest Concern, the Travel Foundation and other organisations for rainforest preservation projects in countries as dispersed as Brazil, Uganda and China. These projects are designed to protect threatened rainforests and the indigenous peoples who still depend on them.

Elephant sanctuary

For many years our staff have been assisting an elephant sanctuary in Kenya, where baby elephants are taken when they become orphaned. They are cared for with the long-term goal of re-releasing them to the wild. The Centre, which is managed by the Sheldrick Wildlife Trust and recently featured in the "Elephant Diaries" on BBC television, has had remarkable success and is widely thought of as the authority on infant elephant care. BA Community Relations is setting up more formalised support for the sanctuary and encouraging staff to visit, donate milk and blankets.

HERITAGE

IN THE UK

Working with the BA Museum, Community Relations is developing an educational resource on BA's heritage. This will be an online package for students and can be used either at the Community Learning

Centre or by schools outside the Heathrow area and worldwide.

INTERNATIONAL

We have been supporting the Amber Communities Trust in Rajasthan, India, for nearly 10 years.



It seeks not only to support the education and health needs of an impoverished community in the town of Amber, but also to enhance and protect its cultural heritage. The Trust's aim is to conserve the built, natural, cultural and social heritage of Amber in a way that will benefit the community and its ultimate goal is that the area will become a World Heritage Site. We have provided flights and Amber has also received £62,000 from CfG to support its health and education programmes.

For more information see:

www.ba.com/communityrelations