TRAVEL PARTNER TOOLKIT

Welcoming Initiative for Newcomers

Dear Valued Partner,

WIN was founded to innovate solutions to support and welcome refugee newcomers arriving via lawful pathways. We know a refugee's journey to safety is often fraught with challenges and uncertainty. WIN seeks to achieve its mission by assisting refugee newcomers to travel to safety in their final destinations by leveraging its relationships with airline carriers and travel expertise.

After all, we ALL WIN when we welcome.



At WIN we believe our partners are at the heart of all innovations and solutions. Together, we are stronger. Together, we can accomplish more and extend our impact. Together, we can continue to bring refugees to safety.

Your partnership is critical in helping us spread awareness, advocate for the safe arrival of refugees, and mobilizing support within your community with concrete ways to support. This toolkit empowers our closest partners to effectively extend our impact to support refugees to arrive to safety. We are grateful for your partnership and collective work to support refugee newcomers.

With gratitude,

Kate Clark, Esq.
CEO
Welcoming Initiative for Newcomers (WIN)

Welcoming Newcomers Creates a WIN-WIN-WIN

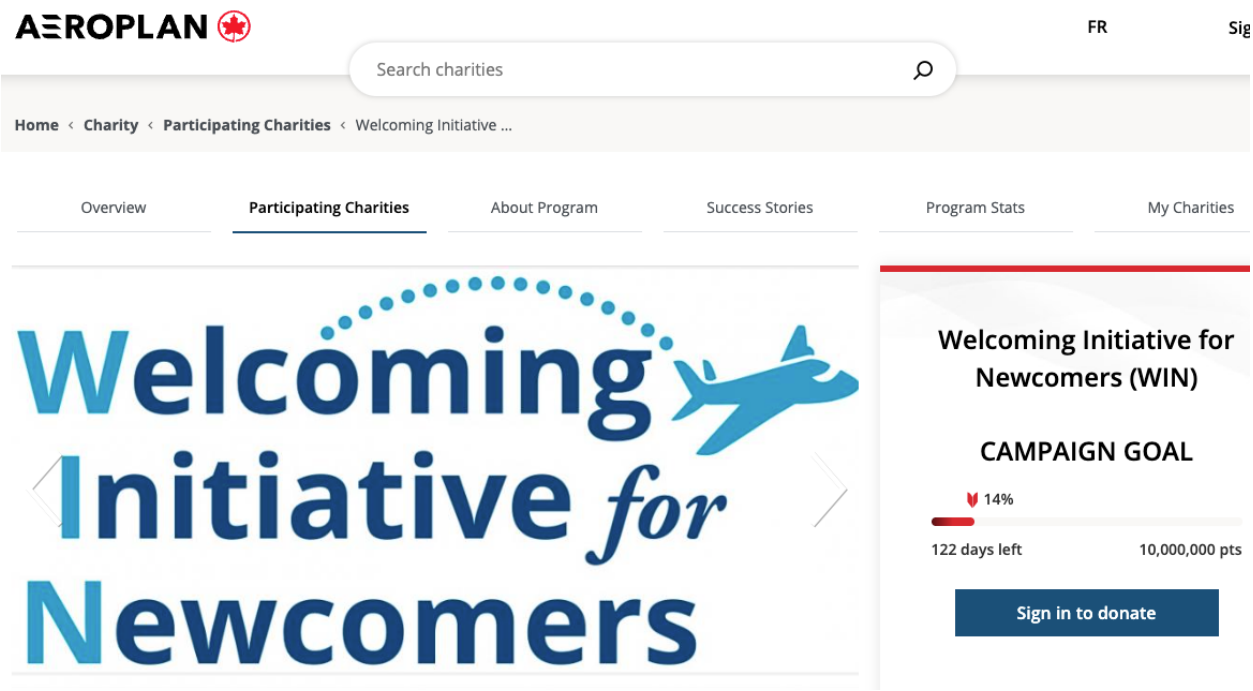


Creating solutions.

WIN was founded on the premise that welcoming newcomers creates a win-win-win (WIN^3) scenario for: Newcomers, Sponsors and Communities.

OUR APPROACH:

WIN raises frequent flyer miles, credit card points, and travel loyalty points to purchase flights for refugees to arrive to safety.



Rooted in partnership, we:

1. Receive requests from community-based and NGO partners from around the world who identify refugees in need of transportation support to arrive to safety.
2. Refugee is able legally seek safety in a different destination country.
3. WIN partners with global airlines to help extend our impact by raising miles donations and support to travel refugee to safety.

MILES DONATION:

WIN x Aeroplan – Loyalty Program Points Donation

WIN has a charitable account via Air Canada's Aeroplan that allows us to aggregate points donated from various supporters and use them to redeem for tickets on Air Canada and Star Alliance partner airlines. Having these points available in a charitable account also means we can make reservations for large families and book urgent requests quickly.

Don't have Aeroplan points, but still want to help refugees fly to safety?

A number of Aeroplan financial partners offer programs that allow you to convert the points you accumulate with them into Aeroplan points. Some of the financial partners include:

- AMEX – U.S.
- Barclays Arrival World Elite Mastercard – U.S.
- Capital One – U.S.
- Chase Ultimate Rewards Program – U.S.

A number of Aeroplan travel partners also offer programs that allow you to convert the points you accumulate into Aeroplan points. Some of the travel partners include:

- Marriott Bonvoy
- Hilton Honors
- Accor Live Limitless
- Best Western Rewards
- Choice Privileges
- Coast Rewards
- IHG One Rewards
- Shangri-La Golden Circle Awards
- Wyndham Resorts

POINT CONVERSION GUIDE

OUR IMPACT:

"Honestly, without WIN, I don't think we could've made it here. WIN supported us with transportation, booking our flight tickets, and guided us step by step throughout the process. This made our transition to our new home so much smoother and less stressful"

"Being a newcomer isn't always easy, but having support from organizations like WIN reminds me that I am not invisible."



"WIN made me feel supported in a time where everything around me is unfamiliar. I am deeply thankful for that."

"WIN's support isn't just changing my life – it's creating opportunities for entire communities, for young people like me who are determined to rebuild what was lost."

HOW YOU CAN HELP:

Follow WIN on social media



LinkedIn: @welcomingnewcomers

Instagram: @WINewcomers

Facebook: @WINewcomers

Celebrate your wins in bringing refugees to safety and tag WIN

Write a post encouraging your communities to donate airline miles, travel loyalty points, and credit card points to WIN to fly more refugees to safety (see templates below).

GRAPHIC ASSETS

Sample Social Media Messages:

- Help us bring refugees to safety! @WIN is dedicated to support the safe arrival of refugees, one mile at a time. Donate your unused airline miles, travel loyalty points, and credit card points to WIN.
- With the number of forcibly displaced refugees being at an all-time high, urgent action is needed. @WIN is committed to providing life-saving transportation support for refugees, but we can't do it alone. Donate your unused airline miles, travel loyalty points, and credit card points to @WIN.
- [Insert success story about safe arrival of newcomer supported by partner]. Thanks to @WIN's lifesaving travel support, we were able to welcome X to safety. Join the movement and donate your unused airline miles, travel loyalty points, and credit card points to @WIN.