

TRICK-OR-TREAT FOR UNICEF

2014



What You Need to Know

How do I get kids excited about Trick-or-Treat for UNICEF?

This Halloween, get ready, get set, Trick-or-Treat for UNICEF! Through four lessons and accompanying videos (online and on the DVD in your kit), explain UNICEF's work to your class. Visit trickortreatforunicef.org to download step-by-step lessons that show students how UNICEF saves kids' lives – and how they can, too.*

How do I plan my Trick-or-Treat for UNICEF activities?

As a group, brainstorm ways to raise money to help children around the world – from bake sales to costume parties. Set a group fundraising goal and mark it on the poster along with your participants' names.

How do I Trick-or-Treat for UNICEF on Halloween?

Assemble your collection boxes. Collect money for kids in need. Chart your progress on the poster. Teachers: Learn about the Trick-or-Treat for UNICEF School Challenge and how you can win a Global Citizenship Technology Grant for your classroom!

How do I submit my donations?

Fill out the Donation Form included in your kit or available online. Along with your form, send in your donations by check or money order to:

Trick-or-Treat for UNICEF
125 Maiden Lane
New York, NY 10038

Or take your donations to a participating Coinstar[®] Machine.

***Visit us online for ideas, resources and stories:** trickortreatforunicef.org.



Interested in Learning More

about UNICEF and global citizenship in your classroom?
Email globalcitizenship@unicefusa.org for more information.

UNICEF Global Citizenship Fellows work in the following locations: Atlanta, Boston, Chicago, Dallas/North Texas, Houston, Los Angeles, Miami/Dade, Nashville, New York City, San Francisco, Seattle, and Washington, D.C.

TWITTER



#TOT4UNICEF

FACEBOOK



facebook.com/unicefusa

INSTAGRAM



#TOT4UNICEF

unicef 
united states fund





Where Your Trick-or-Treat Dollars Go...

For generations, kids who Trick-or-Treat for UNICEF have made a difference in the lives of other kids around the world.

Through this experience, kids discover their own power to make the world a better place for children. The annual tradition of Kids Helping Kids® by collecting donations, big and small, has raised more than \$172 million since 1950 to help

children around the world.

These donations allow UNICEF to support children with programs in health care, clean water, nutrition and education. They also support UNICEF emergency relief efforts that helped children like Frances (at right) return to a normal childhood after Typhoon Haiyan hit the Philippines last year.

FRANCES' STORY



Frances, 10, at a UNICEF Child-Friendly Space in Tacloban, Philippines.

Ten-year-old Frances survived Typhoon Haiyan – which devastated the Philippines last November – but like many children, lost his home and school in the storm. UNICEF has helped thousands of kids like Frances by creating Child-Friendly Spaces where children can gather, learn and play during conflicts and emergencies.

Win a Technology Grant!

Enter the 2014 Trick-or-Treat for UNICEF School Challenge.

What if you could witness UNICEF's lifesaving fieldwork right from your own classroom? When you Trick-or-Treat for UNICEF this Halloween, you could win a \$1,000 Global Citizenship Technology Grant for your class. To enter, simply answer the question: "If you won a \$1,000

technology grant, what would you do to advance global citizenship in your classroom?" To be eligible to win, K-8 teachers must submit their donations before December 1, 2014. Fifteen teachers will win, and prizes will be awarded in February 2015! For more details and official contest rules, visit trickortreatforunicef.org.

Fundraising Ideas

- ☐ **Collect:** Place boxes in the classroom. Students and teachers can donate throughout October!
- ☐ **FUNdraise:** Hold a bake sale or young artists' sale. Or try a lemonade stand or hot cider stand.
- ☐ **Perform:** Put on a play, concert or talent show to support UNICEF.

Here's How to Enter:



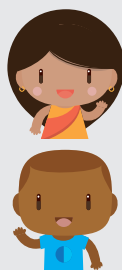
Plan for Trick-or-Treat for UNICEF. Show your students how they can help UNICEF save the lives of children around the world.



Fundraise. Brainstorm ways to raise money in your classroom to help kids around the world this Halloween.



Donate. Send in the donations you collected to the U.S. Fund for UNICEF by **December 1, 2014**.



Submit your entry at:

trickortreatforunicef.org/challenge

Answer the question: "If you won a \$1,000 technology grant, what would you do to advance global citizenship in your classroom?"

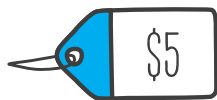
For more details and official contest rules, visit trickortreatforunicef.org.



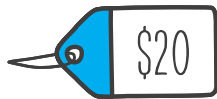
What Your Money Can Buy

UNICEF works in more than 190 countries and territories to help keep the world's kids alive and healthy – using money you help raise! See how you can help kids in need!

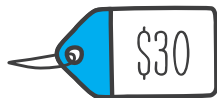
Use the price points below to help set your fundraising goal.



A soccer ball for children in refugee camps



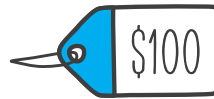
Bed nets to protect families from deadly malaria-carrying mosquitoes



Vaccines to protect 100 kids from measles



High-protein peanut paste to protect kids from malnutrition



A bicycle to deliver medicines



A School-in-a-Box kit that lets kids learn anywhere



A pump that provides clean water to a village or school



TEACHunicef

This Halloween, visit trickortreatforunicef.org for step-by-step lesson plans and get ready, get set, Trick-or-Treat for UNICEF! Stories from around the world show students how UNICEF saves lives – and how they can join in this lifesaving work.

TeachUNICEF provides educators with free global learning resources for grades pre-K-12. Visit teachunicef.org to make global citizenship a part of your classroom year-round.



National Sponsors!

HSN  CARES

KEY CLUB®