

unicef ACT

Fall 2017

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Goosebumps™
READING IS A SCREAM!



TRICK-OR-TREAT
FOR **UNICEF**

Be Scary Good.



From Fearful Kid to Fear Street Writer

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UNICEF works in more than 190 countries to help kids survive and grow. UNICEF supplies medicines, vaccines, clean water, nutrition, education, and more. UNICEF also responds during emergencies, such as earthquakes, floods, or war. UNICEF USA raises awareness and funds in the United States to support UNICEF's lifesaving work.

UNICEF ACT is UNICEF USA's magazine for Kids Helping Kids®, with content that empowers youth to make a positive impact on the world around them.



children first.

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COVER PHOTO: © UNICEF USA

We talked with **R.L. Stine**, creator and writer of the **Goosebumps** and **Fear Street** series, about Halloween, conquering his fears, and trick-or-treating for UNICEF as a kid.



UNICEF: Growing up, were you always drawn to scary themes and suspense?

R.L. Stine: I started writing when I was nine, and some of the things I wrote were ghost stories. My brother and I loved scary movies. We'd go to the movies to see cartoons and horror films every Saturday. But I was a very fearful kid. Afraid of the dark. Afraid of a lot of things. I think I wrote scary stories to make myself brave.

U: What was Halloween like for you as a kid?

R: Halloween was a sad time for me. I wanted to be a werewolf or a vampire

or a mummy. But my parents brought home a yellow duck costume with a fuzzy tail. I had to be a duck for Halloween. It was embarrassing.

U: What role did Trick-or-Treat for UNICEF play in your childhood life?

R: In my neighborhood in Columbus, Ohio,

we had Penny Night on the night before Trick-Or-Treat night. We all had our UNICEF containers, and we all went out in our costumes collecting money for UNICEF. It made us feel good that we were doing something good — because the next night was all about CANDY!

U: What were some fears you had as a kid and how did you overcome them?

R: I was afraid someone or something was waiting for me in our garage at night. I used to THROW my bike into the garage and go running into the house. I never overcame it. Now I throw my car into the garage!

U: What sort of power do kids have to change the world?

R: They can set good examples for their parents!

U: What is one thing that most people don't know about you?

R: Most people don't know that at night I sprout wings and fly hundreds of miles in search of a Dairy Queen that's open. ●

Words to Know

Synonyms are words with similar meanings. Circle the synonym for each of these vocabulary words.

- Conquering**
courageous, winning, understanding
- Suspense**
thrill, patience, success
- Overcome**
change, estimate, beat
- Sprout**
grow, stop, shrink

More Than Just a Treat

How the first Kids Helping Kids® campaign was born.



Mary Emma Allison with her children.

How It All Began

In 1947, Clyde Allison, a senior editor at a publishing house, and his wife Mary Emma, an educator, were handing out candy on Halloween night. As young trick-or-treaters knocked on their door, Mary Emma felt conflicted. She loved children, and she was delighted to see their faces light up as they took their treats. However, she couldn't help but think about all the children in the world who did not have access to basic necessities.

What is Trick-or-Treat for UNICEF?

Trick-or-Treat for UNICEF is one way you can make Halloween scary-good! Since 1950, kids have been going door-to-door on Halloween with orange donation boxes. The money that is donated goes toward providing children around the world with clean water, nutrition, medicine, and educational resources. So far, more than \$175 million have been collected through Trick-or-Treat for UNICEF!

Getting the Movement Started

"How can we make this into something good?" Mary Emma asked Clyde, who was thinking of ways to encourage kids to do more public service. "We can," Clyde replied. The following year, the Allisons and their three children, along with thousands of other children, trick-or-treated for soap, clothes, and other goods that could be donated to people who had been impacted by World War II. When the organization they were sending their donations to stopped receiving goods in 1949, the Allisons looked for other places they could help.

Chance Encounter

One day, Mary Emma noticed a cow — yes, a real cow — leading a group of children down a shopping area in Philadelphia. She followed the cow and learned that the children in the parade were raising funds for UNICEF to help other kids. Inspired,



Trick-or-Treat for UNICEF in the 1960s!



Did You Know?

- ★ Trick-or-Treat for UNICEF promoters included Kermit the Frog and Casper.
- ★ In 1967, President Lyndon B. Johnson signed a proclamation that designated Halloween as National UNICEF Day.

Mary Emma began a nationwide movement: Trick-or-Treat for UNICEF. In 1950, for the first time, Halloween trick-or-treaters across the country participated by carrying hand-painted milk cartons, which they used to collect donations. The first Kids Helping Kids® campaign was born!

Spreading Action

Trick-or-Treat for UNICEF spread rapidly to other countries. Canada, Japan, France, Spain, and the Philippines enthusiastically joined, and the little orange box became increasingly well-known around the world. Nearly 70 years have passed since the idea came to life, yet Trick-or-Treat for UNICEF is still going strong. Behind the success of the campaign, the single vision of Clyde and Mary Emma never changed. As warriors of love, they always looked for ways to spread compassion and hope to all children. ●

Turn Scary to Good Around the World

Bella and Tasha Tanjutco, sisters from the Philippines, and Hannah Catherine Spargur, from De Pere, Wisconsin, live on opposite sides of the globe. Nevertheless, they are teens committed to the same cause — using Halloween as an opportunity to do good.

What is Halloween like in your community?

Tanjutco Sisters: In the Philippines, Halloween is always something we look forward to. Many people transform their homes into giant haunted houses. It's great to see everybody celebrating in festive and creative costumes.

Hannah: I live in a small neighborhood in Wisconsin, and there are no large celebrations for Halloween, but we do have several Key Club members Trick-or-Treating for UNICEF. Everyone gets excited about being able to dress up for a good cause.

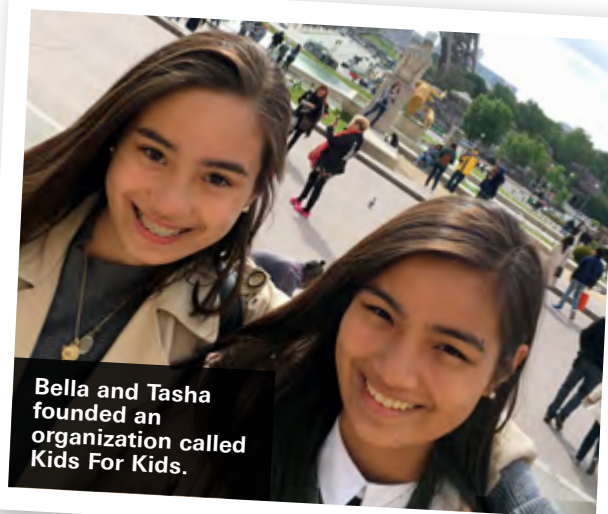
How did you first get involved with Trick-or-Treat for UNICEF?

T: We first learned of the Trick-or-Trick for UNICEF campaign online and were immediately drawn to it because it had the same goal as Kids for Kids, an organization we started to inspire kids to help other kids.

H: I learned about Trick-or-Treat for UNICEF during my first year of high school in Key Club. I couldn't believe that so many mothers and children were passing away from treatable diseases, and I wanted to help. I loved the idea that thousands of Key Clubbers around the world were making an impact.



Hannah is a member of Key Club International, the oldest and largest service organization for high school students.



Bella and Tasha founded an organization called Kids For Kids.

How have you seen kids make a difference in the world?

T: Two years ago, we wanted to show the world what young people could do. To raise funds, our friends and family planned and organized a race. We raised 300,000 pesos (\$6,000) and reached out to over 1,000 kids!

H: Recently, Key Club helped eliminate maternal neonatal tetanus (a life-threatening disease that affects tens of thousands of newborns each year) from Ethiopia. I was a part of that! ●

Halloween, the Filipino Way

- ★ Halloween in the Philippines lasts from the eve of October 31 (or even before this day) through November 2.
- ★ November 1 and 2 are spent in cemeteries or memorial parks remembering loved ones that have passed.
- ★ Flowers and candles can often be seen on Halloween as they are used to honor people who have passed away.

How Do YOU Halloween?

Think about some of the events that take place in your community, school, or family on Halloween. What are some traditions or rituals that make Halloween unforgettable? Sketch or write a paragraph describing the unique aspects of Halloween that may be new or unfamiliar to people outside your community.

Fears Into Feats

Kids around the world are turning their fears into feats through UNICEF's work. Kids Helping Kids® makes this possible!



Therapeutic food

Ten-month-old Younas from Pakistan holds a Ready-to-Use Therapeutic Food (RUTF) packet. Younas was severely malnourished, but now is healthier thanks to proper care and treatment.



Mosquito nets

Fatmata, carrying her baby Abibatu, holds mosquito nets she received as part of a nationwide bed net distribution campaign in Sierra Leone. These nets will protect her and Abibatu from malaria.



School-in-a-Box

After being hit by Super Typhoon Haiyan, many schools in the Philippines have been badly damaged. To help, UNICEF provides items like tents, emergency health supplies, and School-in-a-Box kits.



Clean water kits

Eight-year-old Huda collects water from a tap stand in Syria. Huda, her four siblings, and her mother are refugees who had to flee home because of war. UNICEF helps them in many ways, including providing clean water.

Think, Write, Discuss

- ★ What are some things you know about the countries mentioned?
- ★ What is a feat? Share some of your greatest feats.
- ★ Why is it important that kids continue to help kids in turning their fears into feats?



Part of a Global Effort

In the City of Davis, California, Trick-or-Treat for UNICEF brings the entire community together.

In the City of Davis, Trick-or-Treat for UNICEF has grown into a community-wide event that gets everyone on their feet! This was possible through the effort of three volunteers from the Davis chapter of the United Nations Association of the United States (UNA-USA) and several coordinators who assist preschools and a dozen public and private schools to Trick-or-Treat for UNICEF. Bulletin boards with information are placed in hallways to teach students about the work that UNICEF does. Trick-or-Treat for UNICEF posters can also be found in private businesses.

The City of Davis also announces its support for Trick-or-Treat for UNICEF by issuing an official proclamation for United Nations Day (October 24) and Support UNICEF Week (October 24-31). Every year, to celebrate this proclamation, children dressed in costumes attend a

special City Council meeting held around Halloween. On this special occasion, the costumed children role-play and show how easy it is for kids to help other kids!

Reflecting on Trick-or-Treat for UNICEF's impact, Mayor Robb Davis of the City of Davis said, "We are thrilled to have a team of people and students in our community leading Trick-or-Treat for UNICEF. I know that it takes the work of many people to ensure that all children have access to things like medicine, nutrition, safe water, and education. Having the youth of Davis understand this and be a part of these global efforts helps promote a more peaceful and just world." ●

This article was written with the help of Verena Borton, Kristen Weeks-Norton, Jennifer Holman, and the Mayor's office of the City of Davis. Read the 2016 proclamation at bitly.com/DavisProclamation.

Think, Write, Discuss

Proclamations

are legal documents that publicly announce a day is officially being honored for a specific cause, celebration, or person. For example, the City of Davis issued a proclamation recognizing UNICEF's work and the contribution its citizens make towards UNICEF. Think of a cause, celebration, or person in your community that deserves praise. Write at least five sentences as a proclamation highlighting the good work that has been achieved through that cause, celebration, or person.





Make Halloween for UNICEF Ghoulishly Good

Trick-or-Treat for UNICEF is a great way to not only have fun during Halloween, but to save lives. **Know the five dos to make this Halloween especially spook-tacular!**



- 1 DO explain where donations will go.** How will they actually help kids around the world?
- 2 DO share the history of Trick-or-Treat for UNICEF.** How did the campaign start? Tell the story!
- 3 DO describe the impact of the campaign.** How much has

been raised? Share the hair-raising successes!

- 4 DO emphasize that no donation is too small.**

Every cent contributes to a boo-tiful cause!

- 5 DO have a fang-tastic time.**

Being scary-good has never been so fun! ●

Solve This!

- ★ If 52 neighbors donated \$2 each, what could that donation be used for? See how many different combinations you can come up with.
.....
- ★ If a group of 18 students collects just enough to buy two School-in-a-Boxes, what is the average amount of money each student collected?

What Your Donations Can Buy:

- \$8** A UNICEF kit to give 1 family clean water to drink.
- \$15** A box of 5 mosquito nets to protect kids from deadly malaria.
- \$55** 1 box of therapeutic food (150 packets) to save a malnourished child.
- \$210** A School-in-a-Box to help 40 refugee kids learn and heal.



Play the Part

Word Bank

- clean water
- medicines
- UNICEF
- nutrition
- education
- vaccines
- \$175 million
- donation

The children from the City of Davis role-play at their City Council to show that Trick-or-Treat for UNICEF can be a lot of fun. Use the word bank to fill in the blanks below. With a friend, show off your scary-good role-play skills!

Trick-or-Treater: [ding dong] Trick-or-Treat for _____!

Neighbor: Happy Halloween! What a great costume.

Trick-or-Treater: Thank you! Would you like to make a _____ to Trick-or-Treat for UNICEF?
[hold out box]

Neighbor: What's Trick-or-Treat for UNICEF?

Trick-or-Treater: It's a national campaign that encourages kids to help other kids in need. Since 1950, UNICEF has raised more than _____ through the campaign. UNICEF supplies _____, _____, _____, _____, _____, and more to kids who need it the most.

Neighbor: Wow, that's really impressive. I would be happy to make a donation.

Trick-or-Treater: Thanks! Your donation will make a change in someone's life. Happy Halloween!

Neighbor: Happy Halloween! Here are some treats, too!



Dream it? Plan it!

When people ask me about how it feels like to be part of Trick-or-Treat for UNICEF, I always say, “It’s kids helping kids! How amazing is that?!”

By Andrew Park

My journey with Trick-or-Treat for UNICEF started when I was in preschool. Every year, my teacher passed out Trick-or-Treat for UNICEF boxes. Starting at age three, I took two boxes and stood in my apartment lobby with a poster asking people to donate their change.

Then, when I was in third grade, I woke up one Saturday and realized Halloween was looming near. I wanted to bring my fundraising efforts to a new level. So I took my violin and a stand to Central Park, and I played for four hours. In the beginning I was scared because people were crowding around me even before I started playing. But I raised \$523.63 that day! I was blown away.



The following year, I asked my best friend Tim to join me with his guitar. In five hours, we raised \$1,150.41! We felt very proud. In 2016, several friends in my class showed interest in joining me. We used our lunch breaks to plan our event. We even made posters and flyers to publicize it. Our slogan was, “Don’t call it a dream. Call it a plan!”

We set out to Central Park. Some of us sold candy, some sang, some danced, and others played musical instruments. Even the rain and cold couldn’t stop us. It was truly a joint effort. A local company matched the funds we raised, and in total we were able to raise \$2,270. Together, we made a big difference! ●

Andrew is a sixth grader living in New York City. With the help of his teachers and friends at United Nations International School, he orchestrates a fundraising movement every Halloween.

It's Your Turn to ACT

- ★ Think of ways you can be creative in being part of Trick-or-Treat for UNICEF.
- ★ Plan your Halloween ghouls (goals) by filling out the chart below.

ACTIVITY	WHEN	WITH	MATERIALS NEEDED	GOAL
Example: Play the violin	October 28	Tim	Music stand, violin, poster	Raise awareness and collect \$40
1				
2				
3				
4				