

TRICK-OR-TREAT FOR UNICEF

OUR HISTORY...

1950

Trick-or-Treat for UNICEF is born! A Pennsylvania family starts a Halloween movement by collecting change for children left vulnerable by World War II.



1951

Checks, big and small, pour into the UNICEF office from trick-or-treaters across the United States.



1959

Trick-or-Treat for UNICEF's first TV appearance! Lassie carries an orange collection box on her show.



TV's Bewitched devotes a full episode to Trick-or-Treat for UNICEF.



Characters like Kermit the Frog, Casper the Friendly Ghost, Spiderman and ALF urge kids to Trick-or-Treat for UNICEF.

1969

1980^s

Maya Angelou serves as the Trick-or-Treat for UNICEF Ambassador.

1990^s

2002

Trick-or-Treat for UNICEF funds are dedicated to eradicating polio.



2005

The Indian Ocean tsunami and Hurricane Katrina spur U.S. kids to raise a record-breaking \$18.25 million through Trick-or-Treat for UNICEF.

2010

Trick-or-Treat for UNICEF's 60th anniversary!



2012

Although Hurricane Sandy sweeps the Northeast United States days before Halloween, Trick-or-Treaters around the region and country still come together to support kids around the world!

TODAY!

Be a part of history this Halloween. Join other kids and teachers across the country and learn all about Kids Helping Kids®!

