



A Little Orange Box. A Lot of Good.



About Trick-Or-Treat for UNICEF

For generations, Trick-or-Treat for UNICEF has given kids a way to make Halloween about more than costumes and candy. Since 1950, the little orange box has been a symbol of Kids Helping Kids®, inspiring children across the country to come together to help children around the world. Today, that tradition continues, giving young people a fun and meaningful way to learn about helping others and making a difference.



Try the Box Activity

The little orange box is more than a collection box—it's a chance for kids to use their imaginations and share their hopes for children everywhere.

WHAT YOU'LL NEED

- Trick-or-Treat for UNICEF boxes
- Box Backers (provided with your boxes)
- Crayons, markers or other decorating supplies
- 15 minutes

Let's Get Started

1. **INTRODUCE THE BOX:** Show students the Trick-or-Treat for UNICEF box and ask: What do you think this little orange box represents?
2. **SHARE THE STORY:** Explain that children have been using these little orange boxes to help other children for generations. Trick-or-Treat for UNICEF gives kids a way to come together at Halloween and help children around the world.
3. **MAKE A HALLOWEEN WISH:** Give each student a Box Backer to decorate the back of their Trick-or-Treat for UNICEF box. If you could make one wish for children around the world this Halloween, what would it be? Draw your wish on the back of your box! **Need some inspiration?** A wish for every child to have a safe place to call home. A wish for every child to be able to go to school. A wish for every child to have time to play. Encourage students to use drawings, colors, words and their imaginations to bring their wishes to life.
4. **SHARE YOUR WISHES:** Invite students to share their Box Backers and talk about the wishes they drew.



A LITTLE ORANGE BOX. A BIG WISH FOR CHILDREN EVERYWHERE.

Thank you for helping make Halloween a time for kids to learn, imagine and help other kids around the world.