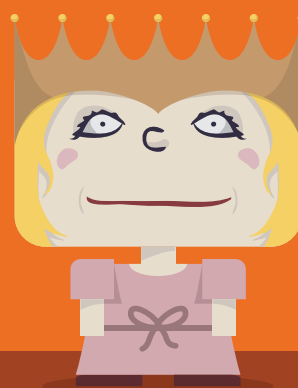


# TRICK-OR-TREAT FOR UNICEF

2012 HANDBOOK



## Welcome!

Dear Friends,

For more than 60 years, Trick-or-Treat for UNICEF has been making a difference in children's lives all over the world.

Funds from the youth-powered campaign have helped UNICEF save millions of children's lives. For children at home in the U.S., Trick-or-Treat for UNICEF is often the first glimpse of hardships and struggles faced by girls and boys in developing countries. But the campaign also provides hope — it introduces kids in the U.S. to the idea of helping other kids in need while also giving them a unique opportunity to express themselves. Trick-or-Treat for UNICEF builds awareness, spurs action and creativity, and inspires children to become global citizens.

Every single Trick-or-Treat for UNICEF collection box holds not just coins and dollars — it holds the promise of empowering children to change the world.

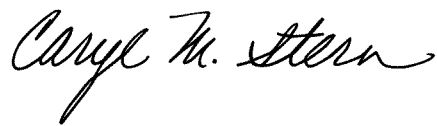
New this year, kids have the freedom to help UNICEF in their own creative way by designing their collection boxes. Original box designs can be entered into our *Create a Character Contest* — winning designs will appear on a special limited set of collection boxes for next year's campaign. Find out more at [trickortreatforunicef.org](http://trickortreatforunicef.org).

We hope this handbook will teach you not just about the Trick-or-Treat for UNICEF program, but about the child survival and development issues that are at the heart of UNICEF's work. Please also visit [trickortreatforunicef.org](http://trickortreatforunicef.org) for more resources and fundraising ideas.

Your support is crucial to our efforts on behalf of the world's most vulnerable children.

Thank you so much for your partnership.

Sincerely,



Caryl M. Stern  
President and CEO



# TABLE OF CONTENTS

## Trick-or-Treat for UNICEF Handbook

<b>About UNICEF</b>	<b>2</b>
Believe in Zero	2
A Life That’s Been Saved and Improved by UNICEF	2
<b>About Trick-or-Treat for UNICEF</b>	<b>3</b>
How It Began	3
3 Easy Steps to Start Trick-or-Treating for UNICEF	4
Inspired and Inspiring Kids	6
<b>Sharing UNICEF and Trick-or-Treat with Others</b>	<b>7</b>
Speaking About Trick-or-Treat for UNICEF	7
Speaker’s Checklist	7
Tips for Speaking to Children	8
<b>Online Resources</b>	<b>9</b>
<b>When Halloween is Over</b>	<b>10</b>



## Believe in Zero

Before anything unimaginable can become real, there must be a believer. Someone who believes with unwavering determination. Someone whose conviction is so powerful that other people start to believe, too — more and more, until finally a seemingly impossible idea becomes possible. An idea like BELIEVE IN ZERO. Zero starving children. Zero exploited children. Zero preventable child deaths.

By Trick-or-Treating for UNICEF, you are helping make ZERO possible. The money you raise enables us to get children the health care, clean water, nutrition, education, emergency relief, and more that they need to survive, and thrive.

You can also have complete confidence that your donations are being used wisely. UNICEF's lifesaving programs are funded entirely by voluntary contributions. And UNICEF is respected worldwide for its high-impact low-cost solutions.

The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States, and 90.5 cents of every dollar we receive go to programs that help children.

For additional information about how UNICEF puts your money to work, visit [trickortreatforunicef.org](http://trickortreatforunicef.org), [unicefusa.org](http://unicefusa.org), or call 1-800-FOR-KIDS.

## BELIEVE IN ZERO

## A Life That's Been Saved and Improved by UNICEF

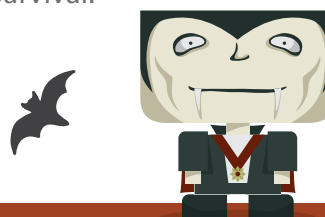
### Aden

Abdile and his family tried to outrun the famine. Their crops and livestock had been claimed by drought. They had little food or water. Getting out of Somalia and into Kenya was their only hope of survival. Malnourished and exhausted, the two parents, grandmother, and four children struggled across a parched, dust-blown terrain, walking for 25 days. Abdile's wife died en route, succumbing to starvation. But he kept going, carrying three children on his back. The desperate father feared that his youngest son, three-year-old Aden, would soon follow his mother.

The family finally reached the sprawling Dadaab settlement camp in Kenya, packed with more than 400,000 other refugees. By then, Aden was very close to death. He couldn't even lift his head or swallow. He only weighed 11 pounds. The boy was taken to a hospital, where doctors wondered if he would make it. They immediately began treating him with therapeutic food that had been supplied by UNICEF. Two weeks later, Aden had gained more than two pounds and was able to stand on his own for a few seconds at a time.

"My son is getting better by the day, and I know he will survive this," said Abdile, who shared his story with UNICEF's Chris Tidey.

After a month of treatment, Aden's condition continued to improve. He is now a smiling toddler who runs around his father's feet. His family set up a new home amidst the tents and shelters in the area. Every day remains a struggle, but Abdile is grateful for his son's survival.



# ABOUT TRICK-OR-TREAT FOR UNICEF

## A Tradition

By Trick-or-Treating for UNICEF, you're joining a proud tradition of children and adults alike who take a little time on Halloween to make the world a better place for all children.

As one of the longest-running youth volunteer initiatives in the U.S., Trick-or-Treat for UNICEF has a deep-rooted history of child empowerment. For children, it provides an outlet to express who they are, while also helping kids in need around the world. For parents and teachers, it's a time-tested tool that motivates kids to become active global citizens and simultaneously teaches them the fundamental value of helping others.

Now in its 62nd year, the original Kids Helping Kids® campaign remains an inspiration to the young (and the young at heart) to further the cause of children everywhere.

## How It Began

In 1947 — less than a year after UNICEF's founding — a Pennsylvania minister, the Reverend Clyde Allison, and his wife Mary Emma were handing out treats to an endless parade of trick-or-treaters. Mary Emma turned to her husband and said: "It's too bad we can't turn this into something good." Clyde replied: "We can."

Eventually, the Allison's children, friends, and fellow congregation members began going door-to-door, collecting coins for UNICEF in hand-painted milk cartons.

Trick-or-Treat for UNICEF was born.

The activity was a hit — a big one. The Allisons joined forces with UNICEF staff to spread the word about this important new campaign. School groups, police and fire departments, and service organizations worked together to ensure that collection efforts covered entire towns.

By 1960, Trick-or-Treat for UNICEF activities had spread far beyond U.S. borders to Canada, France, Haiti, Iceland, Japan, Spain and other countries. In 1961, President John F. Kennedy noted: "UNICEF has caught the imagination of our people, especially our nation's children whose Halloween collections have become a symbol of concern and an expression of tangible aid."

To date, the campaign has raised over \$167 million for UNICEF's lifesaving programs. U.S. children continue to propel this special tradition, using their energy and voices to give other children around the globe the chance to survive and thrive.



# ABOUT TRICK-OR-TREAT FOR UNICEF (CONTINUED)

## 3 Easy Steps to Start Trick-or-Treating for UNICEF

### 1. CHOOSE THE TYPE OF FUNDRAISING THAT EXCITES YOU MOST.

#### Trick-or-Treat with your box

You can follow in the footsteps of generations of kids who have toted the iconic orange box door-to-door on Halloween, collecting funds alongside their candy. And this year, you can make your own box! Brainstorm and draw a character for your 2012 collection box. Enter a photo in our *Create a Character Contest*, and your character may be chosen to appear on a special limited edition set of boxes for next year's campaign. Learn more at [trickortreatforunicef.org](http://trickortreatforunicef.org)

#### Create your own Halloween fundraiser

Plan a fundraiser with friends, family, or community members.

#### Host a party

Host a Halloween party to benefit UNICEF — anything from a costume soiree to a potluck. Download the free *Party Toolkit* at [trickortreatforunicef.org](http://trickortreatforunicef.org).

### 2. COLLECT DONATIONS IN YOUR TRICK-OR-TREAT FOR UNICEF BOX, ONLINE, OR WITH A MOBILE PHONE.

#### Order a free fundraising kit online:

For 10 or more boxes, you can order online at [trickortreatforunicef.org](http://trickortreatforunicef.org) or call 1-800-FOR-KIDS. You can order a free fundraising kit at the same time.

#### Trick-or-Treat for UNICEF Fundraising Kits include:

- Welcome letter
- *What Your Money Can Buy* One-Sheet
- Trick-or-Treat for UNICEF stickers
- Brochure
- Collection boxes
- *Fundraising Poster*
- *Educational Video*
- *Donation Transmittal Form* and envelope

K-6 (Teacher's) *Fundraising Kits* include all of the above, plus: the *Design Your Own Box*, *Certificate of Appreciation*, and teacher's guide/lesson plans along with *Teacher Activity Sheets* resources and an original letter from the student to their parent.

Don't forget to visit [trickortreatforunicef.org](http://trickortreatforunicef.org) to create your own customized, online fundraising page and to download tons of free resources.



# ABOUT TRICK-OR-TREAT FOR UNICEF (CONTINUED)

## 3 Easy Steps to Start Trick-or-Treating for UNICEF (cont.)

### 3. DONATE.

You can make Trick-or-Treat for UNICEF donations using your mobile phone, credit card, by check or money order, or through a Coinstar Center®.

**Text:** To donate by text from your mobile phone, text the word “TOT” to “UNICEF” (864233) to instantly contribute \$10.

**Online:** To donate online (\$5 and up), visit [trickortreatforunicef.org](http://trickortreatforunicef.org) or call **1-800-FOR-KIDS**.

**Check:** To donate by check or money order, make them payable to the “U.S. Fund for UNICEF.” If you received a fundraising kit, please include the pre-filled *Donation Transmittal Form*.

**Coinstar:** To find the nearest Coinstar Center that includes the donation option, please visit [coinstar.com](http://coinstar.com). Your donation will automatically be transferred to the U.S. Fund for UNICEF. To claim a tax deduction, please be sure to send your Coinstar receipt and a *Donation Transmittal Form* to: **Trick-or-Treat for UNICEF, U.S. Fund for UNICEF, 125 Maiden Lane, 10th Floor, New York, NY 10038**. You can find a blank version of the form on the last page of this handbook. Please fill out and return this crucial document with your donation, as we need it to make sure you get full credit for your participation, and we look forward to acknowledging you!

When writing a check, please be sure to include your donor ID number (if you’re using a prefilled Donation Transmittal Form) or any affiliated school or group name on the memo line. Send checks or money orders to: **Trick-or-Treat for UNICEF, U.S. Fund for UNICEF, 125 Maiden Lane, 10th Floor, New York, NY 10038**

All donations are tax deductible. PLEASE DO NOT SEND CASH OR COINS.

A one-time donation of \$10.00 will be added to your mobile phone bill or deducted from your prepaid balance. All donations must be authorized by the account holder. All charges are billed by and payable to your mobile service provider. All donations must be authorized by the account holder. User must be age 18 or older or have parental permission to participate. By texting YES, the user agrees to the terms and conditions. Service is available on most carriers. Message & Data Rates May Apply. Donations are collected for the benefit of the U.S. Fund for UNICEF by the Mobile Giving Foundation and subject to the terms found at [www.hmgf.org/t](http://www.hmgf.org/t). You can unsubscribe at any time by texting STOP to short code “ENTER SHORTCODE”; text HELP to “ENTER SHORTCODE” for help.





# ABOUT TRICK-OR-TREAT FOR UNICEF (CONTINUED)

## Inspired and Inspiring Kids

*Allyson S. and Sarah M. are students at Moyock Elementary school. This is their success story.*

Moyock Elementary is a school of about 500 students in rural northeastern North Carolina. Students and teachers at Moyock have been participating in Trick-or-Treat for UNICEF for over 10 years. Last year, students collected approximately \$700 to help kids around the world.

We raised money in many different ways. One student held a lemonade and cookie sale. Some took their boxes to sports events or church activities. Others asked their parents to take the collection box to work with them. Of course, a favorite way to collect money was by trick-or-treating!

After the money was returned to school, we got busy! Classrooms created charts to show how well the students were progressing toward their goals. Teachers and students made graphs to display the weekly collection totals. Then, the coins had to be sorted, stacked, and counted. The children rolled the coins and even took a field trip to the local bank, so the cash could be deposited and so one big check could be written to UNICEF for the total amount.



All the students at Moyock would like to tell people across the United States how we feel about UNICEF. We are happy to know the money we raised is going to a good cause, and we are proud to have helped others in this way. The best part about collecting the money is knowing that it saves lives and gives people a brighter future. That adds up to a lot of helping.

UNICEF has shown kids in the U.S. that there are other kids out there who don't have the same things that Americans may take for granted. But we also learned that we can help, and that kids can really make a difference!





# SHARING UNICEF AND TRICK-OR-TREAT FOR UNICEF WITH OTHERS

## Tell Us How You Trick-or-Treat for UNICEF

Post all of your Halloween pics on Twitter and Instagram using **#ToT4UNICEF**, or on our wall at **facebook.com/UNICEFUSA**.

We love to receive your mail, too! Send your letters, drawings, photos and more to: **Trick-or-Treat for UNICEF, U.S. Fund for UNICEF, 125 Maiden Lane, 10th Floor, New York, NY 10038.**

You could even be featured on our website!

## Speaking About Trick-or-Treat for UNICEF

Sharing your passion for child survival — and what you’ve learned in this handbook — can inspire others to join the cause. Here’s everything you’ll need to speak to a classroom, community group, or your own children.

### KEY TALKING POINTS

Use these to frame the discussion.

- Founded in 1946, UNICEF helps save, protect, and improve the lives of children in over 150 countries by providing immunizations, health care, nutrition, clean water, sanitation, emergency relief, education, and more.
- Trick-or-Treat for UNICEF is an education and fundraising program designed to teach kids about their peers in developing countries around the world and empower them to express themselves while also helping others in need.
- Youth in the U.S. have raised over \$167 million through Trick-or-Treat for UNICEF since the campaign began.
- In many parts of the world, kids do not have safe water to drink. Some cannot go to school or must work to support their families. Many have never seen a doctor or had immunizations to protect them against deadly diseases.
- When you donate to the U.S. Fund for UNICEF, you join others in protecting children from harm and giving them the best start in life.

### UNICEF HELPS KIDS AROUND THE WORLD BY:

- Providing lifesaving immunizations for more than half the world’s children.
- Digging wells and delivering clean water.
- Building schools, training teachers, and delivering school supplies.
- Extending a lifeline during and after emergencies.
- Protecting children from abuse and exploitation.

### SPEAKER’S CHECKLIST

Obtain permission from the school’s administrator to speak.

**Ask the principal or teacher these preparation questions:**

- Has the school participated in Trick-or-Treat for UNICEF?
- How much time will you have (including setup and presentation)?



# SHARING UNICEF AND TRICK-OR-TREAT FOR UNICEF WITH OTHERS (CONTINUED)

## Ask the principal or teacher these preparation questions (cont.):



- How many kids will be present?
- What are the demographics of the school?
- How do kids typically receive presentations?
- Have they been doing any activities recently that you can tie in to your presentation?
- What role does the principal/teacher want to play?
- Do they have tips for engaging the group?
- Are there any students who can assist you?
- What equipment is available (TV, DVD player, flip chart, computer, Internet)?
- Does the school need any Trick-or-Treat for UNICEF materials (boxes, Fundraising Kits)?

## Prepare what you are going to say.

- Ask the school administrator for information you'll need to fill in the blanks in the sample speech.
- Prepare your materials (What will you bring — video, slides, props, and box?).
- Prepare your activities (What will you do? Will you play any games?).
- Prepare alternatives (What will you do if your planned activities are not appropriate?).

## TIPS FOR SPEAKING TO CHILDREN

- Keep your speech short and simple.
- Try not to read your speech. Instead, refer to a list of speaking points or use flashcards. Look up and make eye contact.
- Tell the children about yourself — where you are from, your experiences in the developing world and/or with UNICEF, whether you Trick-or-Treated for UNICEF as a child, why you want to talk to them about Trick-or-Treat, etc.
- If you like, wear a Halloween costume and explain why you're wearing it.
- Write "Trick-or-Treat for UNICEF" on the chalkboard. Draw pictures, show photos, use gestures to act things out, and use visual aids such as the Trick-or-Treat collection box.
- If convenient, show the video.
- Engage children by asking them questions. For example, "Did you Trick-or-Treat for UNICEF last year?" "Did you have fun?" "Why is it important to help other people?"
- Children like to imitate and feel included. Have them repeat motivational catch phrases like "Trick-or-Treat for UNICEF because kids can change the world!" or "Trick-or-Treat for UNICEF and join America's kids helping kids!" or set up a call and response, so that every time you say, "Why do we Trick-or-Treat for UNICEF?" they reply, "Because every kid counts!" Knowing they have a part to play will keep them listening and engaged.
- Don't be surprised if children ask many questions.
- Speak as honestly and openly as possible. Children are very good at recognizing the truth.
- Don't be afraid to tell a child that you do not know the answer to a question. You can tell the child (or adult) that you will get back to him or her and contact us for an answer to the question. You can search our website at [unicefusa.org](http://unicefusa.org) or email [trickortreat@unicefusa.org](mailto:trickortreat@unicefusa.org).
- Be aware of children's sensitivities, such as feelings about war, suffering, violence, etc.
- Make sure whatever information you present is appropriate for a young audience.
- Remember: Children do not demand perfection. They will not notice if you make a mistake.
- Use positive words as often as possible. Be dynamic and energetic!
- Smile!

## Trick-or-Treat for UNICEF Downloadable Resources

Everything's available at [trickortreatforunicef.org](http://trickortreatforunicef.org)!

We've laid out tons of tools in our Resource Center for you to download and share. You can print posters to post at school, home, or around town; use our teaching tools with kids at home or in the classroom; and plan your October with a Trick-or-Treat for UNICEF activity calendar.

### TRICK-OR-TREAT FOR UNICEF RESOURCES FOR EVERYONE

*Trick-or-Treat for UNICEF 2012 Handbook*

*30-Day Activity Calendar*

*Create a Character Contest Guidelines*

*What Your Money Can Buy One-Sheet*

*Fundraising Poster*

*Party Toolkit*

*Party Poster*

*Party Invitations*

*Trick-or-Treat for UNICEF Brochure*

*Canister Wrapper*

*History of Trick-or-Treat UNICEF One-Sheet*

*Trick-or-Treat for UNICEF Resources Just for Teachers*

*Educational Video Online*

*Trick-or-Treat for UNICEF Stickers*

*Certificate of Appreciation*

\*Select resources are available in Spanish and Chinese.



## Ways to Get Involved in Trick-or-Treat for UNICEF with Others

### VOLUNTEER!

Visit the UNICEF Action Center at [unicefusa.org/actioncenter](http://unicefusa.org/actioncenter) to register and gain access to a multitude of volunteer resources. Communicate with other volunteers, take self-guided and interactive trainings, and use the event calendar.

### HALLOWEEN PARTIES

Visit [trickortreatforunicef.org](http://trickortreatforunicef.org) to download a *Party Toolkit* and learn how to host a Halloween party to benefit UNICEF!

# ONLINE RESOURCES (CONTINUED)

## When Halloween Is Over

Tell us how YOU Trick-or-Treated for UNICEF. Post all of your Halloween pics on Twitter and Instagram using **#ToT4UNICEF**, or on our wall at **facebook.com/UNICEFUSA**.

Send your letters, drawings, photos, and more to: **Trick-or-Treat for UNICEF, 125 Maiden Lane, 10th Floor, New York, NY 10038.**

You could even be featured on our website!

### CELEBRATE!

When the hard work is over, it's time to relax and revel in the amazing contribution you've made to the world's children. Recognize all those who helped make your campaign a success. Here are some ideas:

Host a party (big or small) to honor all your fellow Trick-or-Treat champions. If you've collected coins, count them at the party and announce the grand total.

Spotlight your champions at a party. You can find a *Certificate of Appreciation* to hand out as thanks in our resource center.

In the classroom, continue the conversation by checking out **TeachUNICEF.org** and teaching child survival issues year-round.

ON BEHALF OF ALL THE CHILDREN  
WHOSE LIVES YOU HAVE HELPED SAVE,  
THANK YOU!



## DONATION TRANSMITTAL FORM

Enclose this form with your donation(s) to help us correctly acknowledge your generosity and support. Here's how:

1. Fill out this form **completely**. Visit [trickortreatforunicef.org](http://trickortreatforunicef.org) for additional copies of this form.
2. Use **one** form per school, group, or individual. If using multiple forms, contact details on each form must be identical.
3. **Make check and money orders payable to the U.S. Fund for UNICEF** and send this form and **all checks, money orders, and/or Coinstar®** receipts together to: **Trick-or-Treat for UNICEF, 125 Maiden Lane, New York, NY 10038.**
4. Make changes to contact information below. This is how your name will appear on your recognition certificate that will be sent to your contact address.

☐ **INDIVIDUAL:** I participated in the 2012 Trick-or-Treat for UNICEF Campaign as an INDIVIDUAL.

☐ **SCHOOL OR GROUP:** We participated in the 2012 Trick-or-Treat for UNICEF Campaign as a SCHOOL OR GROUP.

How many children participated in your activities? (Please provide number.) \_\_\_\_\_

Is this donation a result of a fundraising event or activity, such as a Halloween party, Fall Festival Celebration, bake sale, car wash, or other similar event?

☐ **Yes**, and \_\_\_\_\_ people attended the event or activity. (Please provide number.)

☐ **No**, we conducted our campaign through collecting coins using the Trick-or-Treat for UNICEF boxes.

☐ **Other.** (Please describe.) \_\_\_\_\_

DM\_TOTXXX12YORDR

### CONTACT DETAILS:

Official School/Group Name (no abbreviations): \_\_\_\_\_

Official School/Group Address: \_\_\_\_\_

Contact First/Last Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### DONATION DETAILS:

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**Check/Money Order Subtotal:** \$ \_\_\_\_\_

**Coinstar® receipt(s) total (please send original receipts):** \$ \_\_\_\_\_

**TOTAL AMOUNT to be credited to this donation:** \$ \_\_\_\_\_

☐ If you have additional donation details or special instructions, please check this box and use reverse side of this form.

☐ Enclosed is my check payable to the **U.S. Fund for UNICEF.**

I prefer to charge my gift to:

- ☐ MasterCard ☐ VISA  
☐ Discover ☐ Diners Club  
☐ American Express

Card # \_\_\_\_\_

Exp. Date \_\_\_\_ / \_\_\_\_ Gift Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_

☐ I'd like to know more about the Monthly Giving Program.

☐ Please sign me up to receive your FREE e-Newsletter. My email address is: \_\_\_\_\_

Please visit our website at [trickortreatforunicef.org](http://trickortreatforunicef.org) or call 1-800-FOR-KIDS if you have any questions.

Your donation to Trick-or-Treat for UNICEF is a contribution to the U.S. Fund for UNICEF. For more information, visit [trickortreatforunicef.org](http://trickortreatforunicef.org).

From time to time we share donor and campaign information with National and Local Affiliate Organizations, and a list of top fundraising schools and groups is published annually on the Trick-or-Treat for UNICEF's website. If you would prefer that we do not include the name of your organization, please send us an email at [trickortreatforunicef.org](mailto:trickortreatforunicef.org) or call 1-800-FOR-KIDS.

Visit [trickortreatforunicef.org](http://trickortreatforunicef.org)  
to donate online.