



TRICK-OR-TREAT
FOR **UNICEF**
2020

A YEAR UNLIKE ANY OTHER

What is UNICEF?

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to pursue a more equitable world for every child.

UNICEF has helped save more lives than any other humanitarian organization, providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more.

UNICEF USA advances the global mission of UNICEF by rallying the American public to support the world's most vulnerable children.

Together, we are working toward a world that upholds the rights of all children and helps every child thrive.



for every child

UNICEF USA: Impact

UNICEF USA supports UNICEF's work to:

- Reduce daily child deaths by 50%+ since 1990
- Distribute 80% of the world's ready-to-use nutrition packs for malnourished children
- Provide access to safe drinking water to 2.6 billion people
- Provide immunizations to nearly half of the world's children
- Provide \$1 billion a year in education programming in 156 countries
- Protect children's rights in 190 countries and territories

69 Years of Trick-or-Treat for UNICEF



1950

The campaign is born! A Pennsylvania family starts a Halloween movement by collecting change for children left vulnerable by World War II.



1969

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



1980s

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



2020

The 70-year-old tradition goes virtual! Kids around the country are taking part in Trick-or-Treat for UNICEF from home to stay safe during the pandemic.



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\$180 million raised so far

**This October, join the 70th year
of Trick-or-Treat for UNICEF as it goes
virtual for the very first time.**

**Even if you can't go door to door, you can
still make a difference for children around
the world.**



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2020's Narrative and Rallying Cry

For generations, Trick-or-Treat for UNICEF has been the inspiring campaign for children all over America, teaching children the value of caring for others. But it's always been done the same way — by going door-to-door with a little orange box.

This year, a pandemic is threatening to steal the holiday from American children, and along with it, the chance to help vulnerable children around the world. We can't let that happen.

During the month of October, Trick-or-Treat for UNICEF is going virtual with a personalized Virtual Collection Box online, toolkits to help ask for donations, and fun activities that unlock even more money.

And for the first time, kids get to help decide how the money gets spent.

So don't put away the costume just yet! Go online and help make this Trick-or-Treat for UNICEF the best one ever!



The Power of Kids (of All Ages) Helping Kids

- Children everywhere have the innate desire to be helpful and hopeful. They also have the power to inspire us adults to care.
- For many adults in the U.S., Trick-or-Treat for UNICEF represented the very first time they learned they had the power to make a difference for others. This year, they can join the fun again!
- A cherished Halloween tradition passed on from parents to their children, from one generation to the next, Trick-or-Treat for UNICEF is a valuable teaching opportunity that parents can use to shape the future generation of global citizens.



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Where Your Donations Go

- \$1 can provide safe water to a child for more than two months.
- \$7 can provide a cold child with a warm fleece blanket.
- \$15 can buy a box of five mosquito nets to protect kids from deadly malaria.
- \$58 can buy one box of therapeutic food (150 packets) to save a child from severe acute malnutrition.
- \$210 can buy a UNICEF School-in-a-Box to help keep 40 children safe and learning in the aftermath of emergencies.



for every child

A group of children in costumes are smiling and holding small orange boxes that say "TRICK or TREAT for UNICEF". The scene is set outdoors at night with a warm, orange glow. The children are dressed in various costumes, including a pirate, a girl with a large black hat, a girl with long blonde hair, and a boy in a dark hooded jacket. The background is blurred, suggesting a crowd of people.

How to Trick-or-Treat for UNICEF in 2020, a year unlike any other



for every child

How to Trick-or-Treat for UNICEF

- **Register and join the fun.** Go to trickortreatforunicef.org and sign up to get a Virtual Collection Box.
- **Share your Personal Code.** Once registered, you'll get a Personal Code (URL or QR Code) that you can share with the world. All donations will go into your Virtual Collection Box.
- **Do an online activity.** Submit an activity, like sharing your Vision for Children, and unlock even more donations!
- **Have a socially distant fundraiser.** Online video costume parties. Scary movie watch parties. There are lots of great ways for kids of all ages to get involved. Find ideas at trickortreatforunicef.org.
- **Make your own donation!** Help America's kids raise more money than ever this year. You'll be empowering Trick-or-Treaters at the same time, since they'll get to help decide how to spend this year's donations. Make a contribution at trickortreatforunicef.org.



Our National Partner

KEY CLUB®

Key Club International continues to support Trick-or-Treat for UNICEF by raising funds for The Eliminate Project, which seeks to eliminate maternal and neonatal tetanus.

Johnson & Johnson

Johnson & Johnson will support Trick-or-Treat for UNICEF Won't Stop by allocating funds to the UNICEF Empowerment Fund, which will help this year's Trick-or-Treaters donate to UNICEF programs and make a difference for children around the world. For over 30 years, Johnson & Johnson and UNICEF have worked together to improve the lives of children, mothers and their communities globally by helping to strengthen health systems and improve access to health care and health information.



for every child



Now it's your turn!

This October, join us — and thousands of kids around the country — in keeping the Halloween spirit alive — by Trick-or-Treating for UNICEF!