

# Trick-or-Treat for UNICEF

October, 2017

Dear Parents / Guardians,

Giving back can be a powerful learning experience. Trick or Treat for UNICEF is a special and fun opportunity for kids to help their less fortunate peers and to gain a better understanding of the world around them. Trick-or-Treat for UNICEF is an annual Halloween tradition that is beloved by generations of Americans, and that has helped provide lifesaving aid to children around the globe.

For many American children, it is their first introduction to the harsh realities faced by countless girls and boys worldwide, who struggle just to survive. Equally as important, the program continues to affirm the spirit of personal service in an engaging way.

To date, Trick-or-Treat for UNICEF has raised more than \$175 million — funds that have made a critical difference in the lives of millions of children and families. Hundreds of millions of American kids helped make this possible by bringing their orange Trick-or-Treat for UNICEF boxes door-to-door and spreading the word of UNICEF's mission.

We couldn't do it without committed parents or guardians like you. Your dedication to enlighten and inspire is essential to your child's development, just as children are essential to UNICEF's efforts to save lives on Halloween.

Here's how you can help your child help the world's children in 2017:

**1. TALK TO YOUR CHILD ABOUT THINGS THAT HE OR SHE PROBABLY TAKES FOR GRANTED:**

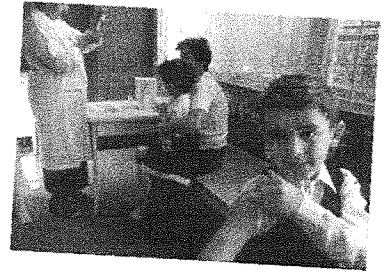
- Easy access to food and clean water.
- The ability to go to school and get an education.
- The availability of medical care when it is needed.

**2. TELL YOUR CHILD ABOUT THE LIVES OF CHILDREN WHO LIVE IN OTHER PARTS OF THE WORLD:**

- In many parts of the world, children have no choice but to drink unsafe water from a river or stream that often makes them very sick.
- Many children have never seen a doctor or had the immunizations needed to protect them against deadly diseases.
- Some children don't learn to read or write, because they don't have access to a school or must work to support their families.

**3. LEARN HOW UNICEF HELPS CHILDREN AROUND THE WORLD:**

- UNICEF builds wells so that children can have clean water.
- UNICEF provides lifesaving immunizations to children around the world.
- UNICEF helps build schools, train teachers, and provides school supplies to children all over the globe.



We hope we can count on you to champion Trick-or-Treat for UNICEF in your household this year. Not only will you be aiding children in need, you'll also be helping to educate our children about the importance of volunteerism... and that is priceless!

To find out more about Trick-or-Treat for UNICEF and how easy it is to participate, you can visit [trickortreatforunicef.org](http://trickortreatforunicef.org)

**TRICK-OR-TREAT  
FOR UNICEF**

