



SHOW YOUR CHARACTER.

Help Kids Around the World.

Dear Educator,

Developing responsible, caring and compassionate students is one of your most important and most difficult jobs. This year, you can make giant steps toward this goal by having students participate in Trick-or-Treat for UNICEF. They will not only help children around the world, as have generations before them, but they will discover pride in their own power to change the world—and have fun at the same time.

Founded in 1946, UNICEF helps save, protect and improve the lives of children in 155 countries and territories through immunization, education, health care, nutrition, clean water and sanitation. UNICEF is non-partisan and its cooperation is free of discrimination. In everything it does, the most disadvantaged children and the countries in greatest need have priority.

Trick-or-Treat for UNICEF is the Original KIDS HELPING KIDS® campaign. Created, inspired and powered by kids, only Trick-or-Treat for UNICEF has empowered generations to make lasting change in their global community. From trick-or-treating door-to-door to creative fundraisers with their schools and communities, kids have collected more than \$132 million through Trick-or-Treat for UNICEF. Their efforts have saved and improved the lives of children around the world.

There are lots of things your students can do to raise funds. One way is by trick-or-treating door-to-door. In addition, there are other equally effective ways for them to raise money for UNICEF. We've included a number of ideas in this booklet.

A little goes a long way. Just \$2.50 provides a child with school supplies for an entire year. And the money students raise will make a difference, because 91% of all funds collected go to programs helping kids.

Not all teachers may have received these materials, so we urge you to share them. To download extra copies of these materials, go to unicefusa.org/trickortreat. The enclosed parent letter and handout are available online in Spanish, as well.

So, please, let your students' character shine. Let them make a difference for kids around the world through Trick-or-Treat for UNICEF.

Sincerely,



Charles J. Lyons

President U.S. Fund for UNICEF



Trick-or-Treat for
UNICEF
The Original KIDS HELPING KIDS®

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Trick-or-Treat for UNICEF Trick-or-Treat for UNICEF

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Teacher's Guide. As Easy as 1, 2, 3

Use the information and ideas in this guide to expand the Trick-or-Treat for UNICEF program into an important lesson for your students about the value of being good global citizens and helping others through volunteerism.

1 What This Packet Contains

- This teacher's guide
- The *Show Your Character. Help Kids Around the World.* DVD (approximately 10 minutes)
- Step-by-step instructions on how to participate
- Two student activity sheets printed on reproducible masters
- Reproducible letter to parents
- Reproducible handout for students and parents explaining what their donations will buy
- A wall poster to keep track of your students' efforts
- Donation form and prepaid envelope to send in donations
- One sample Trick-or-Treat for UNICEF collection box

2 Here's How To Participate in Trick-or-Treat for UNICEF

1. Show these materials to your principal or PTA if you need approval.
2. Share these materials with other teachers.
3. Show the enclosed DVD to students in your class or the whole school during an assembly.
4. Use the reproducible activities to teach students about the lives of other children around the world.
5. Decide if you and your students will raise money by going door-to-door on Halloween night or by planning a class or school-wide fundraising event (see many easy suggestions on page 4 of this booklet), or both.
6. Order a FREE Trick-or-Treat for UNICEF fundraising kit with a minimum of 10 boxes and resource materials. Be sure to order early. Your kit will arrive in 5 to 10 business days.
 - ➡ Order online at unicefusa.org/trickortreat
 - ➡ Order by phone at 1-800-4UNICEF (1-800-486-4233).
 - ➡ You can also pick up individual boxes in person at Pier 1 Imports, Pier 1 Kids and Hallmark Gold Crown® stores after October 1st.
7. Sign, copy and send home the parent letter, which is also available online in Spanish at unicefusa.org/trickortreat. Include a copy of page 8 detailing what collections will buy. Encourage students and their families to collect for UNICEF on their own.



Brooklyn Park Slope Halloween Parade 2005 - Credit Larry Lettera

3 How To Send in Your Donations

1. **BY CREDIT CARD:** Call 1-800-4UNICEF (1-800-486-4233) or go online to unicefusa.org/trickortreat
2. **BY COINSTAR®:** Take any coins collected to a Coinstar® center. (You can find them in many supermarkets, or to locate the Coinstar® center nearest you, visit www.coinstar.com) Select the U.S. Fund for UNICEF donation option by entering the code 5555 and print a receipt for your donation. Mail the receipt along with a completed donation form in the enclosed prepaid envelope or send to the address below in number 3.
3. **BY CHECK OR MONEY ORDER:** Mail the check made payable to Trick-or-Treat for UNICEF, along with the completed donation form, in the enclosed prepaid envelope or send to: **Trick-or-Treat for UNICEF, P.O. Box 3662, New York, NY 10164-2629.**

QUESTIONS?

Call us at 1-800-4UNICEF
(1-800-486-4233).

Please participate.

You will make a real difference!



ADD EXTRA IMPACT TO YOUR EFFORTS.

Just by participating in Trick-or-Treat for UNICEF and donating funds, your class is automatically part of the Trick-or-Treat for UNICEF Challenge. See what happens when your school is among the top fundraising schools in the country.

For complete details and rules of the Trick-or-Treat for UNICEF Challenge, go to unicefusa.org/challengerules or call 1-800-4UNICEF.

How To Use the Show Your Character. Help Kids Around the World. DVD



BEGIN BY READING THIS SYNOPSIS TO YOUR STUDENTS:

Many of the things you take for granted are absent from the lives of many children around the world. You play with friends and have fun. You go to the doctor when you're sick. You go to school. Many kids in other parts of the world don't always have these basic things. They might live where there's no safe drinking water, where there's not enough healthy food to eat, where there's no doctor when they need one, where there's no school where they can learn, or where there's war.

UNICEF—the United Nations Children's Fund—has been helping children and their families since 1946. UNICEF has more than 7,000 men and women in 155 countries working to provide health care, clean water, nutrition, and education to children and their families.

Through your participation in Trick-or-Treat for UNICEF, you can help kids around the world, too. Since 1950, when kids started Trick-or-Treat for UNICEF, they have raised more than \$132 million and helped save millions of lives.

NOW SHOW THE DVD TO YOUR STUDENTS.

IT DOESN'T TAKE A LOT OF MONEY TO MAKE A BIG DIFFERENCE. FOR EXAMPLE:

- \$4** can buy a blanket to keep a child warm during emergencies.
- \$17** can give a child lifetime protection from 6 killer diseases.
- \$35** can buy enough pencils and books for a class of 50 kids for a whole year.
- \$150** can provide a hand-pump for a village well to provide safe, clean water.

DVD CLASS DISCUSSION IDEAS

After viewing the DVD, use these discussion starters to help your students build a better understanding about the situations they have now seen of kids around the world. Discuss the value of volunteerism and helping others, and about the important role they can play.

- With your students, create a list of the top 10 things they are most thankful for.
- Lead a discussion about ways kids can make a difference—at school, at home, in the community, and around the world.
- Talk with your students about UNICEF and everything it does to make a difference around the world. (For more information about UNICEF, visit unicefusa.org)

- *The DVD explains that 1 out of every 6 kids fails to receive the right nutrition to be healthy.* Talk about the components of a healthy diet and ask students to name their favorite healthy foods. If they could share just one of those foods with kids in another country, what would it be and why? Encourage older students to think about factors such as drought or war that prevent children and families from having access to a healthy diet, and how those reasons might be different in the U.S.
- *The DVD explains that 10 million kids die every year because they don't have the basic things they need to survive.* As a class, make a list of all the things your students think they need to survive. Then, make a list of all the things they're glad they have but could survive without.
- *The DVD explains that 121 million kids around the world do not attend school.* Ask students how they think their lives would be different if they couldn't go to school.
- *The DVD explains that 376 million kids around the world must walk for more than 15 minutes just to find safe water to drink.* To get a sense of distance, ask students to name places they could go if they walked for 15 minutes.

How To Use the Activity Masters

These activities have been designed for students in elementary grades. Adapt them to the needs and levels of your students.



ACTIVITY 1 (page 5): A DAY IN MY LIFE

National Education Standards—English: Understanding the Human Experience, Multi-Cultural Understanding, Character Education

Character Education Skills: caring, respect, responsibility

This language arts activity is designed to help your students think about their lives and understand how different life is for many kids around the world. They will develop empathy, and begin to think about the importance of helping others. The statements are based on information contained in the *Show Your Character. Help Kids Around the World. DVD*. It may be helpful, but not necessary, for your students to view the DVD before completing the activity.

While there are a number of things your students might say, here are possible responses to the fill-in-the-blank statements:

1. turn on the tap and get a drink, go to a village well,
2. go to the doctor, there aren't any doctors in their village,
3. 30 hours, never.

Extended Activity: Borrow an assortment of books about children from other lands from the school library. Ask each student to read one of the books and write a brief report about what they learned about life in that country. Ask them to compare it to their lives.



ACTIVITY 2 (page 6): MAKING A DIFFERENCE WITH MATH

National Education Standards—Math: Develop and evaluate inferences and predictions that are based on data, problem solving, mathematical connections.

Character Education Skills: caring, respect, responsibility

This activity will engage your students in basic math problem-solving as they learn how much help they can provide by raising just a few dollars. To begin, talk with your students about some of the things UNICEF can do with varying amounts of money. (You'll find information in the DVD synopsis on page 3 of this guide and on page 8.)
Answer Key, Part A: 1. 50 children, 2. \$7, 3. \$36, 4. 5 blankets, 5. \$52. For advanced students, you can add lines to the chart in Part B and use additional items from the last page of this booklet.

Extended Activity: Develop a “wish list” of the things your students would provide if they raised \$100 for UNICEF. For example, their list might include 25 blankets for children ($\$4 \times 25 = \100), 100 boxes of crayons ($7¢ \times 100 = \$7$), and so on. You can do the activity as a group or have students work in small groups or individually. Conclude by asking students to explain why they made the choices they did.

How To Use the Poster

Hang the poster in a prominent place in your classroom or, if this is a school-wide event, in the main lobby.

Write in your class's or school's goal for Trick-or-Treat for UNICEF. Every time your class reaches a benchmark cited in the captions on the poster, celebrate with extra free time, a special game, or download a certificate of appreciation at unicefusa.org/trickortreat.



Students at the Jose Clemente Orozco Primary School in El Verde, Mexico.

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Fundraising Ideas

Here are just a few ideas about things you can do—as a class, as a school or as individuals—to Trick-or-Treat for UNICEF. You can use them just as they are presented or adapt them to better meet the interests and abilities of your students. Brainstorm other ideas with your students and other teachers.



AS A CLASS OR SCHOOL

- **Designate** an official class Trick-or-Treat for UNICEF box. Ask students to bring in spare change from home and tally each week's collections. Challenge other classes in your grade or school to participate, too.
- **Plan** a Trick-or-Treat for UNICEF walk-a-thon or bike-a-thon. Students can solicit pledges for each lap they make around the school parking lot or the high school track.
- **Have** a costume parade. Students, parents and staff vote for the best costume by dropping a donation into the student's collection box.
- **Download** a Trick-or-Treat for UNICEF canister wrap at unicefusa.org/trickortreat and decorate a water jug for students' donations. Have students guess how much the container weighs. The child who is closest has his or her name read in the school's morning announcements.
- **Hold** a multi-cultural night. Students can bring food, wear clothing and conduct games from around the world. Charge admission and sell snacks. Donate the proceeds.
- **Ask** community businesses to donate services or prizes and hold a silent auction during a PTO meeting or parent night with students running the event.

AS AN INDIVIDUAL

- Students can Trick-or-Treat for UNICEF on Halloween with a parent or a group of friends.
- Ask students to donate one week's allowance to UNICEF or suggest that they offer to do extra chores around the house in exchange for a donation to UNICEF.
- Students can set up a Trick-or-Treat for UNICEF box in their house and ask the whole family to drop in change.
 - Students can host a lemonade stand or bake Halloween cookies and sell them to raise funds for UNICEF.
 - Have students set a personal fundraising goal. They can write to family, friends and relatives and ask them to help reach their goal.

Resources

unicefusa.org/trickortreat
www.TeachUNICEF.org
www.ymiteacher.com



A Day in My Life



Sometimes you get angry or sad because you have homework to do. Sometimes you can't play because you have to clean your room. For other kids around the world, these simple things are lacking.

Look at the pictures below. Finish the sentences. Then, write description words (adjectives) that tell how kids might feel.

.....

1. In My Life...

When I'm thirsty, I _____

Somewhere Else in the World...

When a kid is thirsty, he or she might _____

Words that show feeling about being thirsty.

• _____ •



A girl drinks safe water at a tap in Islamabad, Sri Lanka.

.....

2. In My Life...

If I get sick, I can _____

Somewhere Else in the World...

In some countries when kids get sick, _____

Words that show feeling about being sick.

• _____ •



To find out more about helping kids around the world, go to

unicefusa.org/trickortreat



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Ten-year-old Suamn gets her measles vaccination in Tajikistan.

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3. In My Life...

Each week, I spend _____ hours in school.

Somewhere Else in the World...

In some countries kids _____ go to school.

Words that show feeling about not going to school.

• _____ •



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Children attend school near Guadalajara, Mexico.

Making a Difference with Math



Part A. You can make a big difference in the lives of kids around the world. Find out how **much** you can do to help other kids. Solve these problems to see what a difference you can make.

1. For \$5, I can immunize (protect) 10 children against measles and rubella. How many children can I protect if I raise \$25?

(a) \$25 divided by \$5 = _____. (b) _____ x 10 children = _____ children.
Answer from (a)

2. 7¢ gives a box of crayons to a child. How much will crayons for 100 children cost?

7¢ x 100 = \$_____.

3. For \$6, I can buy mosquito netting that will protect children from malaria. How much would it cost to buy 6 nets?

\$6 x 6 nets = \$_____.

4. For \$4, I can buy a large wool blanket to keep a child warm. How many blankets could I buy if I had \$20?

\$20 divided by \$4 = _____ blankets.

5. For \$26, I can buy a small water filter to make water clean to drink. How much would it cost if I bought 2 water filters?

\$26 x 2 = \$_____.



A boy drinks water from a basin at a school in Ampara, Sri Lanka.



This is a school for children after an earthquake in Pakistan.



Part B. Imagine that you have raised \$100 for UNICEF. Which items from Part A would you want to buy? Make your list. Do your math in the space below. See how close you can come to \$100.

Item I would buy	Cost	Number I would buy	Total
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Grand Total			_____

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DEAR PARENT,

We've been talking about Trick-or-Treat for UNICEF, the annual Halloween campaign that has empowered generations of American kids to make a difference in the lives of their peers around the globe. Perhaps you participated yourself as a kid and remember the pride you felt when you helped provide other children with clean water or vaccines.

During the past 56 years, millions of American kids, with their schools, families and communities, have raised more than \$132 million to help children in the developing world through their participation in Trick-or-Treat for UNICEF.

UNICEF helps the most disadvantaged children no matter where they live—in 155 countries and territories around the world. UNICEF provides immunizations, education, health care, nutrition, clean water and sanitation. *And the money kids raise will make a difference, because 91% of all funds collected go to programs helping kids.*

Developing responsible, caring and compassionate children is one of the most important jobs of a parent. This year, you can encourage these values in your children by having them participate in Trick-or-Treat for UNICEF. Here's how:

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

- The food in the fridge and the water from the tap
- The heated and air-conditioned school
- The medical help available whenever it is needed

This brother and sister get their safe water from a well in East Timor.



© UNICEF/H000-0048/Jim Holmes

2 TELL YOUR CHILD ABOUT THE LIVES OF KIDS WHO LIVE IN OTHER PARTS OF THE WORLD:

- In many parts of the world, kids drink unsafe water from a river or a stream, and that unsafe water often makes them very sick.
- Kids in lots of places have never seen a doctor or had the immunizations they need to stay healthy. This can leave them with permanent disabilities or even result in death.
- Some kids don't learn to read or write, because they don't have access to school or must work to support their families.

Teams visit schools to immunize students with Tetanus Toxoid.



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3 DID YOU KNOW HOW UNICEF IS HELPING KIDS AROUND THE WORLD?

- UNICEF builds wells so kids around the world can have access to clean water.
- UNICEF supports child nutrition centers to monitor children's weight and to teach parents lessons about healthy nutrition.
- UNICEF provides 40 percent of children in developing countries with their immunizations.
- UNICEF helps build schools, train teachers and provide school supplies to kids around the world.

We hope your family will join our efforts. Not only will you be helping children around the globe, but you will be supporting important lessons you are trying to teach your child. To find out more about Trick-or-Treat for UNICEF and how easy it is to participate, go to unicefusa.org/trickortreat.

Sincerely,

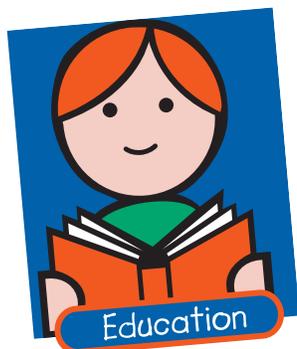
.....
(Teacher name)



SHOW YOUR CHARACTER. HELP KIDS AROUND THE WORLD.

SEE THE POWER OF YOUR TRICK-OR-TREAT FOR UNICEF DONATION!

Children—as a group or as individuals—have a wonderful opportunity to make a big difference in the lives of children around the world by participating in this year’s Trick-or-Treat for UNICEF program. Here are just a few of the things the funds kids raise can provide.



APPROXIMATELY:

- 7¢ can provide a box of crayons for children to use in the classroom.
- \$1 can immunize a child against polio for life.
- \$3 can provide a child with a pencil, paper pad and a pen to use in the classroom.
- \$4 can provide a large wool blanket to protect a child from the cold/winter weather during an emergency.
- \$5 can immunize 10 children against measles and rubella.
- \$11 can provide 100 colorful wooden figurines for children to play with.
- \$15 can buy a double-sided chalkboard for classroom or outdoor use.
- \$199 can buy a large vaccine cold box to transport vaccines.
- \$581 can provide a supplementary dry feeding kit that can feed 500 malnourished children.
- \$1,395 can provide a water-tank kit that can store up to 5,000 liters of clean water.
- \$1,556 can provide a foot pump for pumping water from deep wells.

Just by participating in Trick-or-Treat for UNICEF and donating funds, your child’s class is automatically part of the Trick-or-Treat for UNICEF Challenge. See what happens when your school is among the top fundraising schools in the country.

For complete details and rules of the Trick-or-Treat for UNICEF Challenge, go to unicefusa.org/challengerules or call 1-800-4UNICEF.

DEMUESTRA TU CARÁCTER. AYUDA A LOS NIÑOS ALREDEDOR DEL MUNDO.

¡OBSERVA EL PODER DE TU DONACIÓN A TRICK-OR-TREAT FOR UNICEF!

Los niños—en grupos o como individuos—tienen una oportunidad maravillosa para efectuar una gran diferencia en las vidas de los niños alrededor del mundo cuando participan en Trick-or-Treat for UNICEF. Algunos ejemplos de las cosas que pueden proveer los fondos recogidos por los niños siguen.

APROXIMADAMENTE:

- 7¢ puede proveer una cajita de crayones para el uso de los niños en las aulas.
- \$1 puede inmunizar a un niño contra la poliomielitis.
- \$3 puede proveer a un niño con lápiz, bloc de papel, y bolígrafo para usar en el aula.
- \$4 puede proveer una manta de lana para proteger a un niño del frío/tiempo invernal durante una emergencia.
- \$5 puede inmunizar a 10 niños contra el sarampión y la rubéola.
- \$11 puede proveer 100 muñecas coloreadas de madera para que los niños puedan jugar.
- \$15 puede comprar una pizarra de dos lados para usar en el aula o afuera.
- \$199 puede comprar una caja refrigerada para el transporte de vacunas.
- \$581 puede proveer un estuche para comida seca suplementaria que puede dar de comer a 500 niños desnutridos.
- \$1,395 puede proveer equipaje para un tanque para agua que puede almacenar hasta 5,000 litros de agua pura.
- \$1,556 puede proveer una bomba de pie para sacar agua de pozos hondos.



Sólo por participar en Trick-or-Treat for UNICEF y donar fondos, la clase de su niño formará parte de El Desafío Trick-or-Treat for UNICEF. Observe lo que ocurre cuando su escuela está entre las escuelas del país que recogen más fondos.

Para obtener detalles completos y las reglas del Desafío Trick-or-Treat for UNICEF, vaya a unicefusa.org/challengerules o llame 1-800-4UNICEF.

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ESTIMADO PADRE,

Hemos estado hablando de Trick-or-Treat for UNICEF, la campaña anual durante Halloween que ha habilitado a generaciones de niños americanos a efectuar cambios en las vidas de sus semejantes alrededor del globo. Posiblemente Ud. mismo participó durante su juventud y recuerda el orgullo que sintió cuando ayudó a proveer a otros niños con agua pura o vacunas.

Durante los últimos 56 años, millones de niños americanos, con sus escuelas, sus familias y sus comunidades, han reunido más de \$132 millones para ayudar a los niños del mundo en vía de desarrollo por medio de su participación en Trick-or-Treat for UNICEF.

UNICEF ayuda a los niños más desválidos dondequiera que vivan—en 155 países y territorios alrededor del mundo. UNICEF provee inmunizaciones, educación, servicios médicos, nutrición, agua pura, y servicios de sanidad. *Y los fondos reunidos por los niños efectuarán cambios, porque 91% de todos los fondos va directamente a los programas que ayudan a los niños.*

El desarrollo de niños responsables, cariñosos, y compasivos es una de las obras más importantes de los padres. Este año, Ud. puede fomentar la formación de estos valores en sus niños al sugerirles que participen en Trick-or-Treat for UNICEF. Se hace de esta manera:

1 HABLE CON SU NIÑO DE LAS COSAS QUE PROBABLEMENTE ÉL DA POR SENTADO:

- La comida en la nevera y el agua de la pila
- La escuela con calefacción y aire acondicionado
- La ayuda médica disponible dondequiera que haga falta

Estos hermanos obtienen su agua pura de un pozo en Timor del Este.



© UNICEF/HQ00-0048/Jim Holmes

2 HÁBLELE A SU NIÑO DE LA VIDA DE LOS NIÑOS QUE HABITAN OTRAS PARTES DEL MUNDO:

- En muchas partes del mundo, los niños beben agua peligrosa de ríos o arroyos, y esa agua frecuentemente los enferma gravemente.
- En muchos lugares los niños nunca han podido visitar al médico ni han recibido las inmunizaciones que necesitan para permanecer sanos. Esto les puede dejar permanentemente incapacitados o hasta puede resultar en su muerte.
- Algunos niños no aprenden ni a leer ni a escribir, porque no tienen acceso a la escuela o porque tienen que trabajar para mantener a sus familias.



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Los equipos visitan escuelas para darles a los estudiantes inmunizaciones contra el tétano.

3 ¿SABÍA UD. CÓMO UNICEF AYUDA A LOS NIÑOS POR TODO EL MUNDO?

- UNICEF construye pozos para que los niños del mundo tengan accesible agua pura.
- UNICEF mantiene centros de nutrición para niños para vigilar el peso de los niños y para darles a los padres información sobre nutrición saludable.
- UNICEF provee inmunizaciones a 40 % de los niños en países en vía de desarrollo.
- UNICEF ayuda a construir escuelas, entrenar a maestros, y proveer artículos escolares a niños por todo el mundo.

Esperamos que su familia se una a nuestros esfuerzos. No sólo estará ayudando a niños alrededor del globo, sino que también estará reforzando las lecciones que Ud. quiere enseñarle a su niño. Para saber más acerca de Trick-or-Treat for UNICEF y lo fácil que es participar, vaya a unicefusa.org/trickortreat.

Cordialmente,

.....
(teacher's name)

