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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.



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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,

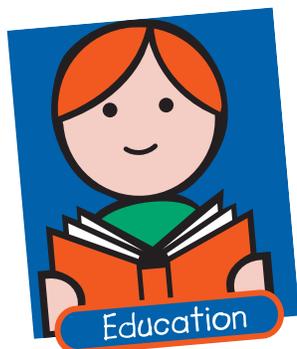
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(Teacher name)



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.