



# TRICK OR TREAT

FOR UNICEF 

## IMAGINE WHAT YOU COULD DO

What if when we came together for Halloween fun, we also came together for children everywhere? What if we continued a tradition begun more than 70 years ago that engages the global citizens of today in their communities, schools and organizations?

During the entire month of October, Trick-or-Treat for UNICEF invites all ages to participate in raising funds and awareness for an organization that reaches more children with humanitarian relief than any other on the planet. With consumers spending \$10 billion a year on Halloween, it just makes sense to share the wealth – and help UNICEF keep children healthy, educated and protected.

## HOW TO GET INVOLVED – AND ADD SOME MEANING TO YOUR HALLOWEENING®

1. Visit [keyclub.org/zambia](https://keyclub.org/zambia) to participate in our global Halloween experience and learn how you can make an impact.
2. Amplify the campaign at your school, in your community, on social media and at events.
3. Make a donation wherever you see a pumpkin QR code.

## KEY TAKEAWAYS:

Dates of campaign: October 1 to October 31, 2023

Website: [keyclub.org/zambia](https://keyclub.org/zambia)

Hashtag: **#ToT4UNICEF**

Contact: Your District UNICEF Champion

## WHERE FUNDS GO AND HOW THEY ADDRESS THE BIGGEST NEEDS

Trick-or-Treat for UNICEF donations raised by Key Club International and Builders Club will go to Start Strong; Zambia – Key Club’s project that is supporting UNICEF’s early childhood development work in Zambia with a focus on providing sustainable, community-based support for children, families and caretakers. Support this October makes a lifesaving difference to children.

### WHAT UNICEF ACCOMPLISHES WITH YOUR HELP:

**BUILDS INNOVATIVE COMMUNITY CENTERS** called **Insakas with spaces for children to learn and play.**

**TRAINS COMMUNITY-BASED VOLUNTEERS, health care providers and teachers to create a nurturing environment.**

**PROVIDES AGE-APPROPRIATE TOYS to encourage child development.**