



**TRICK OR TREAT  
FOR UNICEF**



# Make Halloween Mean More!

## WELCOME!

Since children first collected coins on Halloween night – to help others after World War II – Trick-or-Treat for UNICEF has been a symbol of coming together to make a difference for kids. This year, we are celebrating 75 years of impact for this longstanding initiative! A point of nostalgia for many adults, the box is a great way for Key Club, Builders Club and Aktion Club to work with UNICEF and help kids through the Start Strong: Zambia project. Joining in the campaign this October means being part of the longest running youth engagement campaign in the United States, one that's raised nearly **\$200 million for lifesaving programs around the world.**

## WHERE THE FUNDS GO

Trick-or-Treat for UNICEF donations raised by Key Club, Builders Club and Aktion Club will go to Start Strong: Zambia. This project supports UNICEF's early childhood development work in Zambia with a focus on providing sustainable, community-based support for children, families and caretakers.

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.

## PARTICIPATE IN 5 EASY STEPS

1. Decide with your club what kind of fundraiser it will do. Find ideas at [keyclub.org/zambia](https://keyclub.org/zambia).
2. Order your collection boxes at [store.kiwanis.org](https://store.kiwanis.org) - remember to reuse your boxes from last year if you can!
3. Collect donations.
4. Submit your club's donations.
5. Celebrate! You're helping to make a difference in the lives of children!

## HOW TO SUBMIT FUNDS

Once you've collected your donations, you can submit funds using the online donation form at [keyclub.org/zambia](https://keyclub.org/zambia); or use the downloadable form and mail checks payable to the Kiwanis Children's Fund. Make sure to include your club's name and TOT in the memo field. Return this completed form via mail:

**Kiwanis Children's Fund**  
**P.O. Box 6457 – Dept. #286**  
**Indianapolis, IN 46206**  
**Attn: Trick-or-Treat**

Questions? Contact the Kiwanis Children's Fund at [childrensfund@kiwanis.org](mailto:childrensfund@kiwanis.org) or **+1-317-217-6236**

## GET RECOGNIZED

**If your club submits US\$250 or more by December 31, 2025, you'll receive a Trick-or-Treat banner patch!**

Gifts must be postmarked by December 31 and identified as Trick-or-Treat to qualify.

To learn more, visit [keyclub.org/zambia](https://keyclub.org/zambia)