

Trick-or-Treat for UNICEF

Make Halloween count.™

Dear Friend of Trick-or-Treat for UNICEF,

You really helped “Make Halloween count” with your participation in last year’s Trick-or-Treat for UNICEF campaign. Thank you!

This Halloween tradition has been loved by generations of children – perhaps you participated in Trick-or-Treat for UNICEF when you were a child. In many cases, this was the first time that kids in the United States were exposed to the situations faced by children in developing countries who struggle to survive against disease, disasters, and other hardships.

Just as important, Trick-or-Treat for UNICEF shows students that they can make a difference in the world by volunteering to help others.

Since Trick-or-Treat for UNICEF was started by kids 59 years ago, boys and girls have collected over \$144 million that has changed children’s lives. Last year, educators like you helped raise over \$4.4 million, as students and their local communities joined together to assist children and families around the world.

Every one of the students who dressed up...went door-to door...donated their allowance...washed cars...or contributed in any way had a measurable impact on the lives of children in the developing world.

And by continuing to champion Trick-or-Treat for UNICEF in your school or classroom, you can help save even more children’s lives. Did you know that:

- 6 cents can provide water for 1 thirsty kid
- \$45 can provide school supplies for 20 kids
- \$112 can provide blankets to 37 kids facing emergency situations
- \$200 can immunize 104 kids against measles

We’ve included all the materials you need to start your 2009 Trick-or-Treat for UNICEF campaign. Additional boxes are also available at select Hallmark Gold Crown® stores starting September 15th, and Pier 1 Imports® and select Baskin-Robbins® stores starting October 1st. Or you can order them at unicefusa.org/trickortreat or by calling our toll-free order line at 1-800-FOR-KIDS.

(over, please)



Every day, an estimated 25,000 children die from preventable causes – because they lack simple things like access to clean drinking water, basic childhood medical attention, sufficient nutrition, or immunizations that can protect them against deadly diseases.

UNICEF’s goal is simple – we will do whatever it takes to reduce the number of preventable childhood deaths to zero. Only UNICEF has the global experience, resources and reach to give children the best hope for survival.

And that’s why we need you and your students to help.

Thanks again for your dedication to children and for joining me and thousands of educators around the United States to empower children to make a difference in the lives of their peers by participating in Trick-or-Treat for UNICEF!

Best regards,



Caryl M. Stern
President & CEO

P.S. To put more “fun” in your “fundraising,” visit unicefusa.org/trickortreat to learn how others have put their creative ideas to work to bring excitement and purpose to their Trick-or-Treat for UNICEF campaigns.

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Dear Friend of Trick-or-Treat for UNICEF,

You really helped “Make Halloween count” with your participation in last year’s Trick-or-Treat for UNICEF campaign. Thank you!

This Halloween tradition has been loved by generations of children and young adults – perhaps you participated in Trick-or-Treat for UNICEF when you were a child. In many cases, this was the first time that many of us were exposed to the situations faced by children in developing countries who struggle to survive against disease, disasters, and other hardships.

Just as important, Trick-or-Treat for UNICEF shows students of all ages that they can make a difference in the world by volunteering to help others.

Since Trick-or-Treat for UNICEF was started 59 years ago, more than \$144 million has been raised to change children’s lives. Last year, campus leaders like you helped raise over \$4.4 million, as students and their local communities joined together to assist children and families around the world.

Everyone who collected donations on campus...washed cars...ran a dance-a-thon...or contributed in any way had a measurable impact on the lives of children in the developing world.

And by continuing to champion Trick-or-Treat for UNICEF on your campus or in your community, you can help save even more children’s lives. Did you know that:

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And that’s why we need you and other campus leaders to help.

Thanks again for your dedication to children and for joining me and thousands of college students and educators around the United States to empower people to make a difference in the lives of children by participating in Trick-or-Treat for UNICEF!

Best regards,



Caryl M. Stern
President & CEO

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Just as important, Trick-or-Treat for UNICEF shows your youth group members that they can make a difference in the world by volunteering to help others.

Since Trick-or-Treat for UNICEF was started by kids 59 years ago, children and young adults have collected over \$144 million that has changed children’s lives. Last year, youth group leaders like you helped raise over \$4.4 million, as youth groups and local community members joined together to assist children and families around the world.

Everyone who dressed up...went door-to door...donated their allowance...washed cars...or contributed in any way had a measurable impact on the lives of children in the developing world.

And by continuing to champion Trick-or-Treat for UNICEF in your organization or community, you can help save even more children’s lives. Did you know that:

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UNICEF’s goal is simple – we will do whatever it takes to reduce the number of preventable childhood deaths to zero. Only UNICEF has the global experience, resources and reach to give children the best hope for survival.

And that’s why we need you and your youth group members to help.

Thanks again for your dedication to children and for joining me and thousands of youth group leaders around the United States to empower children to make a difference in the lives of their peers by participating in Trick-or-Treat for UNICEF!

Best regards,



Caryl M. Stern
President & CEO

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Just as important, Trick-or-Treat for UNICEF shows children that they can make a difference in the world by volunteering to help others.

Since Trick-or-Treat for UNICEF was started by kids 59 years ago, boys and girls have collected over \$144 million that has changed children’s lives. Last year, youth group and community leaders like you helped raise over \$4.4 million to assist children and families around the world.

Everyone who dressed up...went door-to door...donated their allowance...washed cars...or contributed in any way had a measurable impact on the lives of children in the developing world.

And by continuing to champion Trick-or-Treat for UNICEF in your organization or community, you can help save even more children’s lives. Did you know that:

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And that’s why we need your help.

Thanks again for your dedication to children and for joining me and thousands of other youth group leaders around the United States to empower children to make a difference in the lives of their peers by participating in Trick-or-Treat for UNICEF!

Best regards,

A handwritten signature in blue ink that reads "Caryl M. Stern". The signature is fluid and cursive, written over the printed name.

Caryl M. Stern
President & CEO

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Just as important, Trick-or-Treat for UNICEF shows children that they can make a difference in the world by volunteering to help others.

Since Trick-or-Treat for UNICEF was started by kids 59 years ago, boys and girls have collected over \$144 million that has changed children’s lives. Last year, community leaders like you helped raise over \$4.4 million to assist children and families around the world.

Everyone who dressed up...went door-to door...donated their allowance...washed cars...or contributed in any way had a measurable impact on the lives of children in the developing world.

And by continuing to champion Trick-or-Treat for UNICEF in your organization or community, you can help save even more children’s lives. Did you know that:

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And that’s why we need your help.

Thanks again for your dedication to children and for joining me and thousands of other leaders around the United States to empower children to make a difference in the lives of their peers by participating in Trick-or-Treat for UNICEF!

Best regards,



Caryl M. Stern
President & CEO

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Dear Friend of Trick-or-Treat for UNICEF,

Thank you for helping us “Make Halloween count” with your upcoming participation in the 2009 Trick-or-Treat for UNICEF campaign!

This Halloween tradition has been loved by generations of children – perhaps you participated in Trick-or-Treat for UNICEF when you were a child. In many cases, this was the first time that kids in the United States were exposed to the situations faced by children in developing countries who struggle to survive against disease, disasters, and other hardships.

Just as important, Trick-or-Treat for UNICEF shows children that they can make a difference in the world by volunteering to help others.

Since Trick-or-Treat for UNICEF was started by kids 59 years ago, boys and girls have collected over \$144 million that has changed children’s lives. Last year, leaders like you helped raise over \$4.4 million, as schools, faith-based organizations, and communities joined together to assist children and families around the world.

Everyone who dressed up...went door-to door...donated their allowance...washed cars...or contributed in any way had a measurable impact on the lives of children in the developing world.

And by championing Trick-or-Treat for UNICEF in your organization or community, you can help save children’s lives. Did you know that:

- 6 cents can provide water for 1 thirsty kid
- \$45 can provide school supplies for 20 kids
- \$112 can provide blankets to 37 kids facing emergency situations
- \$200 can immunize 104 kids against measles

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And that’s why we need your help.

Thanks again for your dedication to children and for joining me and thousands of others around the United States to empower children to make a difference in the lives of their peers by participating in Trick-or-Treat for UNICEF!

Best regards,



Caryl M. Stern
President & CEO

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Make Halloween Count.™

Dear [Title] [Last Name] or [Friend of Trick-or-Treat for UNICEF],

You really helped “Make Halloween Count” with your participation in last year’s Trick-or-Treat for UNICEF campaign. Your generous donation of [2008 Dollar Amount] placed you among our top donors at the [Delegate, Ambassador, Emissary or Premier] Level. Thank you!

More importantly, the donations provided by you and all other Trick-or-Treat for UNICEF participants helped save children’s lives. That’s why I hope that you will – once again – make Halloween count by participating in our 2009 campaign.

Since Trick-or-Treat for UNICEF was started by kids 59 years ago, boys and girls have collected over \$144 million to help change children’s lives. Last year, over \$4 million was raised as American students and youth leaders encouraged their friends and neighbors to assist children and families around the globe.

As one of our top donors, you understand that UNICEF is being called upon to save more children in more countries than ever before. Every day, 25,000 children die needlessly from preventable causes – because they lack simple things like access to clean drinking water, basic childhood medical attention, or mosquito bed nets to prevent malaria.

UNICEF’s goal is simple – we will do whatever it takes to reduce the number of preventable childhood deaths to zero. Only UNICEF has the global experience, resources, and reach to prevent these senseless childhood deaths.

To give children the best chance for survival, we look to our very best friends – people like you [, title last name] – to help us exceed last year’s campaign total. Every dollar you raise can have an immediate and direct impact on children’s lives. For example,

- 6 cents can provide water for 1 thirsty kid
- \$44 can provide school supplies for 20 kids
- \$112 can provide blankets to 37 kids facing emergency situations
- \$200 can immunize 550 kids against measles

(over, please)



All the materials you need to participate in the campaign are included in this package. Additional Trick-or-Treat for UNICEF boxes are available at select Hallmark Gold Crown® stores starting September 15th, and Pier 1 Imports® and select Baskin-Robbins® stores starting October 1st. If you have any questions or need additional materials, simply visit our web site at unicefusa.org/trickortreat or call us toll-free at 1-800-FOR-KIDS.

Again, thank you for your past generosity and your outstanding commitment to the future of the world's children. Join me and thousands of teachers, community leaders, and individuals around the United States to empower children to make a difference in the lives of their peers by participating in Trick-or-Treat for UNICEF.

Thanks for helping us do whatever it takes to save children's lives,



Caryl M. Stern
President & CEO

P.S. In recognition and in thanks for your outstanding achievement in last year's campaign, I have included special gifts for you in this package. We understand that you want every penny to go directly to children in need, and I assure you that only a handful of our most valued donors are receiving these gifts. I suggest giving an item as a reward for someone who has worked particularly hard for the Trick-or-Treat for UNICEF campaign.

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