

Trick-or-Treat for UNICEF 60th Anniversary

Dear Parent / Guardian,

We've been talking about Trick-or-Treat for UNICEF, the annual Halloween campaign that empowers children in the U.S. to make a difference in the lives of their peers around the globe.

Perhaps you participated in Trick-or-Treat for UNICEF when you were a child – it's a Halloween tradition beloved by generations. For many kids, it was their first introduction to the realities countless children endure every day as they struggle to survive in the face of disease, disasters, and other hardships.

Just as important – Trick-or-Treat for UNICEF introduces many children to the idea that they can make a difference in the world by volunteering in service to others.

Now celebrating its 60th anniversary, collections from hundreds of millions of orange Trick-or-Treat for UNICEF boxes total nearly \$160 million to bring lifesaving relief to millions of children worldwide.

We couldn't do it without gifted parents/guardians like you. Your dedication to teach and inspire as a parent/guardian is essential to your child's development, just as children are essential to UNICEF's efforts to make Halloween count.

Here's how you can help your kids help the world's kids in 2010:

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

- Easy access to food and clean water.
- The ability to go to school and get an education.
- Availability of medical help when it is needed.

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 stream that often makes them very sick.
- Many kids have never seen a doctor or had the immunizations they need to protect against deadly diseases.
- Some kids don't learn to read or write, because they don't have access to school or must work to support their families.

3. LEARN HOW UNICEF HELPS KIDS AROUND THE WORLD:

- UNICEF builds wells so kids can have access to clean water.
- UNICEF provides 56 percent of the children in developing countries with their immunizations.
- UNICEF helps build schools, train teachers and provide school supplies to kids around the world.

I hope we can count on you to champion Trick-or-Treat for UNICEF in your household this year. Not only will you be helping children around the globe, you'll also be helping to educate our children about the importance of volunteerism...and that is priceless!

To find out more about Trick-or-Treat for UNICEF and how easy it is to participate, go to www.trickortreatforunicef.org.

Sincerely,

(Teacher name)



UNICEF's immunization efforts save more than two million children every year.



This young girl receives clean water from a well provided by UNICEF.

