

Trick-or-Treat for UNICEF

Our History...

1950 Trick-or-Treat for UNICEF is born when a family in Pennsylvania starts a nationwide movement: collecting change in decorated milk cartons on Halloween to help children left vulnerable by World War II.

1951 Checks, big and small, begin pouring into the UNICEF office from trick-or-treaters across the country.

1953 The U.S. Committee for UNICEF (now the U.S. Fund for UNICEF) officially adopts Trick-or-Treat for UNICEF and takes over operation of the campaign.

1959 Trick-or-Treat for UNICEF is featured on television for the first time, with Lassie carrying an orange Trick-or-Treat for UNICEF box on the *Lassie* show.

1967 President Lyndon B. Johnson proclaims October 31st “National UNICEF Day” in perpetuity. It soon becomes tradition for First Ladies to launch the campaign each October.



1969 The television show *Bewitched* devotes an entire episode to Trick-or-Treat for UNICEF.

1970s Governors and mayors around the country proclaim Halloween “UNICEF Day” in their states and cities.

1975 Beloved actor and UNICEF Ambassador Danny Kaye breaks a Guinness World Record by piloting his *UNICEF One* plane to 65 cities in 5 days to celebrate the 25th anniversary of Trick-or-Treat for UNICEF.

1980s A host of characters urge kids to participate in Trick-or-Treat for UNICEF, including Kermit the Frog, Casper the Friendly Ghost, Hello Kitty, Paddington Bear, Scooby Doo, Spiderman, and ALF!

(over)

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More History...

1994 Members of Key Club International — the largest service program for high school students — begin Trick-or-Treating for UNICEF.

2001 The U.S. Fund for UNICEF uses its Trick-or-Treat for UNICEF network to deliver mail, drawings, and messages from the public to children affected by the 9/11 tragedy, bringing our KIDS HELPING KIDS® message home. Funds from Trick-or-Treat for UNICEF are dedicated to supporting a specific UNICEF program — helping kids in Afghanistan.

2004 Trick-or-Treat for UNICEF goes digital with easy-to-create online fundraising pages!

2005 Spurred on by efforts to help those affected by the Indian Ocean tsunami and by Hurricane Katrina, U.S. kids raise a record-breaking \$18.25 million through



Trick-or-Treat for UNICEF — five times the amount raised the previous year. The funds helped UNICEF aid victims of both disasters, in addition to supporting other programs.

2008 Disney star Selena Gomez encourages kids to Make Halloween Count™! as the official Trick-or-Treat for UNICEF Ambassador.

2010 Trick-or-Treat for UNICEF celebrates its 60th anniversary and has raised more than \$164 million to date!

2011 Be a part of history and help kids in need around the world. How will *you* make a difference this Halloween?

