



2009 Frequently Asked Questions

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About UNICEF and Trick-or-Treat for UNICEF

What does UNICEF do and what does UNICEF stand for?

For more than 60 years, UNICEF has been the world's leading international children's organization, working in more than 150 countries to address the ongoing issues that impact why kids are dying needlessly. UNICEF provides lifesaving nutrition, clean water, education, protection and emergency response, saving more young lives than any other humanitarian organization in the world. Every day, 24,000 children die from completely preventable causes like dehydration, upper respiratory infections, and measles. With the support of partnering organizations and donors alike, UNICEF believes we can bring that number down to zero. UNICEF has the global experience, resources, and reach to give children the best hope of survival. Participate or volunteer in the Trick-or-Treat for UNICEF campaign, and join us in our mission to reach zero, doing whatever it takes to save children's lives.

When UNICEF was created in 1946, to help the children of war-torn Europe, China, and the Middle East, the acronym stood for "United Nations International Children's Emergency Fund." But by 1953, UNICEF's mandate was extended to address the needs of children in the developing world. At that point, the words "international" and "emergency" were dropped from the organization's name, making it simply the United Nations Children's Fund. While UNICEF's name has changed, its mission has not. We will work for a day when zero children die from preventable causes.

What is Trick-or-Treat for UNICEF?

Trick-or-Treat for UNICEF invites children and adults alike to "Make Halloween Count" by joining with UNICEF to help save children's lives. Created by kids in 1950, Trick-or-Treat for UNICEF is the U.S. Fund for UNICEF's signature campaign and often a child's first experience with philanthropy. By Trick-or-Treating for UNICEF, thousands of kids and adults help UNICEF to provide nutrition, immunization, sanitation, access to clean water and proper education for children around the world. Last year, kids with their families, schools, corporations, and communities raised over \$4.4 million and have raised more than \$144 million to date. Each and every year, kids join with UNICEF in our mission to bring the number of preventable deaths of children around the world from 24,000 to zero. In partnership with kids through programs like Trick-or-Treat, UNICEF has saved more children's lives than any other humanitarian organization in the world! For 59 years, Trick-or-Treat for UNICEF has empowered numerous generations to save children's lives during the Halloween season. This fall, "Make Halloween Count!" and join us in our mission to reach zero. Together, we "Believe in Zero," and we'll do whatever it takes to save children's lives! For more information, contact 1.800.FOR.KIDS or email moreinfotot@unicefusa.org.

Participate in Trick-or-Treat for UNICEF (Schools and Groups)

How do I participate in Trick-or-Treat for UNICEF?

The campaign starts on July 1, 2009 and ends on June 30, 2010. All funds raised will go to support UNICEF's lifesaving programs for children around the world. Although schoolchildren are its main participants, people of all ages Trick-or-Treat for UNICEF. This includes faith-based organizations, high schools, senior citizens, parents, office workers, college campus groups, and members of civic service organizations. Everyone can "Believe in Zero," working with UNICEF to reach a day when zero children die from preventable causes.

Isn't it dangerous for kids to be collecting money door-to-door?

The U.S. Fund for UNICEF encourages children to always travel with an adult. Visit www.unicefusa.org/trickortreat for alternative ways to Trick-or-Treat for UNICEF (such as bake sales, car washes, read-a-thons, etc.)

I or my school/group does not observe Halloween, what other ways can we support UNICEF this fall?

There are many ways for you and/or your school/group to get involved with UNICEF. Below are other ways to support UNICEF:

- **Share your wealth.** Make a donation on behalf of the world's most vulnerable children and consider being an ongoing pledge. Donate today at www.unicefusa.org/totdonate. Use our Friends Asking Friends tool to create your own webpage and introduce friends and family to UNICEF. Visit www.unicefusa.org/totonline to learn more.
- **Volunteer.** [Click here](#) and learn how to become an official UNICEF volunteer.
- **Get informed.** Read UNICEF's Fieldnotes blog (www.fieldnotes.unicefusa.org) and the flagship publication "State of the World's Children" (www.unicef.org/sowc08/) to learn about the challenges facing the world's children and the simple solutions UNICEF is using to save them.
- **Advocate.** Allow your voice to be heard in support of UNICEF's extraordinary work. Send a letter to your elected Senator and Representative in support of UNICEF's annual Congressional contribution and other current UNICEF supported legislation. Contact your elected official now by visiting www.unicefusa.org/advocate, and forward the link to friends.
- **Teach UNICEF.** Teachers and youth advisors can download FREE lesson plans which are based on UNICEF's annual flagship publication the *State of the World's Children Report*. Plans include videos, stories, and worksheets about the survival of children around the world and can be downloaded from www.TeachUNICEF.org.
- **Participate in the Greeting Card Contest.** Each spring, kids 13 and under are invited to submit original artwork which could be reproduced as official UNICEF greeting cards and sold to benefit children around the world. Check www.unicefusa.org/contest for last year's winning designs, current entry form, deadlines, and complete contest rules.
- **Start, Join, or Support a Campus Group.** The UNICEF Campus Initiative is a growing grassroots movement that affirms the power of college students to make a difference in the life of a child. UNICEF Campus Groups promote campus-wide education, advocacy, and fundraising for UNICEF. Find more info at www.unicefusa.org/campusinitiative.
- **Play UNICEF's World Heroes Game.** Visit www.unicefusa.org/games and try interactive games such as World Heroes, Halloween Coin Toss, and Ayiti: The Cost of Life. Games are suitable for children of all ages.

Volunteer Year-Round with UNICEF

How can I participate/volunteer for Trick-or-Treat UNICEF besides through my school/group?

Visit www.unicefusa.org/trickortreat for fundraising ideas.

Besides Trick-or-Treat for UNICEF, how can I or my school/group support UNICEF the rest of the year?

Visit our online volunteer center at www.unicefusa.org/volunteer, which includes several volunteer activities and resources for adults and kids over 13.

In addition, the U.S. Fund for UNICEF is proud to announce our new UNICEF High School Club Program. The High School Club Program is a youth-led initiative that partners with the U.S. Fund for UNICEF to educate, advocate and fundraise on behalf of UNICEF's lifesaving work – together we'll work to reduce the number of children dying every day from preventable causes, bringing it down from 24,000 to zero! Checkout unicefusa.org/highschoolclubs this fall!

Can I receive a letter to prove I am a volunteer?

Because volunteers who participate in Trick-or-Treat for UNICEF and other UNICEF supported activities conduct activities locally, we are not able to provide validation for volunteer hours or projects. However, if you register online at our volunteer center, you will receive a confirmation of successful registration, which can serve as validation. Our volunteers work on the honor system, and we expect that if you do collect for UNICEF that you are respectful, kind, and use appropriate collection boxes or canisters, and ask only people you know for donations.

We suggest that you conduct local fundraisers with your friends and family. Also, you may feel free to distribute information about UNICEF, asking people to learn more and make their own donations at a later time.

We appreciate your support of UNICEF, and ask that you continue to check our website, at www.unicefusa.org/trickortreat, and www.unicefusa.org/volunteer, as we will be regularly posting resources which will help guide you in your approved volunteer activities.

Submit Your Donation

How do I submit my Trick-or-Treat donation?

There are 3 simple ways to submit your Trick-or-Treat donation:

1. **Credit card:** Visit www.unicefusa.org/trickortreat or call 1.800.FOR.KIDS.
2. **Coinstar Center®:** Empty your coins from collection boxes into a Coinstar Center, located in more than 12,000 retail locations across the U.S. Coinstar Centers accept any amount of unsorted coins. Foreign or damaged coins are not accepted. To designate UNICEF as the recipient of the change, select UNICEF from the option screen or enter code 5555. Coinstar Center will count the change and give you a receipt. Visit www.coinstar.com to find a participating Coinstar Center near you. * Please note that these centers only accept coins, and not all coin counting centers are Coinstar. Only Coinstar (not "Coinmaster") Centers can accept donations for Trick-or-Treat for UNICEF. *Most* Coinstar Centers accept donations for the U.S. Fund for UNICEF.
3. **Check/money order:** Mail all checks, money orders, Coinstar receipts, and donation transmittal forms to

Trick-or-Treat for UNICEF
U.S. Fund for UNICEF
125 Maiden Lane
New York, NY 10038

Will I pay a fee for using a Coinstar Center to donate my coins?

No. You or your school/group will get a tax-deductible receipt with mailing instructions if you or your school/group would like to receive an acknowledgement from the U.S. Fund for UNICEF. Please mail your receipt to:

Trick-or-Treat for UNICEF
U.S. Fund for UNICEF
125 Maiden Lane
New York, NY 10038

What will Trick-or-Treat for UNICEF donations be used for this year?

Trick-or-Treat for UNICEF will raise funds to help save children's lives in over 150 countries and territories through immunization, education, health care, nutrition, clean water, and sanitation. After all donations have been submitted, UNICEF will identify the countries where these needs are the greatest and will report on the specific programs to which the money has been allocated. All of our work, everywhere, springs from the belief that we can reach a day when zero children die from preventable causes. Your donation is crucial to reaching that goal.

Is there a deadline to turn in Trick-or-Treat for UNICEF donations?

There is no deadline to turn in Trick-or-Treat for UNICEF donations. However, we encourage you to send funds in as soon as possible so that UNICEF can put donations to work right away.

Can I or my school/group earmark our Trick-or-Treat for UNICEF donations for a specific person, project, school, or country?

UNICEF supports broad-based programs and projects in over 150 countries and territories worldwide, reaching millions of children each year. We work to reduce the daily number of preventable deaths of children from 24,000 down to zero. UNICEF is effective because it works on a variety of levels: from the highest levels of government by helping to shape national agendas for children, down to the field levels, by supporting program implementation. Unfortunately, because of UNICEF's broad work and structure, it is impossible to fund a specific person, project, school or country. Every donation is essential to our goal of reaching zero, especially in the places where children need our help most.

However, though a donation for a specific country cannot be guaranteed, you may earmark your donation for a specific area (e.g. "Middle East"). The money for each region will then be allocated to the countries within its borders on a need-based system, with the countries in the most need of our help receiving the largest donation. In addition, you may also designate your donation to one of our *core program areas*: education, emergencies, HIV/AIDS, immunization, or malnutrition. Simply include a letter with your or your school/group's donation clearly stating where you would like your money to go and we will try our best to accommodate your wishes. However, we do encourage you to allow UNICEF to use your donation where kids need it the most. Together, we will reach zero. Thank you for your support to help save children's lives!

Can I or my school/group collect supplies for the children of a specific country?

While UNICEF appreciates your spirit of giving, we are only able to accept monetary donations. Cash can make a much stronger impact and save more lives than donations of goods.

Here are some of the most important reasons why cash is the best donation:

- Cash allows disaster relief professionals to procure exactly what is needed in a disaster situation.
- Cash is the most efficient donation because it has low administrative costs.
- Cash donations do not require transportation costs, which can outweigh the value of materials donated.
- Cash supports the economy of the disaster-stricken region, providing employment and income.
- Cash donations ensure culturally, dietary, and environmentally appropriate giving.
- Simply put, cash donations provide the most "bang for the buck."

Order Orange Collection Boxes

Where can I or my school/group get free orange boxes and education materials?

Order free Trick-or-Treat for UNICEF kits by visiting www.unicefusa.org/trickortreat or by calling 1.800.FOR.KIDS (please allow 5-10 business days for delivery). We will be taking orders until October 30 at noon (EST) but can only guarantee delivery by Halloween if we receive your order by October 23. However, for orders received after October 23, we will make every effort to try to get your materials to you by Halloween day. Boxes are also available at select Hallmark Gold Crown stores starting September 1st and participating Pier 1 Imports® and Baskin-Robbins stores starting October 1st. To find a store near you, visit www.unicefusa.org/trickortreat.

Why did I or my school/group receive more orange collection boxes than we ordered?

As stewards for the world's vulnerable children, we believe it's our responsibility to wisely use every dollar received. To help us reduce our costs and help more children, orange collection boxes are now being sent in quantities of 10, 15, and 25. Please recycle your extra boxes or give them to a school/group that could also participate in the campaign to make Halloween count!

Why do I have to be 13 or older to order a Trick-or-Treat for UNICEF kit?

The U.S. Fund for UNICEF complies with Children's Online Privacy Protection Act of 1998 (COPPA), which deals specifically with the online collection of personally identifiable information from children under 13. To read the actual COPPA Law, visit www.ftc.gov/ogc/coppa1. If you are 12 or under, please ask an adult to place an order for you.

Why can't I order extra education and/or fundraising materials?

As stewards for the world's vulnerable children, we believe it's our responsibility to wisely use every dollar received. To help us reduce our costs and help more children, we only print a limited number of education and fundraising materials. All materials can be downloaded by visiting www.unicefusa.org/totdownloads.

Request Acknowledgements, Certificate of Appreciation, & Address Change

Where is my or my school/group's acknowledgement letter and certificate of appreciation?

Upon receipt of your donation, please allow at least 2-3 weeks for your acknowledgement letter and certificate of appreciation to be delivered. If it has been more than 4 weeks, please email moreinfotot@unicefusa.org or call 1.800.FOR.KIDS.

My or my school/group's acknowledgement letter is wrong. How do I/we get a new one?

Please call 1.800.FOR.KIDS and be prepared to provide the following information:

- Your Name
- Name of Organization
- Address
- City
- State
- Zip Code
- Gift Amount

Upon receipt of this information, please allow at least 2-3 weeks for your new acknowledgement letter to be delivered.

I do not want my school/group's name published on the U.S Fund for UNICEF website. How do I have it removed?

From time to time we share donor and campaign information with National and Local Affiliate Organizations, and a list of top fundraising schools and groups is published annually on the U.S. Fund for UNICEF's website. If you would prefer that we do not include the name of your organization, please send us an email at moreinfotot@unicefusa.org or call 1.800.FOR.KIDS.

How do I update my or my school/group's contact information?

Please email moreinfotot@unicefusa.org or call 1.800.FOR.KIDS.

Key Club Members (And K-Kids, Builder's, and Kiwanis Clubs)

What is the Key Club & UNICEF Partnership?

[Trick-or-Treat for UNICEF](#) has empowered generations to make lasting change in their global community by collecting donations on Halloween for UNICEF. Key Club has been Trick-or-Treating for UNICEF since 1994, and over the years has raised nearly \$5 million for Iodine deficiency programs worldwide and HIV and AIDS programs in Kenya and [Swaziland](#).

This year, Key Club has set a goal to raise \$1.5 million through Trick-or-Treat for UNICEF for Operation Uruguay. The funds raised will help at-risk Uruguayan children and adolescents. For more information, visit www.unicefusa.org/keyclub.

What is Operation Uruguay?

Operation Uruguay is the name of the project that Key Club is funding through Trick-or-Treat for UNICEF this year. Through the creation and management of socio-educative and cultural centers, funds raised by Key Clubbers will help reduce the social vulnerability factors for adolescents in the most critical situations.

More specifically, funds will be used to support the Mandalavos Center, a pilot project started in 2008 that works on a local level to ensure the rights of youth to [education](#), [health](#) and family support. Funds will also support building new centers. Mandalavos and other centers focus on specific strategies to help Uruguayan street children reintegrate into the community. Strategies include school support, intervention to reduce social vulnerability factors, empowerment of families, healthy skills, attitudes and behavior, participation and communication skills, socio-cultural activities and building a positive image.

I am a Key Club member, how can I participate in Trick-or-Treat for UNICEF?

Every Club will receive a fundraising kit right after Labor Day that includes Trick-or-Treat for UNICEF collection boxes, a campaign kit and poster, a DVD, and more resources to help you conduct your campaign. After you receive your kit, if you need an additional supply of boxes, please call 1-800-KIWANIS, ext 411.

Can I order the Operation Uruguay video?

Every club will receive a DVD of the video in your fundraising kit this fall, so if you don't receive your fundraising kit, please call 1-800-KIWANIS, ext 411.

Where do I send the funds I have raised with my Key Club/Kiwanis Club/K Kids Club?

1. **Credit card:** Please call 1.800.KIWANIS. *Please do NOT send your donation to the U.S. Fund for UNICEF.*
2. **Check/money order:** Please make check or money orders PAYABLE TO Key Club International. Please mail to

Kiwanis International Foundation
Attn: Funds Processing - TOT/UNICEF
3636 Woodview Trace
Indianapolis, IN 46268-3196

Does Circle K still participate in Trick-or-Treat for UNICEF?

All Circle K members are welcome to participate in Trick-or-Treat for UNICEF, but by doing so will be raising funds for Operation Uruguay, which supports adolescent centers in Uruguay. Circle K has its own partnership with UNICEF in the “Six Cents Initiative,” designed to help children get the rehydrating salts they need to survive dehydration spells and to help provide aid for UNICEF’s water and sanitation programs as well as providing long-term solutions. Visit www.unicefusa.org/circlek to learn more.

Request UNICEF Speakers/Pen Pals

Can a UNICEF staff worker come and speak at my school/group?

We offer speaker resources and sample speeches highlighting UNICEF’s work at our online volunteer center at www.unicefusa.org/volunteer should you want to present about UNICEF on your own. We may be able to provide a speaker in your area, depending on availability, location, and timing. Email moreinfotot@unicefusa.org or call us at 1-800-FOR-KIDS for more information about this possibility.

Can UNICEF put me or my school/group in touch with a pen pal or a classroom in a UNICEF supported country?

UNICEF is no longer able to offer the services of the Information Center on Children’s Cultures. The only agency that we can refer you to is World Pen Pals, P.O. Box 337, Saugerties, NY 12477. You may also call them at 845.246.7828. There are also many pen pal organizations to be found on the Internet.

George Harrison Fund for UNICEF “Help Us Save Some Lives” Campus Challenge

How is George Harrison fund for UNICEF involved with UNICEF this year? What is the Campus Challenge?

For a second year, UNICEF has partnered with the Association of College Unions International (ACUI) and the George Harrison Fund for UNICEF for a fundraising challenge on campuses across the country. During the challenge, every dollar raised on campus for UNICEF, up to \$80,000, will be matched by the George Harrison Fund for UNICEF, for a total goal of \$160,000. For more information, visit www.unicefusa.org/campuschallenge.

Major League Soccer Youth Soccer Leagues

How is Major League Soccer involved with Trick-or-Treat for UNICEF this year?

The U.S. Fund for UNICEF announced their partnership with Major League Soccer (MLS) to create a soccer-focused community outreach program to involve the youth soccer community in activities that will generate funds and awareness for UNICEF child survival programs. Through MLS W.O.R.K.S., Major League Soccer’s community outreach initiative, youth soccer members will participate in various campaigns, including [Trick-or-Treat for UNICEF](#). SAY Soccer has partnered with MLS W.O.R.K.S. and UNICEF to bring you a great way to have your kids help other kids all over the world and win fun prizes! Get your teams involved in the Trick-or-Treat for UNICEF campaign! It’s an easy way to promote teamwork and teach the importance of community service. Every day, 24,000 children die of preventable causes. MLS and UNICEF believe that number should be zero. By participating in Trick-or-Treat for UNICEF, you too, can join us and “Believe in Zero.” Prizes will be awarded to clubs, teams, and

participants. To learn more, and to sign up for your free Trick-or-Treat for UNICEF kit, visit www.MLSnet.com/works.

“Text-or-Treat for UNICEF” Mobile Giving

If I “Text-or-Treat for UNICEF”, how does the donation get to UNICEF?

When you text the word “TOT” to 864233 (“UNICEF”) to donate \$5 on your mobile phone, the \$5 donation will automatically appear on your next cell phone bill, and the cell phone carriers will send the donation to UNICEF. You will not have to enter in your credit card information. Standard text messaging rates do apply.

Spokesperson Selena Gomez

Selena Gomez Questions

Selena Gomez, the TOT 2009 Spokesperson, will promote Trick-or-Treat for UNICEF via national media interviews, a live webcast series hosted on Facebook and through social media like Twitter and Facebook. To support the campaign, Selena, who is also an accomplished singer, will be donating four VIP tickets to one of her upcoming concerts with backstage meet-and-greet access to the highest bidder through a Charity Buzz auction.

We will not be able to ask her for any other requests outside of the above areas. For specific questions, please contact Kadija Minah in our Celebrity Relations department at kminah@unicefusa.org