



TRICK OR TREAT

FOR unicef 

Halloween is about costume parties, scary movies and candy – and now it's about something else, too: helping others. During October, your club can raise money for Brick x Brick – Circle K International's signature project in support of UNICEF. The money you raise through Trick-or-Treat for UNICEF will help build a sustainable future through education and empowerment for children and families in the African nation Côte d'Ivoire.

TIPS & TRICKS

- Go to circlek.org/brickxbrick to learn more about the Côte d'Ivoire and how your fundraising efforts will contribute to a cleaner planet, alleviate poverty and provide safe spaces for children to learn and play.
- Check out the resource section of circlek.org/brickxbrick to download social media templates and a printable canister wrapper to promote Trick-or-Treat for UNICEF.
- Share your story! Use the hashtags #TOT4UNICEF, #ChooseCKI or #KKids for a chance to be featured on social media.
- Remember to thank your volunteers and donors with an email or note that lets everyone know what they achieved for UNICEF.
- Don't forget to remit your funds! Your club can use the online donation form at circlek.org/brickxbrick 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 – Depart. #286
Indianapolis, IN 46206
Attn: Trick-or-Treat

CKI[®]
Circle K International

Kiwanis
K-Kids[®]
Young Leaders Helping Others

EVENT IDEAS

- **Costume party.** Helping kids can be a great reason for everyone to get dressed up! Sell tickets or ask for donations through the QR code on this form.
- **Movie night.** Host a screening of your favorite Halloween flick. Can you borrow an outdoor movie projector or ask local businesses to donate food and drinks? Sell tickets or ask for donations through the QR code on this form.
- **Pumpkin carving contest.** Have your friends BYO-pumpkin for a carving contest. Collect an entry fee and vote for your “creepiest,” “silliest” or “best overall” jack-o-lanterns (don’t forget the candles to light them up!).
- **Include K-Kids:** Trick-or-Treat for UNICEF is a great opportunity to include the Kiwanis family. CKI is excited to welcome K-Kids as a partner in raising money and awareness for Brick x Brick.
- **Grab-and-go stand:** Set up in your neighborhood, at a library or on a school campus and sell baked goods, coffee or cocoa. Put the downloadable wrapper around a canister to collect donations.
- **Trunk-or-Treat:** Set up a trunk-to-trunk candy exchange at a local parking lot and display the Trick-or-Treat QR code as you share treats.
- Or go big and create a **haunted house** or **Halloween carnival** with donations or ticket sales benefiting UNICEF! Remember to feature the QR code in these spaces.

