



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 Trick-or-Treat for UNICEF to support Brick x Brick. The money you raise will help build a sustainable future through education and empowerment for families in the African nation of Côte d'Ivoire. We have some fundraising ideas you can use to get your club started!

TIPS & TRICKS

- Go to circlek.org/brickxbrick to learn more about Côte d'Ivoire and how your fundraising efforts will provide brighter beginnings for children who live there.
- 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**, **#KKids** and **#ChooseCKI** 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 submit 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

TIPS & TRICKS

- **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 Club:** Trick-or-Treat for UNICEF is a great opportunity to include the Kiwanis family. Circle K 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.



Inside a school made of plastic bricks in Djahakro, southwestern Côte d'Ivoire.