



# TRICK OR TREAT

FOR unicef 

## IMAGINE WHAT YOU COULD DO

What if when we came together for Halloween fun, we also came together for children everywhere? What if we continued a tradition begun more than 70 years ago that engages the global citizens of today in their communities, schools and organizations?

During the entire month of October, Trick-or-Treat for UNICEF invites all ages to participate in raising funds and awareness for an organization that reaches more children with humanitarian relief than any other on the planet. With consumers spending \$10 billion a year on Halloween, it just makes sense to share the wealth – and help UNICEF keep children healthy, educated and protected.

## HOW TO GET INVOLVED – AND ADD SOME MEANING TO YOUR HALLOWEENING®

1. Visit [circlek.org/brickxbrick](https://circlek.org/brickxbrick) to participate in our global Halloween experience and learn how you can make an impact.
2. Amplify the campaign at your school, in your community, on social media and at events.
3. Make a donation wherever you see a pumpkin QR code.

## KEY TAKEAWAYS:

Dates of campaign: October 1 to October 31, 2023

Website: [circlek.org/brickxbrick](https://circlek.org/brickxbrick)

Hashtag: **#TOT4UNICEF**

Contact: [circlek@kiwanis.org](mailto:circlek@kiwanis.org)

## WHERE FUNDS GO AND HOW THEY ADDRESS THE BIGGEST NEEDS

Trick-or-Treat for UNICEF donations raised by Circle K International and K-Kids will go to Brick x Brick – Circle K’s project that is supporting UNICEF’s efforts to build a sustainable future through education and empowerment in Côte d’Ivoire. Through this project, UNICEF will support the creation of a woman-led recycling market that will convert plastic waste into safe and durable bricks which will be used to build classrooms.

### WHAT YOU WILL HELP UNICEF ACHIEVE?

CONTRIBUTE TO A CLEANER PLANET.

ALLEVIATE POVERTY FOR FAMILIES.

PROVIDE SAFE SPACES FOR CHILDREN TO LEARN AND PLAY.