



**TRICK-OR-TREAT
FOR UNICEF**

CKI
Circle K International
Kiwanis
K-Kids
Young Leaders Helping Others

Make Halloween Mean More!

WELCOME

Since children first collected coins on Halloween night – to help others after World War II – Trick-or-Treat for UNICEF has been a symbol of coming together to make a difference for kids. A point of nostalgia for many adults, the box is a great way for Circle K International and K-Kids to work with UNICEF and help kids in Côte d'Ivoire through the Brick x Brick project. This year, we are celebrating 75 years of impact for this longstanding initiative! Joining in the campaign this October means being part of the longest running youth engagement campaign in the United States, one that's raised nearly **\$200 million for lifesaving programs around the world.**

WHERE THE FUNDS GO

Trick-or-Treat for UNICEF donations raised by Circle K and K-Kids will go to Brick x Brick, Circle K International's project to create a woman-led recycling market that converts plastic waste into safe and durable bricks that will be used to build classrooms. The project is supported by UNICEF as part of its efforts to build a sustainable future through education and empowerment in Côte d'Ivoire.

What will you help UNICEF achieve?

- Contribute to a cleaner planet by upcycling plastic waste into usable bricks
- Alleviate poverty for families by providing opportunities for women and mothers
- Provide safe spaces for children to learn and play once classrooms are built with recycled bricks

PARTICIPATE IN 5 EASY STEPS

1. Decide with your club what kind of fundraiser it will do. Find ideas at circlek.org/brickxbrick.
2. Order your collection boxes at store.kiwanis.org - remember to reuse your boxes from last year if you can!
3. Collect donations.
4. Submit your club's donations.
5. Celebrate! You're helping to make a difference in the lives of children!

HOW TO SUBMIT FUNDS

Once you've collected your donations, you can submit funds using 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 – Dept. #286
Indianapolis, IN 46206
Attn: Trick-or-Treat

Questions? Contact the Kiwanis Children's Fund at childrensfund@kiwanis.org or **+1-317-217-6236**

GET RECOGNIZED

If your club submits US\$250 or more by December 31, 2025, you'll receive a Trick-or-Treat banner patch!

Gifts must be postmarked by December 31 and identified as Trick-or-Treat to qualify.

To learn more, visit circlek.org/brickxbrick