

OUR HISTORY



- 1950** Kids in Philadelphia create **Trick-or-Treat for UNICEF** when they collect \$17 in decorated milk cartons on Halloween to help kids left vulnerable by World War II.
- 1967** President Lyndon Johnson proclaims October 31 'UNICEF Day' in perpetuity.
- 1975** Beloved actor and UNICEF Ambassador Danny Kaye flies to 65 U.S. cities in five days to celebrate the 25th anniversary of **Trick-or-Treat for UNICEF** in his "UNICEF One" jet. Total amount raised by kids to date reaches \$46 million!
- 1980s** During the 1980s, a whole host of characters urge kids to participate in **Trick-or-Treat for UNICEF** including Kermit the Frog, Casper the Friendly Ghost, Hello Kitty, Paddington Bear, Scooby Doo, Spiderman and Alf!
- 1990s** **Trick-or-Treat for UNICEF** celebrations expand to the whole month of October.
- 2000** **Trick-or-Treat for UNICEF** celebrates its 50th Anniversary!
- 2001** Kids raise money through **Trick-or-Treat for UNICEF** to help their peers living in Afghanistan - the first time in history that funds are dedicated to a specific UNICEF program.
- 2004** Motivated by the devastating South Asia Tsunami, U.S. kids raise \$10 million on top of the \$5 million they already raised through **Trick-or-Treat for UNICEF**.
- 2005** For the first time in history, UNICEF is asked to help kids in the U.S. and 50% of all **Trick-or-Treat for UNICEF** donations are dedicated to Hurricane Katrina relief.
- 2008** Kids, schools, adults, groups and corporations have raised over \$140 million to-date!

