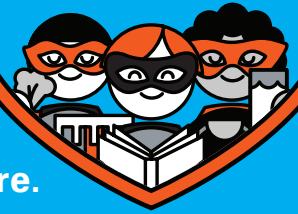


BE A HALLOWEEN HERO

unicef
CANADA

Halloween Hero



It's as easy as 1-2-3!

1 INSPIRE AND EDUCATE

- Schedule a time to talk to your class about UNICEF, what it means to be a Halloween Hero, and to be kids helping kids around the world.
- Visit UNICEF Canada's Website, YouTube Channel, Facebook, Instagram or Twitter for stories and videos about UNICEF's work for children around the world. Additional resources will be available on your school's fundraising page at unicef.ca/halloweenheroes
- Post your Halloween Hero School Shield on your school door or window to show the world that your students are supporting UNICEF.

2 SET A GOAL

- Using the suggestions on this page as a guide, set a fundraising goal for your school or classroom.

3 TAKE ACTION!

- Encourage your students to raise funds through in-school events and activities such as a costume contest or Toonie Tuesday.
- Track your progress on your poster! Have your students colour in the thermometer as you reach each milestone.
- Take pride in your students' achievements! At the end of the campaign, celebrate with a fun Halloween party.

Using your school's fundraising page, parents and their families can support your students online, tell parents to search for your school at unicef.ca/halloweenheroschools

Online fundraising helps keep administration costs down, so more money goes to helping kids around the world.

Donors will receive an instant tax receipt for gifts of \$25 and more.

For every child, a future.

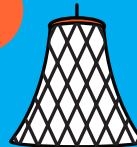
You and your students can give children in remote and hard-to-reach communities the right to childhood. Together with your students, you can help provide life-changing essentials, such as the items below, to where they're needed around the world:

\$20



\$20 can provide basic school essentials like pencils and exercise books, to give 37 children the chance to learn.

\$50



\$50 can provide 17 bed nets to protect children from malaria-infected mosquito bites.

\$100



\$100 can provide 212 children with enough clean and safe water for drinking, bathing and household use.

\$250



\$250 can provide measles vaccines for 250 children to be protected from this highly contagious and preventable disease.

\$500



\$500 can send 8 girls to school and equip them with the skills and self-confidence needed to lift themselves out of poverty and become the leaders in their communities.

Contact us. We're here to help!

UNICEF Canada

Tel: 1 800 567 4483

oct31@unicef.ca

Fax: 1 866 529 8384

unicef.ca/halloweenheroes

Check out unicef.ca/halloweenheroes or your school's fundraising page for great resources, including an activity sheet and engaging fundraising ideas!

OCTOBER CLASSROOM ACTIVITY CALENDAR

		1 This October, help kids just like you all around the world!	2	3	4 KICK OFF YOUR CAMPAIGN! Visit unicef.ca to learn more about how we help defend the right to childhood.	5
6	7 At dinner tonight, discuss one new thing you learned about children in another country.	8 Visit kidsboost immunity.ca , take a quiz and earn vaccines for UNICEF.	9	10 Visit unicef.ca/halloweenheroes with an adult, after you watch the video, ask them about their UNICEF memories	11 Write your local newspaper (ask an adult to help) and tell them how you are helping kids this Halloween.	12
13	14 See if your principal or teacher will do something fun if you reach your goals – like dress up like a Halloween Hero!	15	16	17	18 Don't forget to keep track of your school's progress on the thermometer provided on the poster.	19
20	21 In some countries, kids walk many kilometers to get clean drinking water. Measure how far to your closest tap or water fountain.	22	23 Look in today's newspaper or news website for stories that impact children around the world.	24 Challenge older grades to organize a fundraising activity for younger grades – maybe a haunted house or even a soccer game?	25 Be sure to thank everyone who helped you raise money to become a UNICEF Halloween Hero School!	26
27	28	29 Get your Halloween costume ready. You only have two days left!	30 Print out your Hero's Crest and post it on your classroom door or window!	31 HAPPY HALLOWEEN! THANKS FOR BEING A UNICEF HALLOWEEN HERO. Thank you for all of your hard work this month. You have helped so many kids around the world have a chance to be a kid!		

FUNDRAISING IDEAS:

- Host a pumpkin carving contest where you cast a vote by donating.
- For every water tap in your school, donate a loonie to help kids around the world.
- Ask your parents to help you bake your favourite spooky treat and host a bake sale.

Visit unicef.ca/halloweenheroes for more information about UNICEF and our work for kids around the world, as well as activity sheets and lesson plans.

