Since 1946, UNICEF has proven that real progress for children is possible — even in times of crisis, disaster, or division. What began with children collecting coins on Halloween night to help others after World War II has grown into a cherished American tradition: Trick-or-Treat for UNICEF.

Now celebrating its 75th year, UNICEF USA invites everyone to add meaning to their Halloweening by joining a month of giving. Over the decades, this small orange box has inspired generations and raised nearly $200 million — a powerful reminder that even the smallest contributions can make a big difference. Every donation helps UNICEF deliver health care and immunizations, safe water and sanitation, nutrition, education, and emergency relief to the children who need it most.

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