

October 29, 2017

Mission Moment

In 1947, the Allison family was handing out Halloween candy and was delighted to see the smiling children receive their goodies, but Mrs. Allison was conflicted. She was worried about all of the children around the world who did not have access to basic necessities.

The following year, the Allison's, their 3 children along with thousands of other children, trick or treated for soap, clothes and other goods donated to children impacted by World War II. In 1950, Mrs. Allison began a nationwide movement: for the first time Halloween trick or treaters across the country participated by carrying hand painted milk cartons, which they used to collect donations. The first ***Kids Helping Kids*** campaign was born! **UNICEF!**

The money that is collected in those little orange donation boxes goes toward providing children around the world with clean water, nutrition, medicine, and educational resources. This year the proceeds from New York City's big **Trick or Treat for UNICEF** extravaganza will be donated to hurricane, flood and earthquakes victims.

Nearly 70 years have passed since the idea came to life, yet **Trick or Treat for UNICEF** is still going strong. Behind the success of the campaign, the single vision of Clyde and Mary Emma Allison never changed. As warriors of love, they always looked for ways to spread compassion and hope to all children.