UNICEF (www.trickortreatforunicef.org)

Challenge
Mobile app for young kids and their parents that allows for digital payments and gamified engagement as they Trick or Treat for UNICEF

Background
UNICEF works relentlessly for the survival and development of every child, especially the poorest and most marginalized children. In the U.S., we focus on engaging the American public to help us protect the rights of children worldwide, including inspiring young kids to get involved as volunteers, fundraisers and entrepreneurs through our Trick or Treat for UNICEF program www.trickortreatforunicef.org.

While much has changed in the sixty-five years since a young child and her family in Philadelphia first trick or treated for UNICEF, what hasn't changed is the universal desire of kids to help their peers and the limitless potential of every kid to make the world a better place. However, as technology has dramatically changed how most children in the U.S. communicate, play and engage in the causes they care about, the Trick or Treat for UNICEF model – sending kids out on Halloween night with little orange boxes to collect coins from neighbors – has become a little one-dimensional. In order for UNICEF to inspire the next generation of global citizens, we have to adapt and evolve.

Insight
More than one million kids, many as young as 7 and 8, participate in Trick or Treat for UNICEF each year. They receive little orange cardboard collection boxes from their school (which U.S. Fund for UNICEF sends to thousands of schools across the U.S.), take their boxes with them on Halloween night to collect change instead of candy from their neighbors, and hand over the funds they have collected to a teacher or parent. The teacher/parent then sends the funds in to U.S. Fund for UNICEF via check or credit card, or using a Coinstar machine.

Kids sometimes forget to take their orange boxes with them, neighbors often don't have change at home, and teachers/parents universally find the task of gathering and sending in funds tedious. What if we could do away with cardboard boxes and spare change? What if we could leverage the mobile phones of parents accompanying young trick or treaters, gamify the experience for participating kids, and allow for digital payments to make fundraising frictionless and real-time? Help us take Trick or Treat for UNICEF mobile, and futurize this iconic, 65-year-old campaign.

Impact
In the days following Hurricane Katrina in 2005, a 10-year-old girl in Iowa who had trick or

treated for UNICEF decided to take action. Using the trick or treat model, she mobilized 12 million kids across the country who collectively raised $10 million for hurricane victims. Every child who trick or treats for UNICEF has the power to do amazing things: Imagine what one million young trick or treaters powered by your mobile app can do!