



get active.
save lives.®

UNICEF Kid Power

UNICEF Kid Power gives kids the power to save lives by connecting physical activity to social impact.

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Around the world, UNICEF empowers young people to create solutions to challenges in their community. UNICEF Kid Power provides the same opportunity to kids in thousands of communities across the United States.

About Kid Power

With UNICEF Kid Power, kids run, jump and dance to unlock funding from partners which UNICEF uses to deliver lifesaving nutrition to severely malnourished children. The more kids move, the more lives they save. With this lifesaving impact, kids become more aware of the world around them, and are empowered to solve the challenges they face in their own communities.

The 21st century challenges we face demand 21st century solutions from a new generation of problem solvers. UNICEF Kid Power instills awareness, empathy and grit in children, qualities that are critical to their social and emotional development.

UNICEF Kid Power has been named one of **TIME Magazine's 25 Best Inventions**. To date, students, families and groups have unlocked more than **8.2 million packets** of lifesaving nutrition, enough to save over **52,000 lives**.

Questions?

Email schools@unicefkidpower.org
or visit schools.unicefkidpower.org

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Why Kid Power?

"I am always looking for ways to show my students that they can make a difference in this world. Kid Power does this. My students are becoming more active while increasing their global awareness. As a long-time teacher, I have never been more excited about any program or project for my class."

— 4th grade teacher in North Carolina



Kid Power in Your Community

UNICEF Kid power gives your community the power to save lives by connecting their activity to real world impact.

In App Group Challenges

Bring lifesaving impact and friendly competition to your community by inviting participants to join your in-app team.

The UNICEF Kid Power App delivers a game-like experience that keeps users of all ages engaged, while embedding positive habits by tying progress and impact to real-life physical activity.

Simple Setup. Participants connect their own device, from a smartphone to a smartwatch, activity tracker or the **UNICEF Kid Power Band**, to the UNICEF Kid Power App and join your team.

Friendly Competition. Custom leaderboards show real-time progress, real-world impact and rankings.

Real-Time Metrics. Know how engaged, active and impactful your participants are with dynamic dashboards that show key impact and engagement metrics.

Feature Your Community in a Custom Mission. For larger or national organizations, enjoy an in-app Mission featuring your organization, mission and brand identity, and create a network of teams all working towards a shared goal.

Family and Group Activities

Parents, coaches and leaders looking to lead their kids in empowering activities can choose from our collection of resources designed to work anywhere—from the living room to the playing field.

UNICEF Kid Power Ups. Kid Power Ups are short dance videos. By completing Kid Power Ups, group unlock funding from partners which UNICEF uses to deliver lifesaving nutrition to severely malnourished children. The more kids DANCE, the more lives they save. Sign up to access a free library of Kid Power Up videos and track your group's lifesaving progress.

Games from Around the World. See what life is like or kids around the world with games from Indonesia, Mozambique and other countries where impact from UNICEF Kid Power is saving lives.

Kinesthetic Activities. Power up the mind and body with these activities that teach lessons in global citizenship while encouraging kids to get active.



Have a Kid Power Day

Give kids in your community the power to save lives by making your event a **Kid Power Day**. Events like field days, days of service, athletic competitions and picnics are great opportunities to add impact to existing celebrations. Use activities from our collection of resources, like games from around the world, or use **UNICEF Kid Power Ups** and turn your day into a dance party!



TEAM RANKING		FRIEND RANKING	
5,132,006 Total Team Steps		1,919 Total RUTP Products	
1	Name Here	9,531,664	Total Steps
2	Name Here	9,010,660	CHALLENGE
3	Name Here	8,042,244	Total Steps
51,306	Your Team Rank	4,691	Your Steps

About UNICEF

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to put children first. UNICEF has helped save more children's lives than any other humanitarian organization by providing health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more.

About UNICEF USA

UNICEF USA supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes, and every child has a safe and healthy childhood. We work with governments, civic leaders, celebrities, corporations, campus groups, churches, teachers and people just like you; anyone willing to help us advocate for the survival and well-being of every child.

