
THE WORLD'S FIRST WEARABLE-FOR-GOOD

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CHALLENGE

1 in 4

kids in developing countries
are malnourished





#1 CAUSE

of under 5 childhood mortality



**We know what needs
to be done**



**And we know that we
need to act now**



**But we don't have the
resources needed.**

1 in 4

kids in the U.S. are inactive



#1 CONCERN

among parents in the U.S.





We know what needs
to be done



And we have the
resources

MOTIVATION

But resources alone
haven't been enough



IDEA

INSIGHT

Helping others fulfills a deep desire kids have to feel significant and important.



PLATFORM

Kids wear Kid Power Bands and are inspired to get active



STEP 1

Activity earns Points to unlock funding from partners/parents/fans



STEP 2

Funding is used by UNICEF to deliver lifesaving nutrition



STEP 3

Kids sync with the App to track progress & celebrate impact



STEP 4



EXPERIENCE

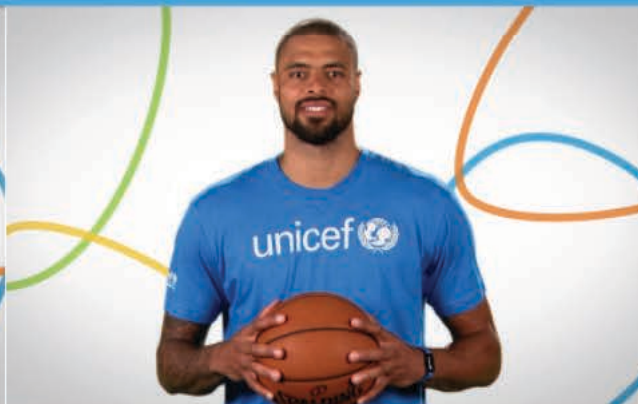
GO ON MISSIONS

UNICEF Kid Power Missions are virtual journeys with Team Members to countries receiving therapeutic food packets.

[SEE ALL MISSIONS](#)

Global Mission with Alex Morgan

Professional soccer player and Olympic gold medalist Alex Morgan introduces the UNICEF Kid Power Team, made up of people working together to help end global malnutrition.

[EXPLORE](#)

Mission Uganda with Tyson Chandler

Professional basketball player and Olympic gold medalist Tyson Chandler takes you on a journey to Uganda to see how kids help their families and learn how food is grown locally.

[EXPLORE](#)

Mission Burkina Faso with David Ortiz

Professional baseball player David Ortiz takes us to Burkina Faso to meet two kids who are studying hard to help their families and live their dreams.

[EXPLORE](#)

TRACTION

KID POWER KIDS



IMPACT

When you join the UNICEF Kid Power Team, the more you move, the more points you earn, the more lives you save.



119,105

Kid Power Team Members



5,710,577

Kid Power Points Earned



480,886

RUTF Packets Unlocked



**“I’m leaving
early. I’m
gonna take the
stairs,
I’ve got to feed
the world!”**

The background features a series of overlapping, colorful geometric shapes, primarily triangles and parallelograms, in shades of yellow, green, blue, purple, and red. These shapes are arranged in a way that creates a sense of depth and movement, with some elements appearing to recede into the background while others come forward. The overall composition is dynamic and modern.

IMPACT

SCHOOLS: RESULTS



Kid Power kids are **55%** more active
than their peers

Kid Power classes meet daily MVPA
requirements **30%** more days

95% of Kid Power teachers want to
participate again

FAMILIES: RESULTS



1.6 BILLION media
impressions earned



All 4 SKUs in the **TOP 10**
wearables on Target.com



Families are using the App
2.5X/DAY

GOAL



**10 million American kids getting active,
1 million malnourished kids' lives saved.**

IMPACT



Largest RUTF donor

2015



Largest RUTF donor

2020

A young boy with dark hair and black-rimmed glasses is shown from the chest up. He is wearing a light blue polo shirt and a bright blue wristband on his left wrist. He has a thoughtful expression, with his left hand raised to his chin. The background is a classroom setting, featuring a bulletin board with colorful paper scraps on the left and a globe on the right.

**“Every time
my Kid Power
Band vibrates,
I feel like a
super hero!”**



GET ACTIVE. SAVE LIVES.

www.unicefkidpower.org