

Dear Parents and Families,

From **March 1<sup>st</sup> to May 31<sup>st</sup>, 2019**, ESF students are invited to voluntarily participate in our first ever UNICEF Kid Power programme in Asia Pacific!

## WHAT IS UNICEF KID POWER

**UNICEF Kid Power** is a growing movement of children and families activating their inner heroes, to end **global malnutrition one step at a time**. The programme has become the largest tech-enabled initiative in US & UK, and Hong Kong is the first ever in Asia! Your child has the opportunity to participate in UNICEF Kid Power, giving children the power to end global malnutrition and save lives. Kids go on virtual missions to unlock therapeutic food packets for severely malnourished children around the world. When kids wear the UNICEF Kid Power Band, the more they move, the more points they earn, the more lives they save!

## HOW IT WORKS



**Step 1:**  
Kids get active with the UNICEF Kid Power Band and go on missions to earn points.



**Step 2:**  
The more kids move, the more points they earn and the more lives they save.

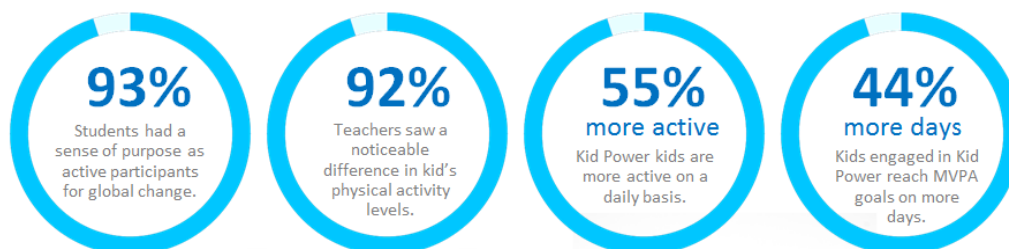


**Step 3:**  
Points unlock packets of therapeutic food, which UNICEF delivers to severely malnourished children.

Check out this [90-second video](#) and the attached deck for details

## IMPACT

With UNICEF Kid Power, **kids are inspired to become Playlanthropists** and go virtual missions to **unlock RUTF (Ready-to-Use Therapeutic Food) packets to treat children with severe acute malnutrition (SAM)**, the most extreme form of undernutrition, globally. It threatens an estimated 16 million children worldwide, taking the lives of roughly 1 million more.



\*Above statistics only represent UNICEF Kid Power USA and UK's results.

## ENROLMENT DETAILS

UNICEF gratefully thanks the Hong Kong Jockey Club for sponsoring more than two-thirds of the programme (HK \$220 of \$320 per child).

For each student participant, parent enrolment of **HK\$100 will cover**

1. Kid Power Starter Kit with one-size-fits-most footstep tracker watch (only tracks steps and movement. The activity earns Kid Power points on the class app, which unlocks RUTF packets to help save lives)
2. Kid Power Certificate of Achievement

## PRIVACY

The Band **does not track** location and **does not have access** to any location data or personal information. All data related to physical activity is synced anonymously. The Bands are registered on the app with a nickname and avatar, so account data does not include any personal information either.

## AFTER THE PROGRAM

At the end of the programme, your child keeps the band and will receive a Certification of Achievement from UNICEF to recognise their effort in fighting SAM. Your philanthropic *gift of nutrition* empowers ESF Playanthropists to exercise a *Benefit Mindset*! By **activating Kid Power** [Click Here](#) (password: **esf**) **before December 7th**, your child will help save the lives of other kids in need. The seeds you sow together with your child today will resonate for years to come, giving children hope and allowing them to bloom and reach their full potential. Your heartfelt generosity will contribute towards severe acute malnutrition treatments for children around the world.

We believe • Children for Children • for every child!

## FOR MORE INFO

If you have any questions, please reach out to [KidPower@UNICEF.org.hk](mailto:KidPower@UNICEF.org.hk)  
<https://www.eventbrite.com/e/kid-power-registration-tickets-52296005761> (password: esf)

